

**GRAB N GO
SANDWICH
PROGRAMS**

SANDWICHES

“Service is more than just a word with us!”



Introducing a **New Look** to Enhance Your Deli Program!

tasty profits!





Get More out of Your Deli Program!

Fresh-Tasting Sandwiches

Sandwiches are wrapped in Modified Atmosphere Packaging for enhanced flavor and appearance.

Reduce Shrink

All sandwiches have a 30-day refrigerated shelf life.



Consumer-Tested Packaging

Consumers preferred the black tray over 12 other options to convey "fresh packaging."

FDA Compliant

Ingredient and nutrition information is on every package to comply with FDA requirements.

POS Material



Shelf Strip



Decal



Improved Safety

Sandwiches are made in a Total Quality approved USDA Production Facility.

tasty profits!





Artisan Style

MARKET SANDWICHES®



tasty profits!

Quality
Since
1955

**Deli
Express**

#1 Selling Sandwich

Preferred Brand

- Consumers purchase over 1.5 million Deli Express sandwiches every week – a testament to their trust and satisfaction.
- Deli Express has 7 of the top 10 sandwiches in c-stores nationwide (IRI Data*).
 - Mega Smoked Turkey & Cheese
 - Chicken Salad
 - Mega Ham & Cheese
 - Turkey & Cheese
 - Ham & Cheese
 - Sausage, Egg & Cheese Biscuit
 - Sausage, Egg & Cheese English Muffin

Deli Express has been in business over 55 years as a privately held company.



Quality
Since
1955

Deli Express

Product Based

- Three product lines:
 - Deli Express Sandwiches
 - Deli Express Hot-to-Go (hand paper wrap)
 - Market Line (upscale)
- Name brand ingredients:
 - Jennie-O Turkey Store®
 - John Morrell® Meats
 - Schreiber® Cheese
- Inspected by the USDA, Military and the FDA. Recently received an AIB superior rating score of 940 (out of 1000)



Packaging

- Modified Atmosphere Packaging
Gas flush = extended shelf life
- Longer shelf life vs. many competitors:
 - 9 Months Frozen
 - 30-Days Refrigerated (flexible film/semi-rigid trays)
 - 14-Days Refrigerated (hand paper wrap)

Equipment & POS

- Free point-of-sale materials
 - Reduced equipment costs on coolers and warmers
- Additional equipment available





**SIZE
DOES
MATTER.**

**And BIGGER
is BETTER!**



Actual Size.

NOT Enlarged to Show Detail.



Big is Beautiful. Make it to the Big Leagues. The Big Cheese. I like Big (A-Z) and I cannot lie...
The clichés go on and on, but no one can deny your customers buy with their eyes! And when it comes to BIG A-Z Sandwiches, their eyes don't deceive — these huge sandwiches deliver on their promise of oversized, delicious food that satisfies the hungriest appetite.

Big Mac? Big King? Quarter Pounder? They've got nothin' on BIG A-Z! Each BIG A-Z Sandwich delivers over half a pound of hot food loaded with fresh and juicy flavor. The BIG A-Z flame-broiled Beef Patty alone starts at almost half a pound pre-cooked weight. Want to make a BIG dent in your competition and a BIG impact on your food sales? Add the BIG A-Z line-up to your menu and win BIG!

Dream BIG! We do.

We never stop looking for the next BIG idea. Our dream is to keep your selection of BIG AZ sandwiches current with hot flavor profiles that appeal to your customers. This means careful tracking of food trends that fit the BIG AZ consumer profile to deliver BIG results to your bottom line with each new BIG AZ product introduction. You won't see any little tofu burger or "lite" sandwich from BIG AZ! We commit to go BIG or not go at all!

This commitment to stay true to the BIG AZ vision has earned us BIG results, and for that we give our customers a BIG THANKS! Since the introduction of the BIG AZ Cheeseburger over a decade ago, BIG AZ has grown to be one of the BIGGEST selling sandwich brands in the industry. Not to mention award winning! Our BIG AZ BaconAddict® Cheeseburger was awarded CSP Magazine's 2013 Retailer's Choice Award for Best New Product. The BIG AZ Kickin' Jalapeño Cheeseburger received CSN Magazine's 2011 Best New Product Award. Automatic Merchandiser's 2013 State of the Industry Report named the BIG AZ Cheeseburger as the #1 selling frozen food product in 2012. *It's enough to give us a BIG head!* **We'll keep**

**dreaming BIG to keep
you selling BIG AZ!**



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814426	BIG AZ CHEESEBURGER ANGUS 8.7OZ	1/8 CS
813162	BIG AZ CHEESEBURGER 8.9 OZ	1/10 CS
817148	BIG AZ CHESEBGR BACON ADDICT9.3Z	1/10 CS
817122	BIG AZ CHESEBGR CHARBRL 8.9Z	1/10 CS
813170	BIG AZ CHICKEN SANDWICH 9.4OZ	1/8 CS
814434	BIG AZ CHICKIN BACON CLUB 8.75Z	1/8 CS
813196	BIG AZ RACK-O-RIBS BBQ PORK 8.6Z	1/8 CS
813204	BIG AZ SPICY CHIC SANDWICH 10.2Z	1/8 CS
813840	BIG AZ TWIN CHILI DOGS W/CH	1/8 CS



Raybern's®

READY
TO
HEAT & EAT

8 Wrapped Sandwiches Per Case



PASTRAMI & CHEESE - 827246



CHICKEN BACON RANCH - 822007



PHILLY CHEESESTEAK - 821983



ROAST BEEF CHEDDAR MELT - 821991



Each Raybern's sandwich is handcrafted and wrapped in premium butcher paper to preserve freshness. Raybern's sandwiches ship frozen and can be sold either frozen (one-year shelf life) or refrigerated (14 days shelf life).

**** Must Be Kept Refrigerated ****



Breakfast GOOD MORNIN!

820258 - DAY N NITE BISC SAU/EGG/CHS 6.25oz - 1/12CS

820126 - DAY N NITE HAM/EGG/CHEESE CROISSANT -1/12CS

820159 - DAY N NITE SAU/EGG/CHEESE CROISSANT - 1/12CS

826388 - DAY N NITE ULTIMATE OMELET 4oz - 1/12CS



FULLY COOKED
READY TO HEAT



FROZEN SHELF LIFE	REFRIG SHELF LIFE	WARMER HOLDINGTM
9 Months	7 days	2 Hrs



****Must Be Kept Refrigerated Until Ready to Heat****



Wedge Sandwiches - 1/10Case

Ham & Cheddar - 828202

Turkey & Cheddar - 828210



Flatbread Sandwiches - 1/10Case

Italian Combo 9oz. - 828285

Cold Cut Combo 9oz. - 828194



**** Must be kept frozen ****

Frozen Shelf Life:

Wedge Sandwiches - 365 days

Flatbread Sandwiches - 270 days



ALL ARE SOLD
BY THE CASE
4 PER CASE

Wraps, Wedges and Subs

AVAILABLE NOW!



828517-Fiesta Chick Wrap-5oz

828525-Turk/Bacon Wrap-5oz

828541-Italian Style Wrap-5oz

828566-Ham/Cheese Wedge-5oz

828574-Turkey/Cheese Wedge-5oz

828582-Chicken Salad Wedge-5oz

828509-Meat Lovers Sub-7oz

828483-Ham/Cheese Sub-6oz

828558-Turkey/Cheese Sub-6oz

 **WHOLESALE DISTRIBUTORS, INC.™**