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NAME DROPPERS



Think about it. There are just a few ways you can prove to your customers that all the food you serve is the very finest. Because there are just a few products that carry their quality names right to the table where customers see it.

One of them is Lipton Tea, the name that stands for quality wherever it is "dropped." If you're not already serving Lipton® regular and/or decaffeinated tea, give it a try, and see what a big difference a little name dropping can make.

Lipton. #1 Best Seller All Over America

Lipton®
Foodservice

Your Partners in Quality!

For additional information please write to us on your letterhead:
800 Sylvan Avenue, Englewood Cliffs, New Jersey 07632

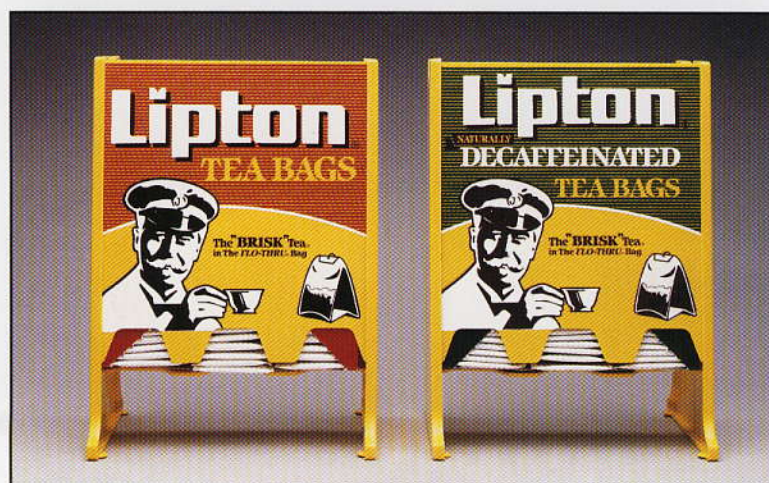
GIVE YOUR CUSTOMERS THE LIPTON CHOICE

REGULAR OR DECAFFEINATED TEA BAGS

CODE NUMBER	ITEM
291	10/100's Hot Tea Bags
290	6/72's Naturally Decaffeinated Tea Bags

MENU PRICE					
Profitability Per Case		50¢	75¢	\$1.00	\$1.25
Lipton® Tea (1000 Cups)	Sales	\$500	\$750	\$1,000	\$1,250
	Cost	<u>-33</u>	<u>-33</u>	<u>-33</u>	<u>-33</u>
	Return	\$467	\$717	\$967	\$1217
Lipton® Decaf Tea (432 Cups)	Sales	\$216	\$324	\$432	\$540
	Cost	<u>-25</u>	<u>-25</u>	<u>-25</u>	<u>-25</u>
	Return	\$191	\$299	\$407	\$515

YOU WILL SELL MORE TEA WHEN IT'S LIPTON...
AMERICA'S FAVORITE TEA!



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