



Sara Lee

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Sara Lee Food Service offers high quality brand name sandwiches in the Jimmy Dean and Hillshire Farms label. Whether it's morning, noon, or night, you can add a whole new dimension to your Grab 'N' Go sales with pre-made sandwiches that look just-made. Sara Lee brands are highly recognized with **Jimmy Dean** the No. 1 brand of breakfast sausage and **Hillshire Farm** is a top-choice brand of smoked sausage. Give consumers the taste they love in convenient grab-and-go sandwiches for both breakfast and lunch. The quality of the product and the value price offering will keep them coming back – again and again.

Benefits of Sara Lee:

- **Advertising** - \$45M in advertising dollars for brand awareness in 2010.
- **Innovative Marketing Solutions** to fit any retailer and help maximize sales and profit for the retailer.
- **Quality Product** - Developed for the warmer using only the best breads and proteins.
- **Magic Dual Paper** - Dual walled insulated Butcher Wrap paper to maintain moisture of the sandwich...does not dry out.
- **Varieties** - Top selling SKUs to meet every regional trend.
- **Programs** - Counter \$mart coupon offers.

Offerings

ITEM#	DESCRIPTION	SIZE (oz)	C/PK	R/PK	UPC
BREAKFAST SANDWICHES - JIMMY DEAN					
72898-0	SAUSAGE EGG & CHEESE MUFFIN	5	1	12ct	077900513336
72899-8	HAM EGG & CHEESE CROISSANT	3.9	1	12ct	077900513312
72900-4	CANADIAN BACON EGG & CHEESE MUFFIN	4	1	12ct	077900513329
58356-7	SAUSAGE EGG & CHEESE CROISSANT	4.9	1	12ct	077900518593
52104-7	HAM EGG & CHEESE MUFFIN	4.2	1	12ct	077900513688
52103-9	SAUSAGE EGG & CHEESE BAGEL	5.2	1	12ct	077900513725
52102-1	SAUSAGE EGG & CHEESE BISCUIT	4.9	1	12ct	077900513749
LUNCH SANDWICHES					
52769-7	HILLSHIRE FARM PORK BBQ SANDWICH	5.3	1	12ct	044500514131
52770-5	HILLSHIRE FARM FLAME BROILED CHEESEBURGER	6.25	1	12ct	044500514148
71798-3	JIMMY DEAN BIG JIMMY SAGE SPLIT SAUSAGE MUFFIN	6.25	1	12ct	077900118883
71795-9	JIMMY DEAN BIG JIMMY TRADITIONAL SMOKED SAUSAGE MUFFIN	6.25	1	12ct	077900118852

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Equipment:

- Equipment available includes a variety of warming units and menu boards.
- Merchandising kits are available – complete with menu slats and tags.
- Rebate programs are available based on purchase of equipment.

Preparation:

- Remove sandwiches from case and place in single layer refrigeration (33-40°) to thaw for 12-24 hours.
- Heat wrapped sandwich in 1000 watt microwave for 40-60 seconds (varies by item).
- Heat wrapped sandwiches in 300° convection oven for 20-30 minutes.
- **4-Hour Hold Time** - True 4-hour hold time!

Breakfast items:

SRP = \$1.59 - \$2.59 GPM = 33%

Lunch items:

SRP = \$2.99 - \$3.29 GPM = 30%

Big Jimmy:

SRP = \$2.99 GPM = 37%

For equipment information, **visit**

www.Eby-Brown.com/Foodservice.

