



Welcome

May 13, 2011

SweetWorks
has it!



This floorstand will bring you sweet sales!

ORDER QTY.	ITEM NUMBER	ITEM DESCRIPTION	PACK	PRICE PER SHIPPER/UNIT	ALLOWANCE	NET PRICE SHIPPER/UNIT
_____	480105-6	Sixlets and Nerds Floorstand 72/1.75 oz. Sixlets Count Goods Tube 72/1.63 oz. Works Nerds S-Gumball Tube	144 oz.	\$80.71/.56	-\$2.20	\$78.51/.54

ADVANCE SURVEY
SHIPPING APPROX. 07/01/11

Customer: _____

Store Number: _____

Signature: _____

Delivery Day: _____ Salesman: _____ Ship Date: _____

Order Dates: May 13 - June 3, 2011

Allowance is available for 21 days only.





**Brothers-All-Natural Fruit Crisps are Real Sliced Fruit.
Not baked, fried or dehydrated. They're freeze-dried!**

This display will naturally bring you sweet sales!

ORDER QUANTITY	ITEM NUMBER	ITEM DESCRIPTION	PACK	PRICE PER DISPLAY/UNIT
	400470-3	Fruit Crisps 72 ct. Aisle Blocker Display: 24/.35 oz. Fruit Crisps Fuji Apple 24/.42 oz. Fruit Crisps Strawberry Banana 12/.35 oz. Fruit Crisps Asian Egg 12/.35 oz. Fruit Crisps Pineapple	72 ct.	\$54.00/.75

ADVANCE SURVEY

SHIPPING APPROX. 06/15/11

Customer: _____

Store Number: _____

Signature: _____

Delivery Day: _____ Salesman: _____ Ship Date: _____

Order Dates: May 13 - June 3, 2011

Allowance is available for 21 days only.





QUICK SNACKS

ON THE GO

NEW!

*Perfect for the drink holder
in your car or truck!
On the run, Grab-N-Go!*



**ADVANCE SURVEY SHIPPING
APPROX. 07/01/11**

EACH	CASE	ITEM #	DESCRIPTION	PK/SZ	LIST PRICE	EACH COST	SRP
		490071-8	Almonds Roasted & Salted	12/5oz	\$28.65	\$2.39	\$3.49
		490072-6	Cashews Roasted & Salted	12/4.5oz	\$33.69	\$2.80	\$3.99
		490073-4	Buffalo Hot Peanuts	12/5oz	\$20.02	\$1.67	\$2.49
		490074-2	Peanut Roasted & Salted	12/5oz	\$20.02	\$1.67	\$2.49
		490075-9	Honey Roasted Peanuts	12/5oz	\$20.02	\$1.67	\$2.49
		490076-7	Sweet N Salty Trail Mix	12/5oz	\$20.02	\$1.67	\$2.49
		490077-5	Cajun Mix	12/3.5oz	\$20.02	\$1.67	\$2.49



Fancy Cashew Warmer Display

List Price \$86.04 – 12/1lb. Cost Per Serving \$.55

Suggested Retail of \$.99 = 44% GP

490341-5 Qty _____

FREE WARMER with purchase of 1 case of Fancy Cashews

490344-9 Display Qty _____

Customer Name _____ Customer # _____

Ship To Location(s) _____

Signature _____ Date _____

#1 at Professional Stadiums & Movie Theaters!

ADVANCE SURVEY

SHIPPING APPROX. 07/01/11



- Party Size NACHO Cheese Sauce.
- 18 oz. Pouch vs. 15 oz. jars.*
- Heat in a microwave safe bowl to desired temperature.
- Refrigerate unused portion.
- Perfect with nacho and tortilla chips.

~~Current products in c-stores:~~

- * Golden Flake 15oz jar - \$1.99
- * Tostitos 15oz jar - \$3.49
- * Kraft Cheese-Whiz 15oz jar - \$1.69
- * Old El Paso 15oz jar - \$3.49

Place your order now and add excitement to your chip sales!

Item #	Description: Authentic Stadium Cheese Sauce		
420187-7	Cost each - \$1.98	Suggest Retail - \$3.99	50% GP
Customer: _____	Date: _____		
Ship to: _____	Salesman: _____		
Customer Signature: _____	Add to my order guide: Yes No		





QTY	ITEM #	DESCRIPTION	PKSZ	PRICE	SRP
	110130-2	Mild Cheddar Stick	24/1oz	\$9.98	\$.79
	110135-1	Colby Jack Stick	24/1oz	\$9.98	\$.79

Customer Name _____ Acct. # _____

Delivery Day _____

Salesman _____

Advance Survey Ships 6/1/2011



Simple, Grab-and-Go Smoothies for Today's Protein-Hungry Consumer



- The Only Shelf-Stable Smoothie Made with Real Yogurt
- Creamy, Fruity Nutrition Makes the Perfect Morning or Afternoon Pick-Me-Up
- Stores Ambient Until You're Ready to Sell
- Ideal for Fresh Sandwich Cases, Beverage Coolers, or Vending
- 6 Mo. Non-Refrigerated Shelf Life
- Re-Sealable HDPE Plastic Bottle
- SRP \$1.99-\$2.69

QTY	ITEM #	DESCRIPTION	PK/SZ	LIST PRICE	EACH	SRP	GP%
	246650-6	MIXED BERRY	12/11oz	\$17.58	\$1.47	\$2.29	36%
	246651-4	STRAWBERRY	12/11oz	\$17.58	\$1.47	\$2.29	36%
	246652-2	PEACH	12/11oz	\$17.58	\$1.47	\$2.29	36%

Also add these items to my order guide and authorize.



Customer Name _____ Customer # _____

Ship To Location(s) _____

Signature _____ Date _____



New Item

33% PROFIT



IMMEDIATE SHIPMENT



Item Number	Standing Qty. Order	Pack	Size	Description	Per Case
250222-7		24	2.99	Belly Washers Cars #2 Case	47.78

Customer Number _____

Customer Name _____

Customer Address _____

Salesman Number _____

Delivery Day _____

Customer Signature _____

Fax (662)287-6689

1-800-822-LONG (5664)

Website Address www.longwholesale.com

May 12, 2011





Ready Shake Self Service Milkshake
The *FIRST* "Grab N Go" Milkshake

The first Grab and Go milk shake ever invented! No labor, no mess! Just ring it up at the register and the customer has their best milkshake experience - EVER!

10% butterfat and real fruit make Ready Shake the highest quality milkshake you and your customer's can get!

Feed Your Hunger. Quench Your Thirst!



Only one step is needed to enjoy this amazing milkshake! The Ready Shake Freezer stores 100 pre-made delicious shakes. These are made in our central Dairy under the highest quality assurance. The Ready Shake Freezer, measuring 36" X 28" X 37" / 15.7 cubic feet, tempers the product to a ready-to-serve consistency. The only step needed is to "grab into the freezer cabinet and enjoy!" It has an eye-catching display attached directly to it and is virtually maintenance free. This is the *ULTIMATE* treat and it continues to be the most economical and affordable product available! (Try one today!)

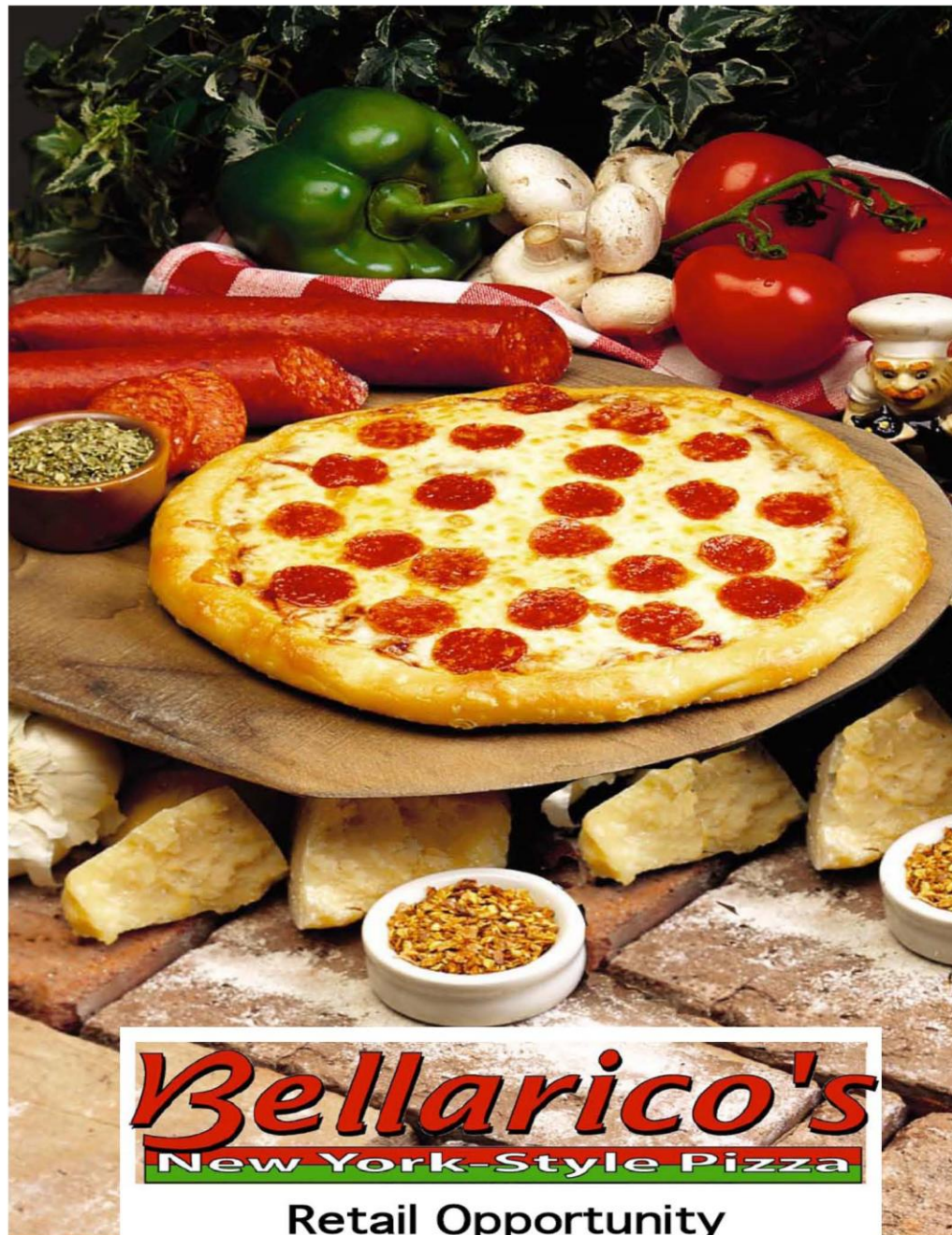
Product and Program Overview:

- First Grab and Go Milkshake ever invented!
- NO Labor and NO Mess
- 10% Butterfat and 100% Real Fruit
- Includes all equipment and eye-catching POP
- 30 day shelf life in tempering freezer
- Build incremental sales with a high gross profit milkshake program



Four Delicious Flavors:

- Vanilla • Chocolate • Strawberry • Coffee



Bellarico's
New York-Style Pizza

Retail Opportunity



Bellarico's

New York-Style Pizza

Item Number	Quantity	Pack	Size	Description	Reg. Price	Less Deal	Deal Price
980724-9		12	12"	Bellarico's 12" Buffalo Chix Pizza	72.10	2.00	70.10
980719-9		12	12"	Bellarico's 12" 4-Cheese Pizza	44.46	2.00	42.46
980723-1		12	12"	Bellarico's 12" 4-Meat Pizza	53.39	2.00	51.39
980722-3		12	12"	Bellarico's 12" Pepperoni Pizza	48.74	2.00	46.74
980721-5		12	12"	Bellarico's 12" Supreme Pizza	52.18	2.00	50.18
980720-7		12	12"	Bellarico's 12" Breakfast Pizza	54.06	2.00	52.06
980727-2		24	7"	Bellarico's 7" Cheese Pizza	35.48	2.00	33.48
980728-0		24	7"	Bellarico's 7" Pepperoni Pizza	35.48	2.00	33.48
980729-8		24	7"	Bellarico's 7" Supreme Pizza	35.48	2.00	33.48
980732-2		50	CT	12" Pizza Box	27.24		
980733-0		250	CT	Clam Shell Box	57.29		
980730-6		1000	CT	Slice Bag	40.37		

Customer Number _____

Customer Name _____

Customer Address _____

Salesman Number _____

Delivery Day _____

Customer Signature _____

Fax (662)287-6689

1-800-822-LONG (5664)

Website Address www.longwholesale.com

April 2011

