



CONCORD FOODS

The Yankee Drummer

January 2009

SAVINGS ON FRUIT DIP TRIO

We have **great new prices** on shippers & cases for **Fruit Dip Trio**. Since we managed to get the **price down**, our **retailers** can sell at an **even better price**.

Fruit Dip Trio for strawberries and other fruit is perfect for **Valentine's Day & Mother's Day**. **Fruit Dip Trio** is sure to be as popular this year as it was last.

SEE ATTACHED SELL SHEETS FOR DETAILS



MARCH MADNESS SOON!

Encourage your buyers to **cross-promote Guacamole, Salsa, Ranch & Veggie Dip** and all the **Salsas for Saint Patty's Day** and **March Madness!**

Remember, **Classic Ranch Dip** beats the competition **without adding MSG** or preservatives.

Our **most popular Guacamole Shippers:**

30815 containing
96 Guac/48 Extra Spicy

#32364 containing
72 Guac/24 Extra Spicy
24 Mild Salsa/24 Hot Salsa



FEBRUARY IS

IDAHO POTATO LOVERS MONTH

Our **Potato Shipper** combo **Item# 32304** includes **42 Roasted, 42 Bacon/Chive Roasted, 32 Topping & 28 Mashed**. **Last chance** for **February** orders.

SEE ATTACHED SELL SHEETS FOR DETAILS

Lent begins **February 25th** – make sure **Lemon Juice** is displayed in **both the produce & seafood** departments



EASTER IS APRIL 12TH

Time for customers to yes to **Hollandaise Sauce, Pie Glazes & Desserts** but don't forget **Yam & Carrot Glazes**.

SUNKIST SWEEPSTAKES HUGE SUCCESS!

Over **12,000** entries were received for the **Sunkist Sweepstakes** that ran from **May – December 2008**. The **Grand Prize Winner** of **\$1,000** was from **Ocoee, TN**; **First Prize Winner** of **\$500** from **Grass Lake, MI**. **30 Runner Up** Winners of an **Oster** blender were from **across the U.S.** from **FL to WA, RI to TX**

SELL MORE FRESH PRODUCE WITH CONCORD FOODS!

PETER NEVILLE

CHARLES OLINS

PAUL HILL

CURT RICE

HEATHER SIMPSON