



MUSSELMAN'S • LUCKY LEAF • APPLE TIME
SPEAS FARM • LINCOLN

Family Style Restaurant Apple Sauce Opportunity *Musselman's ~ Lucky Leaf*

- ***Apple Sauce - #1 Preferred Canned Fruit***

Highest Volume Sales – 26% of Canned Fruit Category (Peach 19%, Pineapple 18%, Fruit Cocktail 13%)

- ***Apple Sauce - #1 Profit Maker***

Lowest Cost per ounce of all Fruits

- ***Apple Sauce User Demographic***

The same as Family Style Restaurant, Family with Children

- ***Apple Sauce – Healthy & Nutritious***

Low Calorie
No Fat, No Cholesterol
No Trans Fats
Very Low Sodium
Fiber, Minerals

- ***Menu Options***

Basic Side Dish
Fits all Meal Occasions

- ***Why Knouse***

Quality
Different Styles – Regular, Natural, Chunky and Splenda

- ***Packaging***

48 and 64 oz. Plastic Jar
4 oz. Individual Plastic Cups

- ***Benefits to Operator***

Profit
Size to fit all Occasions
No cans to Open
No Metal Filings
Reduction in Workman's Comp
Less Disposal Costs
Easy to Store (self contained)
Easy to Reseal
Wait Staff Friendly, can just open and pour
Product is Fresher, smaller package
Less Cash tied up in Inventory
#1 Preferred Fruit by your Customer

