



Welcome

February 4, 2011



NEW ITEMS



*3Musketeers® Truffle Crisp Singles
A lighter and crispier way to enjoy chocolate!*

M&M'S® Pretzel has a crunchy, salted pretzel center covered in delicious M&M'S® milk chocolate and coated in a colorful candy shell.

It's a fun new way to get that salty and sweet flavor consumers enjoy!



Love peanut butter? Love SNICKERS®?

Get them both in SNICKERS® Peanut Butter Squared. Each single has 2 delicious bars. Peanut Butter is the fastest growing major segment within chocolate confections.



*M&M's® Coconut Singles
Based on results from the Limited Edition promotion...
...consumers are coconut crazy!*



Milky Way® Simply Caramel Singles

Real milk chocolate surrounding nothing but rich, delicious caramel.



MILKY WAY® Simply Caramel has had strong trial (4.7%) and repeat (31.1%) and highly incremental to MILKY WAY'S® base (MW total growth +14.3% latest 52wks)



Long Corinth Code Numbers



SNICKERS® Bar
UPC 40000 01202
480585-9



SNICKERS® King
UPC 40000 32252
480586-7



M&M's® Peanut King
UPC 40000 04432
480619-6



TWIX® Caramel King
UPC 40000 35387
480588-3



M&M's® Peanut
UPC 40000 01232
480617-0



TWIX® Caramel
UPC 40000 35391
480587-5



MILKY WAY® King
UPC 40000 04401
480591-7



3 MUSKETEERS® King
UPC 40000 24603
480596-6



M&M's® MILK King
UPC 40000 00443
480618-8



M&M's® Milk Chocolate
UPC 40000 01231
480616-2



SNICKERS® Almond King
UPC 40000 32247
480606-3



3 MUSKETEERS® Bar
UPC 40000 01103
480595-8



MILKY WAY® Bar
UPC 40000 01101
480590-9



M&M's® Pretzel
UPC 40000 40265
480624-6



MILKY WAY® Simply Caramel Bar
UPC 40000 00694
480579-2



SNICKERS® Almond
UPC 40000 01105
480605-5



TWIX® PB King
UPC 40000 35390
480601-4



M&M's® Peanut Butter King
UPC 40000 38060
480523-0



M&M's® Coconut
UPC 40000 00586
480612-1



3 MUSKETEERS® Truffle Bar
UPC 40000 00700
480594-1



M&M's® Peanut Butter
UPC 40000 01244
480615-4



MILKY WAY MIDNIGHT® Bar
UPC 40000 01104
480592-5



















TWIX® Peanut Butter
UPC 40000 35388
480589-1



DOVE® Milk
UPC 40000 12296
480475-3



Compos Brand

	# 1 COMBOS CHED PRETZEL MED BAG UPC # 41419 16284 Order code #	Tags 480471-2	Boxes needed		# 7 COMBOS CHED PRETZEL SINGLES UPC # 41419 71471 Order code #	Tags 480668-3	Boxes needed
	# 2 COMBOS PIZZERIA MEDIUM BAG UPC # 41419 16283 Order code #	Tags 480468-8	Boxes needed		# 8 COMBOS PIZZERIA SINGLES UPC # 41419 71475 Order code #	Tags 480464-7	Boxes needed
	# 3 COMBOS PEPPERONI MEDIUM BAG UPC # 41419 16286 Order code #	Tags 480469-6	Boxes needed		# 9 COMBOS PEPPERONI SINGLES UPC # 41419 71473 Order code #	Tags 480461-3	Boxes needed
	# 4 COMBOS CHED CRACKER MED UPC # 41419 16287 Order code #	Tags 480467-0	Boxes needed		# 10 COMBOS CHED CRACKER SINGLES UPC # 41419 71474 Order code #	Tags 480460-5	Boxes needed
	# 5 COMBOS NACHO CHEESE MEDIUM UPC # 41419 16285 Order code #	Tags 480470-4	Boxes needed		# 11 COMBOS NACHO CHEESE SINGLES UPC # 41419 71472 Order code #	Tags 480463-9	Boxes needed
	# 6 COMBOS SALSA MEDIUM BAG UPC # 41419 22791 Order code #	Tags	Boxes needed		# 12 COMBOS JALAPENO MED BAG UPC # 41419 30018 Order code #	Tags	Boxes needed
	# 1 SNICKERS MARATHON MULTIGRAIN 1.94OZ UPC # 23710	Tags 481587-4	Boxes needed		# 13 COMBOS SALSA SINGLES UPC # 41419 22867 Order code #	Tags 480462-1	Boxes needed
	# 2 SNICKERS MARATHON CHEWEY CHOC PEANUT 1.94OZ UPC # 24073	Tags 481588-2	Boxes needed		# 14 COMBOS JALAPENO SINGLES UPC # 41419 03128 Order code #	Tags 480459-7	Boxes needed

M&M Peg and Theatre Box Packs

	M&M PLAIN PEG UPC# 01731 Order Code #	Tags 484308-2	Boxes needed		M&M PLAIN THEATRE BOX UPC# 29476 Order Code #	Tags 484925-3	Boxes needed
	M&M PEANUT PEG UPC# 01732 Order code #	Tags 484310-8	Boxes needed		M&M PEANUT THEATRE BOX UPC# 29480 Order code #	Tags 484926-1	Boxes needed



Get ready to fire up your customer's taste buds with the zesty combination of buffalo wing sauce and blue cheese surrounded by a crunchy pretzel exterior in new Compos Baked Snacks/ Buffalo Blue Cheese Pretzel. This new, limited-edition item joins Combo Brand's seven permanent flavor combinations for just six months beginning in May. This cheesy, crunchy snack is made with real cheese and is oven baked. Each medium peg bag is seven-ounces and comes packaged 12 per case. Suggested retail price is \$1.99-\$2.29.



Name _____
 Address _____
 Acct # _____

#43727
 72ct Buffalo Blue
 Cheese 7oz bags



***Mars reserves the right to amend and/or cancel this promotional allowance offer at any time upon prior written notice to customer. This promotional allowance offer may not be amended otherwise without the express prior written approval of an authorized Mars representative.*



MARS
chocolate
north america



Save
\$5.00



Store Name _____

Store Address _____

Acct # _____

Qty _____

#40971
24 M&M Peanut KS
24 Snickers KS

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Item # S2722

Description:

2/24 HOT Sasquatch Big Stick Footprint
Penny Tray Display

Includes:

(48) 2.2 oz. Hot Sasquatch Big Sticks

347272-7 48 2.2 OZ JL SASQ HOT BSTIK TRAY2722 69.00 _____

**Sasquatch HOT Big Stick
Footprint Penny Tray Display**



STORE _____

ACCT # _____

DELV DAY _____

SALESMAN _____



**3
FOR
\$1.00
=
48%**



486560-6	36 .33	BIG SLICE MEGA BLUE RAZBRY	6.41	_____
486559-8	36 .33	BIG SLICE MEGA GREEN APPLE	6.41	_____
486555-6	36 .33	BIG SLICE MEGA WATERMELON	6.41	_____
480255-9	36 .33	LIL SOUR TRACKS BLUEBERRY	6.41	_____
480256-7	36 .33	LIL SOUR TRACKS SOUR APPLE	6.41	_____
480254-2	36 .33	LIL SOUR TRACKS STRAWBERRY	6.41	_____



READY FOR SHIPMENT NOW!!!!

STORE _____
ACCT # _____
DELV DAY _____
SALESMAN _____



486659-6	24 .99	SMARTIES BOX	13.45	_____
486656-2	24 .49	SMARTIES MEGA LOLLIES	6.73	_____
486655-4	120 .10	SMARTIES POPS	8.97	_____



READY FOR SHIPMENT NOW!!!!

STORE _____

ACCT # _____

DELV DAY _____

SALESMAN _____

New Item

RED HOT DEALS



Immediate Ship



Item Number	Quantity	Pack	Size	Description	Price per Case
246501-1		24	20 oz.	Mega Sport Lemon - Lime	12.90
246502-9		24	20 oz.	Mega Sport Orange	12.90
246503-7		24	20 oz.	Mega Sport Fruit Punch	12.90
246504-5		24	20 oz.	Mega Sport Berry	12.90
246505-2		24	20 oz.	Mega Sport Strawberry / Watermelon	12.90
Cost 54¢ // 99¢ SRP = 45%					
246510-2		12	32 oz.	Mega Sport Lemon - Lime	9.68
246511-0		12	32 oz.	Mega Sport Orange	9.68
246512-8		12	32 oz.	Mega Sport Fruit Punch	9.68
246513-6		12	32 oz.	Mega Sport Berry	9.68
246514-4		12	32 oz.	Mega Sport Strawberry / Watermelon	9.68
Cost 81¢ // \$1.39 SRP = 42%					

Customer Number _____

Customer Name _____

Customer Address _____

Salesman _____

Delivery Day _____

Fax (662) 287-6689

1-800-822-LONG (5664)

Website Address www.longwholesale.com

Customer Signature _____

