

# VISTAR<sup>SM</sup>

Wholesale Candy, Snack and Beverage Specialists.

Volume 30, Number 6

June 2015

## ingredients you can see & pronounce<sup>®</sup>



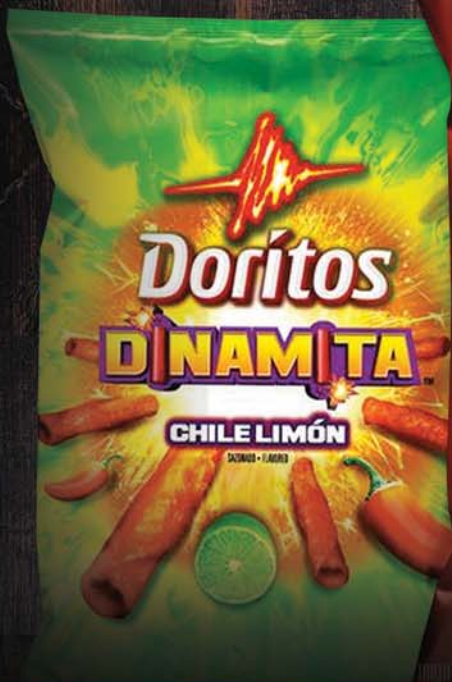
GLUTEN  
FREE

NON  
GMO



# SPICE, SPICE, BABY!

TRY ONE OF OUR HOT  
AND SPICY FLAVORS  
AND HEAT UP YOUR DAY.



All items may not be available in all divisions.



  
**GEVALIA**  
KAFKE

*Coffee  
experience*  
unlike any other.

**NEW**

# *Iced Coffee*

— WITH —  
**ALMOND MILK**



A delightfully delicious *new twist* on iced coffee.



**NEW**



**The scientific name for this protein is “meat, cheese and nuts.”**

Introducing *P3 Portable Protein Packs* with 13 grams of protein.  
No gimmicks. Just meat, cheese and nuts.

It's the Original Protein. It's *Oscar Mayer.* [ProteinProteinProtein.com](http://ProteinProteinProtein.com)

Product Name/Flavor	Pack	Net Weight	Item Code	
			Kraft	Vistar
OSCAR MAYER P3 Portable Protein Pack Applewood Smoked Turkey Breast with reduced fat marbled Colby and Monterey Jack cheeses with dry roasted almonds	10/2.0 oz.	20 oz.	00447000707500	GEN70750
OSCAR MAYER P3 Portable Protein Pack Rotisserie Seasoned Chicken Breast with reduced fat Cheddar cheese and dry roasted peanuts	10/2.0 oz.	20 oz.	00447000707600	GEN70760
OSCAR MAYER P3 Portable Protein Pack Applewood Smoked Ham with reduced fat sharp Cheddar cheese and dry roasted almonds	10/2.0 oz.	20 oz.	00447000707700	GEN70770
OSCAR MAYER P3 Portable Protein Pack Slow Roasted Turkey Breast with reduced fat Cheddar cheese and dry roasted peanuts	10/2.0 oz.	20 oz.	00447000720500	GEN72050

For more information, contact your Vistar sales representative today!

Find us on | 1-800-537-9338 | [kraftfoodservice.com](http://kraftfoodservice.com)

Sign up online for **Kraft Works**, a free program designed to help build your business.

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# BLOW THE CAP OFF WATER SALES

## ADD THE #1-SELLING NON-CARBONATED SUGAR-FREE DRINK MIX.<sup>1</sup>

**Appeal to health-conscious customers.** As more consumers cut down on sugar, soft drinks and even diet drinks in favor of drinking more water,<sup>2</sup> CRYSTAL LIGHT OnThe Go offers customers more flavorful hydration with just 5 calories per serving.<sup>3</sup>

**Capitalize on the flavored water trend.** Convenient, single-serve CRYSTAL LIGHT OnThe Go appeals to the 1 in 2 consumers who expect to increase their flavored water consumption over the next two years.<sup>2</sup>

**Benefit from 90% aided awareness<sup>4</sup>** and unmistakable appeal.

**Attract customers** with a variety of on-trend flavors.

Product Name/Flavor	Format	Case/Pack Size	Vistar Item Code
ICED TEA	ON THE GO	4/30/20z	GEN00757
RASPBERRY ICE PEACH	ON THE GO	4/30/20z	GEN00798
TEA	ON THE GO	4/30/20z	GEN00797
FRUIT PUNCH	ON THE GO	4/30/20z	GEN00006
RASPBERRY LEMONADE	ON THE GO	4/30/20z	GEN00015
RASPBERRY GREEN TEA	ON THE GO	4/30/20z	GEN00362
CHERRY POMEGRANATE	ON THE GO	4/30/20z	GEN00363
LEMONADE	ON THE GO	4/30/20z	GEN00796

To take advantage of this offer,  
contact your Vistar sales representative or  
visit [Kraftfoodservice.com/CLOTG](http://Kraftfoodservice.com/CLOTG)

**Kraft Rewards**

Rewarding rebates on every case

1-800-537-9338 | [KraftVendingOCS.com](http://KraftVendingOCS.com)

© 2015 Kraft Foods

1 ACNielsen, Total U.S. Food Drug Mass, \$ Share, 52 weeks ending 1/25/14  
2 Technomic Beverage Consumer Trend Report, 2012  
3 When added into 20 oz. of water  
4 Ipsos Brand Health Tracker, 2013 Year End





GENERAL MILLS  
Convenience  
& Foodservice



WHEN IT COMES TO SPIKING SALES,  
WHO'S YOUR BUDDY?



## New Vending Size Chex Mix® Muddy Buddies®

All items may not be available in all divisions.

<sup>1</sup> IRI AllScan C-Store Data for the latest 24 weeks ending 7/14/2013.

- 88% increase in sales over last year in the C-Store channel<sup>1</sup>
- One of the fastest growing brands in snacks
- Now in a 1.75 oz. vending specific size



# THE REIGNING KING OF COOKIES

America's #1 Cookie Brands<sup>1</sup> in KING SIZE



Give cookie lovers snacks that rule with King Size products and help increase your sales with the brands they love.

Snack & Dessert  
SOLUTIONS



1-855-202-3913

[fs-snacks-desserts.com](http://fs-snacks-desserts.com)

Sign up online for **Snack & Dessert Solutions**, a free program designed to help build your business.

**Mondelēz**  
International

<sup>1</sup> Nielsen, xAOC 52 weeks ending 02/16/15 (based on dollar sales).

# NEW!

# Sweeten Sales

with **Mrs. Freshley's**

Made with



line!

Our popular line of snacks made with Cinnabon® cinnamon is getting bigger and better! In addition to our bestselling Honey Bun and Cinnamon Danish, we've recently added Cinnamon Twirls and Mini Donuts made with the great taste of Cinnabon cinnamon. Available in single serve or multipacks sporting new eye-catching designs, these delicious snacks are sure to please!

**Mrs. Freshley's — *Make Life Sweeter!***



**3-PACK TWIRLS**  
Unit Weight: 3.0oz  
Case Count: 48  
Inner Pack: 4@12



**6-PACK DONUTS**  
Unit Weight: 3.0oz  
Case Count: 72  
Inner Pack: 6@12



**DANISH**  
Unit Weight: 5.0oz  
Case Count: 36  
Inner Pack: 6@6



**6-PACK TWIRLS**  
Unit Weight: 6.0oz  
Case Count: 24



**DONUT BAG**  
Unit Weight: 10.0oz  
Case Count: 12



**HONEY BUN**  
Unit Weight: 5.0oz  
Case Count: 48  
Inner Pack: 8@6

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Flowers Foods Specialty Group, LLC, 5087 South Royal Atlanta Drive, Tucker, GA 30084  
770-723-0173 or 1-866-FLSNACK | Fax: 800-639-2671 | [www.mrsfreshleys.com](http://www.mrsfreshleys.com)

All items may not be available in all divisions.





**Children's  
Miracle Network  
Hospitals**

**What Works  
For You?**  
*We've got them all!*

**The Largest  
Selection of  
National Brands  
For The Upcoming  
Allergy Season.**



\* Same active ingredients as the higher priced brands!

\* 6 COUNT per package vs. standard 4 count



The Children's Miracle Network Hospitals name and logo are used with permission which in no way constitutes endorsement, express or implied, or any commercial product or company.







H-K  
ANDERSON



PENROSE



# Save on the snacks your customers love!

## Here's how to get your rebate:

1. Purchase any of the qualifying products listed from your distributor between June 1 and July 31, 2015.
2. Complete the rebate form below and submit along with proof of purchase (copies of distributor invoices) to the address indicated.
3. Receive the specified rebate per case up to a total rebate amount of \$300. Limit one rebate redemption per operator. Minimum rebate offer is \$18.
4. All rebates must be postmarked by Aug. 31, 2015.
5. Your rebate check will arrive within 4-6 weeks of submission.

### REBATE SPECIFICATIONS:

Chains must participate on an individual outlet basis. This offer cannot be combined with other rebates, allowances, contracted or bid business or used to redeem against other ConAgra rebate offers. Offer invalid for resale, cash/carry and club stores. Cases redeemed against this offer may not be used to redeem against any other ConAgra Foods rebate offers. Partial cases not acceptable. Rebates cannot be assigned or transferred. Offer valid for foodservice operators only; suppliers or distributors cannot redeem rebates for operators. ConAgra Foods reserves the right to audit requests for payment and reserves the right to cancel this offer at any time. This rebate may be mechanically reproduced or photocopied but not altered from its original format. All rebates must be postmarked by Aug. 31, 2015. VOID IF RESTRICTED OR PROHIBITED BY LAW.



SKU	PRODUCT DESCRIPTION	PACK SIZE	PER CASE REBATE
26200 39290	Penrose Big Mama Pickled Sausage	6/12 ct 2.4 oz	\$15.00
26200 39190	Penrose Tijuana Mama Pickled Sausage	6/12 ct 2.4 oz	\$15.00
26200 11200	Slim Jim Mild Beef & Cheese	6/18 ct 1.50 oz	\$10.00
26200 11420	Slim Jim Pepperoni & Cheese	6/18 ct 1.50 oz	\$10.00
26200 77234	DAVID Original (Unpriced)	12/12 ct 1.63 oz	\$4.00
26200 77236	DAVID Ranch (Unpriced)	12/12 ct 1.63 oz	\$4.00
26200 01462	Slim Jim Original Handipack	3/12 ct 1.12 oz	\$3.00
26200 01472	Slim Jim Mild Handipack	3/12 ct 1.12 oz	\$3.00
26200 23884	DAVID Classic Trail Mix	8/5.25 oz	\$2.00
26200 23885	DAVID Sweet & Salty Trail Mix	8/5 oz	\$2.00
26200 23886	DAVID Nut & Fruit Trail Mix	8/5 oz	\$2.00
75436 97883	Kangaroo Whole Grain Pita Chips 51%	70/1.25 oz	\$2.00
27000 48060	Orville Redenbacher's Butter	36/3.3 oz	\$2.00
76150 23243	ACT II Light Butter	36/2.75 oz	\$1.00
76150 23223	ACT II Butter	36/2.75 oz	\$1.00
76150 23255	ACT II Butter Lover's	36/2.75 oz	\$1.00
26200 47166	Andy Capp's Cheddar Fries (Unpriced)	72/0.85 oz	\$1.00
26200 47167	Andy Capp's Hot Fries (Unpriced)	72/0.85 oz	\$1.00
26200 47172	Andy Capp's Hot Fries (Unpriced)	48/1.5 oz	\$1.00
26200 46070	DAVID Sunflower Kernels	12/3.75 oz	\$1.00
26200 46230	DAVID Ranch Pumpkin Seeds	12/2.25 oz	\$1.00
26200 46370	DAVID Pumpkin Seeds	12/2.25 oz	\$1.00
27000 82331	Orville Redenbacher's Classic Kettle Korn Ready-to-Eat	63/1 oz	\$1.00
70271 20636	H.K. Anderson Mini Twist	8/3.5 oz	\$0.50
70271 20641	H.K. Anderson Ultrathin Stick	8/3.5 oz	\$0.50
70271 20378	H.K. Anderson Peanut Butter Filled Nugget	8/2.5 oz	\$0.50

**QUESTIONS? Contact 800-357-6543**

### REBATE OFFER

# of cases	x \$	per case =	Total Rebate
_____	x \$	per case =	_____
_____	x \$	per case =	_____
_____	x \$	per case =	_____
<b>Total Rebate Allowance = \$</b>			
(Maximum Rebate \$300 - Minimum \$18)			

PLEASE PRINT LEGIBLY

Name of Establishment \_\_\_\_\_

Your Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Business Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

*By providing an email address, operator gives permission for us to send product and program information via email.*

Primary Distributor \_\_\_\_\_ Distributor Rep Name \_\_\_\_\_

Primary Distributor City \_\_\_\_\_

Brokerage \_\_\_\_\_ Broker Rep Name \_\_\_\_\_

Complete the requested information on this form and mail with a copy of your distributor invoice(s) to:

**ConAgra Foodservice**  
P.O. Box 2025 - FS-2151W  
Brownsdale, MN 55918  
800-357-6543

*Must be postmarked by Aug. 31, 2015.  
Only one redemption per establishment.*

**My foodservice operation can best be described as:**

- |   |  |
|---|--|
| <input type="checkbox"/> Casual Dining            | <input type="checkbox"/> Hospital              |
| <input type="checkbox"/> Family Dining            | <input type="checkbox"/> Long-Term Care        |
| <input type="checkbox"/> QSR                      | <input type="checkbox"/> K-12 School           |
| <input type="checkbox"/> Recreation/Entertainment | <input type="checkbox"/> Bar/Tavern            |
| <input type="checkbox"/> Convenience Store        | <input type="checkbox"/> Sandwich/Bakery Café  |
| <input type="checkbox"/> Business Dining          | <input type="checkbox"/> Catering              |
| <input type="checkbox"/> College or University    | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Vending/OCs              |  |

**Dayparts served (check all that apply):**

- |                                    |   |
|------------------------------------|---|
| <input type="checkbox"/> Breakfast | <input type="checkbox"/> Dinner         |
| <input type="checkbox"/> Lunch     | <input type="checkbox"/> Snacks/Takeout |

**Number of Units:** \_\_\_\_\_

**Seasonal Operation:** ☐ Yes ☐ No **Seasonal Period:** \_\_\_\_\_







Available Summer 2015  
fresh or frozen

# Maximize Summer Pastry Sales

with **Twinkies** BRAND and  
**minions**



™ & © Universal Studios

Hostess Brands, LLC P.O. Box 419592, Kansas City, MO 64141-6593  
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# Healthy Body, Healthy World

Refreshing Flavors that are perfect On-the-Go!  
Welch's offers a collection of all-time favorites in 16 oz.  
& 10 oz. PET and 11.5 oz. & 5.5 oz. Cans.

Welch's 100% juice is made of only the finest ingredients and  
now our packaging uses 12% less plastic.



Choose from Welch's collection of preferred Flavors!



Contact your local Sales Representative  
for more information or visit [www.welchs.com](http://www.welchs.com)



# A FRESHER CHOICE...



## FOR A HEALTHIER LIFESTYLE.

CONTACT YOUR VISTAR REPRESENTATIVE TO LEARN ABOUT ALL THE FRESH AND HEALTHY ITEMS AVAILABLE TO YOUR CUSTOMERS.



# YOU ARE JUST A CLICK AWAY FROM...

Everything you need for  
online ordering from Vistar!

- ON-LINE ORDERING SAVES YOUR COMPANY VALUABLE TIME
  - ACCESS TO NEW AND TOP ITEM LISTS FOR ALL TYPES OF BUSINESS VENUES
  - LOOK UP ORDER AND INVOICE HISTORY AT YOUR CONVENIENCE
  - SEARCH CURRENT AND NEW ITEMS
  - ITEM DATA SUCH AS USAGE HISTORY AND PACK/SIZE
  - VIEW ACTUAL ITEM IMAGES FOR ACCURATE ORDERING
- AND SO MUCH MORE!**

Whether you are an existing customer, new user or just want to learn the latest and greatest tips and tricks. call your Vistar Sales Representative and get online with MY VISTAR!

**[HTTP://MYVISTAR.VISTAR.COM](http://myvistar.vistar.com)**



**GET THE APP! NOW AVAILABLE  
FOR ANDROID AND IPHONE™**



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Building D  
Centennial, CO 80112-7580

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PAID  
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DENVER, CO



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