



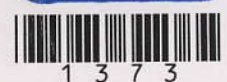
TABLETOP PRODUCTS

OUR NAME SAYS IT ALL!



FOODSERVICE

Your Passion. Our Promise.™



1 3 7 3

Put our name on your table

LAND O LAKES is a brand your guests already know and trust for wholesome, pure and real products. So put the power of our brand to work in your restaurant. Our full line of tabletop products helps you highlight your quality image—by serving the brand your customers put on their tables.

Popular brands build business

Backed by our 80-year heritage for top quality, LAND O LAKES® Tabletop Products enhance your menu offering—to help you build traffic and loyal, repeat customers.

Stronger Image

Six in ten patrons view a restaurant more positively if it offers well-known tabletop brands.¹

Loyal Guests

65% of customers say they'd visit restaurants that feature branded products up to three more times per month.²

Higher Quality

77% of patrons say tabletop products with well known retail brands are better quality.³

More Traffic

People who purchase LAND O LAKES® products tend to eat out more than the average consumer.¹

Better Margins

70% of guests say they would pay 5 cents more for the LAND O LAKES brand over other brands.⁴

Your guests love the LAND O LAKES brand

LAND O LAKES® Tabletop Products help you generate positive perceptions about your restaurant.

Name Recognition

The LAND O LAKES brand name has 96% awareness among consumers.³

Brand Support

We invest more than \$45 million in consumer advertising annually to continue to strengthen brand recognition.

Leading Reputation

Research shows guests have a more favorable image of the LAND O LAKES brand over other tabletop dairy brands.¹

Quality Image

85% of patrons say LAND O LAKES® Butter indicates the operator cares about serving high-quality food.⁴



¹Product Evaluations, Inc., Tabletop Attitude & Usage Study, May 2002

²Land O' Lakes Imageering Study

³Land O' Lakes Attitude & Usage Study

⁴Product Evaluations, Inc., Tabletop Quality Investigation Study, 2001

A full line of tabletop items—from the dairy specialists

Why do restaurant operators prefer LAND O LAKES® Tabletop Products? Because they know their guests will, too.

- Convenient individual portions save labor and control your serving costs.
- Pre-packaged forms preserve flavor and enhance food safety.

AA Grade Butter

As the leading national butter brand, we do butter best!

Advantages:

- Made from the freshest sweet cream.
- Consistent, delicate, sweet flavor.
- The leading tabletop brand served in restaurants.

Varieties & Forms:

Continentials, unsalted Continentals, But-R-Cups® and whipped But-R-Cups® Butter.



Cream Cheese

Perfect for pairing with bagels muffins, sandwiches, wraps, appetizers and more.

Advantages:

- Classic, creamy taste.
- Naturally cultured with the Real® Seal on the label.

Varieties & Forms:

Regular and strawberry, in assorted cups.



Spread & Margarine

Our butter blends and spreads combine the fresh taste of butter with the favorable cost of a blend.

Advantages:

- Fresh, clean flavor and rich, creamy texture.
- Better price stability helps you manage food costs.

Varieties & Forms:

Fresh Buttery Taste™ Spread, Classic Blend with Honey and Margarine in assorted cups and continentals.



Sour Cream

Great for topping baked potatoes, dipping drummies or taking the heat off a spicy enchilada.

Advantages:

- Naturally cultured for classic, rich flavor.
- Consistently smooth and creamy.
- Easy to serve—with less handling and prep time.

Varieties & Forms:

Regular and no-fat.



NEW PACKAGING!

Contemporary, new packaging features the familiar Indian Maiden—reinforcing the highly recognizable brand your guests use at home.

Earn up to \$5000 when you menu Land O'Lakes

Our generous menu allowance program compensates you for featuring our logo on your menu.

- Add the LAND O LAKES logo to your menu or the LAND O LAKES brand to your menu text, and earn \$100 per unit (up to \$5000).
- Placemats, door hangers and room service menus qualify.

Merchandising Displays

Ask about our branded merchandising displays, too, including portion control caddies.

Storage & Handling

For best quality, store in refrigerator at temperatures of 35° to 45°F.



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Take advantage of our quality reputation and 96% consumer brand awareness¹ to show your patrons you care to serve the very best.

DISTRIBUTOR CODE		PROD. CODE	PRODUCT DESCRIPTION	SHELF LIFE	CASE PACK	CASE CUBE	NET WT. (LBS.)	PRICE/SERV.
BUTTER								
<i>Continental</i>								
	17447	Continental, 47 ct./lb.	150 days	4/200	0.48	17.0		
	17457	Continental, 47 ct./lb., unsalted	150 days	4/200	0.49	17.0		
	17460	Continental, 60 ct./lb.	150 days	4/200	0.39	13.3		
	17470	Continental, 60 ct./lb., unsalted	150 days	4/200	0.39	13.3		
<i>Butter Cups</i>								
	19100	But-R-Cups® Butter, 90 ct./lb.	120 days	4/360	0.85	16.0		
	19172	But-R-Cups® Butter, 72 ct./lb.	120 days	4/360	1.03	20.0		
	19145	Whipped But-R-Cups® Butter, 10g	120 days	450	0.93	10.0		
	19195	Whipped But-R-Cups® Butter, 5g	120 days	4/270	0.85	11.9		
<i>But-R-Cuts/Reddies</i>								
	17190	But-R-Cuts, 90 ct./lb.	90 days	6/5 lb.	0.73	30.0		
	18290	Reddies, 90 ct./lb.	90 days	30/ 1/2 lb.	0.48	15.0		
BLENDS & SPREADS								
<i>Spreads and Blends Cups</i>								
	19705	Fresh Buttery Taste™ Spread, 5g	150 days	900	1.02	10.0		
	19711	Fresh Buttery Taste™ Spread, 10g	150 days	450	0.75	10.0		
	19714	Fresh Buttery Taste™ Spread, 14g	150 days	450	0.93	14.0		
	15928	Classic Blend w/Honey Cups, 10g	150 days	450	0.75	10.0		
MARGARINE								
<i>Cups and Continentals</i>								
	16060	Margarine Continental, 60 ct./lb.	150 days	4/200	0.39	13.3		
	16095	Margarine Cups, 90 ct./lb.	180 days	900	1.02	10.0		
CREAM CHEESE								
	44850	100/1 oz. Cream Cheese	120 days	100	0.30	6.25		
	44851	100/3/4 oz. Cream Cheese	120 days	100	0.24	4.69		
	44870	100/3/4 oz. Cream Cheese w/Strow.	120 days	100	0.24	4.69		
SOUR CREAM								
	64453	Sour Cream Cups, 1 oz.	90 days	96	0.28	6.0		
	64443	No-Fat Sour Cream Cups, 1 oz.	120 days	96	0.28	6.0		

¹ Product Evaluation, Inc., Tabletop Quality Investigation Study, 2001

LAND O LAKES® Tabletop items are products of Land O'Lakes, America's leading manufacturer of high-quality dairy products. We offer the foodservice industry a broad array of value-added products to meet your specific quality, nutrition and labor needs. For more information contact 1-800-328-1322, or visit our website at www.landolakesfoodservice.com



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