

TROVERCO

Fresh Express

defined

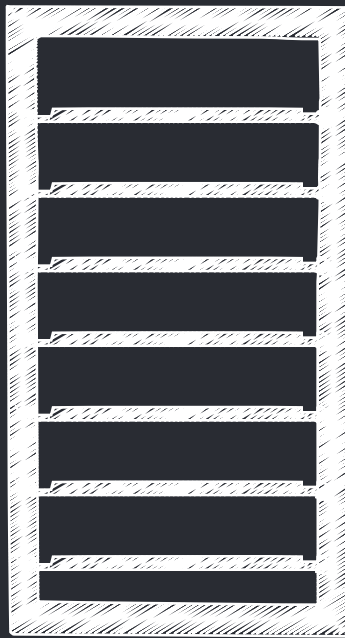
Fresh Express is more than a food service program. It is an all encompassing, Best-in-Class, Grab-n-Go, Food service opportunity! This is accomplished via the direct store delivery of the best products and services in the industry. These products range from fresh salads/fruit cups/veggie trays/snack trays/wraps/sandwiches and includes packaged sandwiches, roller grill items, hot foods and snack cheese. All of these items are needed in order to insure maximum sales and the success of your location. This concept becomes completely successful when combined with our Troverco philosophy of the right products, right service, right space and right position.

Adequate Shelf Space

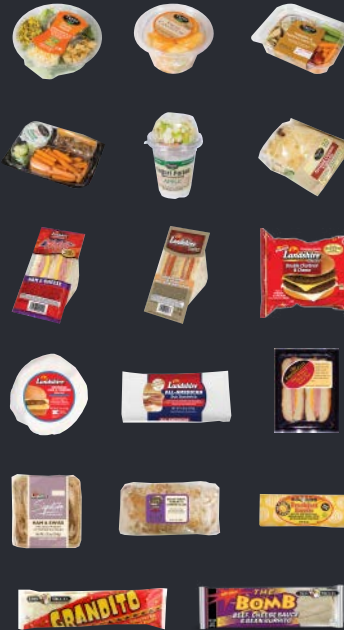
Our Suggested Product Mix

Fresh Results

formula



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Increase in revenue

Influx of new traffic

Improved store perception

Product space in open air cooler or full door in #1 location

Choose from our many top performing products

The Future of Convenience

The most successful and popular convenience stores are already providing their own fresh programs. An all encompassing Fresh Program is the future of convenience.

CS's That Have Fresh Offerings

- Wawa
- 7-11
- Kwik Trip
- Circle K



Landshire Fresh Program Requirements for both Fully Guaranteed and Fresh Add-on Programs

- \$200 minimum per delivery after returns (formula driven)
- Product space in open air where available or full door in the #1 location
- Must allow incremental space for additional items
- Carry the full assortment of assortment of Fresh (salads, fruit cups, snack trays, veggie trays, etc) Landshire products and other programs, including hot foods, roller grill, etc. to insure \$200 delivery minimum.
- Delivery prioritization

DSD - FRESH PROGRAM - GUARANTEED

This one of a kind, industry leading innovative concept contains a full assortment of fresh products (salads, fruit cups, snack trays, veggie trays, etc) as well as many other traditional grab-n-go products

FEATURES

- Guaranteed Program
- Fully Serviced and Managed Program
- Price, date, & rotate inventory
- Products sold by piece
- Delivery schedules ranging from weekly to daily
- Outstanding product variety from fresh products, sandwiches, hot foods, burritos, roller grill, & pastry items
- Merchandising & Point of Sale Materials
- Scan data capable

BENEFITS

- Guaranteed Margins without Stale
- Allows in-store employees to focus on customers
- Ensure product quality and freshness
- Eliminate out-of-stock conditions
- Provide customization based on volume demands by location
- Select from over 100 products and consolidate delivery schedules
- Increase in-store consumer sales
- Improve accounting practices

DSD - FRESH PROGRAM - INCREMENTAL - NON GUARANTEED

This best in class DSD program provides traditional grab-n-go products and includes a consumer demanded fresh offering

FEATURES

- Fully Serviced and Managed Program
- Price, date, & rotate inventory
- Products sold by piece
- Delivery schedules ranging from weekly to daily
- Outstanding product variety from fresh products, sandwiches, hot foods, burritos, roller grill, & pastry items
- Merchandising & Point of Sale Materials
- Scan data capable

BENEFITS

- Allows in-store employees to focus on customers
- Ensure product quality and freshness
- Eliminate out-of-stock conditions
- Provide customization based on volume demands by location
- Select from over 100 products and consolidate delivery schedules
- Increase in-store consumer sales
- Improve accounting practices

RECOURSE IF REQUIREMENTS ARE NOT MET

- Purchase additional items/expand categories
- Implementation of delivery fees
- Reduced margins/increased prices
- Reduced frequency of service
- Discontinuation of underperforming locations
- Alternate program options (drop-n-go, elite, etc)
- No Service option