



Otis Spunkmeyer

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Eby-Brown

Otis Spunkmeyer® is the No. 1 brand of frozen cookie dough, and No. 1 brand of individually wrapped muffins in foodservice. Otis Spunkmeyer makes it easy for customers to get in the fresh baked cookie business.

Otis Spunkmeyer inspires greater brand loyalty than any other foodservice cookie brand. So maximize your cookies sales and merchandise the Otis brand - people love it!

Add More Sales

Add more than \$12,000 in sales* without adding any space or people.

* Based on baking and selling 100 cookies per day at a selling price of 3/\$1.00.

Properly Bake

We've perfected baking times; all you have to do is set the timer to the time we suggest and pull cookies out of the oven when it rings.

Ensure Freshness

Keep Otis Spunkmeyer cookie dough frozen (≤0°F) for up to 1 year unopened or 1 month after opening. After baking, cookies can be merchandised for up to 24 hours without losing freshness.

Rack and Display Properly

Increase your impulse sales by placing Otis® cookie displays in high-traffic locations.

Freshen Up Displays

Make sure your Otis oven and display send a fresh baked, clean message to customers. Clean equipment regularly with mild soapy water and a clean cloth.

Entice with Pricing, Promotions, and P.O.P. Materials

We offer powerful merchandising materials **FREE** to you as part of the program!

Carry the Right Variety and Size

70% of the cookie category is driven by the four top-selling flavors — Chocolate Chip, Oatmeal Raisin, White Chocolate Macadamia Nut, and Butter Sugar.** Seasonal flavors are also available including Chocolate with Reese's Pieces,® and Holiday Carnival. 79% of consumers prefer the 1.33-oz. size cookie.†

** OSI Data
† Dessert Preference Research 2007

Otis Spunkmeyer items:

SRP = 3/\$1.00 GPM = 30%

Equipment:

We'll set you up for **FREE** with a specially calibrated **Otis Spunkmeyer oven***** that makes it easy to bake batch after batch of perfect fresh baked cookies and **all of the equipment and merchandising materials you need** to successfully promote cookies.

*** You must purchase at least two cases of cookie dough per month to keep the oven.

For equipment agreement information, visit www.Eby-Brown.com/Foodservice.

Offerings

ITEM#	DESCRIPTION	SIZE (oz)	C/PK	R/PK	UPC
COOKIE DOUGH					
09427-6	CHOCOLATE CHIP	1.33	240	1	013087588002
09434-2	OATMEAL RAISIN	1.33	240	1	013087588033
56100-1	REESES PIECES	1.33	240	1	013087588187
20536-9	WHITE CHOCOLATE MACADAMIA NUT	1.33	240	1	013087588071
09435-9	PEANUT BUTTER	1.33	240	1	013087588057
PAPER PRODUCTS					
094391	OTIS COOKIE BAG		1	1000	00013087942002
094466	OTIS PAN LINERS		1	500	00013087941005

