

Cold Case Sandwich Program

Best Practices for Ordering, Handling & Displaying Sandwiches

Ordering Product

- Order Product by the case. Product is shipped frozen.
- Keep on hand two times your average weekly sales per item. Example: If you sell 14 Ham & Cheese wedges per week, keep at least 28 on hand in the store.

Product Storage and Handling

- Product is best if stored frozen in its original case, below 0°F, then displayed/merchandised refrigerated. Once refrigerated, Product should be held between 35-40°F.
- If Product is stored in the case in the cooler (refrigerator), mark the date the Product is moved to the cooler on the outside of the case. This is the first date of refrigerated shelf life, the thaw date.
- When transferring Product to the cooler display case, use a tag or permanent marker to clearly add the "expiration date" to the individual sandwich. This is the date the Product is no longer sellable and should be removed from the shelf.
- Date Product according to store policy. The expiration date should not be a date past the thaw date plus the refrigerated shelf life specified by the brand list on this sheet.
- If cooler fails, check core Product temperature with a probe. If it is still below 40°F Product is still good, if above 40 Product must be destroyed.

Tips for Maximizing Sales and Minimizing Stales

- Display Product at eye level in a high traffic location.
- Keep display stocked. Full shelves sell more Product! Move oldest Product forward.
- Suggestive sell sandwiches. Once they try a sandwich, customers will be back to buy more and develop a habit.
- Discard any damaged or discolored Product. If you wouldn't buy it, they won't either.

Daily Duties for Keeping the Cooler Display Fresh & Attractive

- Pull any out of date Product from display cooler, write off and destroy Product.
- Rotate Product forward and make sure oldest Product is at front of shelf.
- Stock a minimum of six units of each variety. Note amount needed of each item to restock.
- Pull from freezer inventory amounts needed for restocking shelf. Be sure to pull the oldest cases first and rotate inventory in the freezer.
- Date Product according to store policy but not to exceed the refrigerated shelf life outlined below by brand. Place new, dated stock behind existing sandwiches in case.

REFRIGERATED SHELF LIFE (35° - 40°F)						
Brand	7 days	10 days	14 days	21 days	24 days	28 days
Landshire & Big Daddy (film wrap)						
Landshire & Big Daddy (paper wrap)						
Like Mom's						
Fresh-Cut						
Pierre Signatures						
Pierre (except 0606, 0301 & 0299 @ 7 days)						
Fast Choice (except 1388 @ 7 days)						
BIG AZ (except 1511 & 1524 @ 7 days)						
Hot n Ready (except 55557 @ 7 days)						
Better Bakery Pretzel Melts						
Anytime Deli						
PBJamwich						

Check item specification to confirm refrigerated shelf life at advancepierre.com

- Use merchandising materials, such as shelf wobblers and door clings, to draw attention and encourage trial. Contact us at www.advancepierre.com for free merchandising materials.

Recommended Core Sandwich Varieties:

Breakfast Sandwiches:

- Sausage, Egg & Cheese Biscuit
- Bacon, Egg & Cheese Biscuit
- Sausage, Egg & Cheese Croissant
- Sausage, Egg & Cheese English Muffin or Bagel

Sliced Bread Sandwiches:

- Turkey and Cheese
- Ham and Cheese
- Chicken Salad
- Tuna Salad

Sub / Bun / Flatbread Sandwiches:

- Turkey and Cheese
- Ham and Cheese
- Combo Deli Meat
- Italian Meat

Sandwiches Enjoyed Hot (microwavable):

- Cheeseburger / Double Cheeseburger
- Bacon Cheeseburger
- Breaded Chicken with Cheese
- Spicy Chicken
- BBQ Pork Rib

