

# SPREAD THE NEWS!


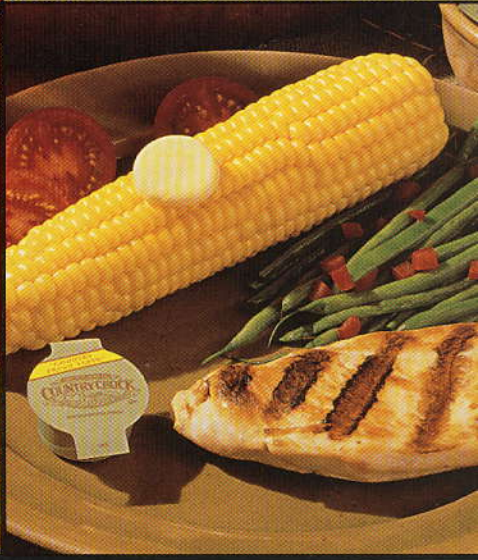
## Lipton Spread Portions Operator Selling Guide

Portions For All Occasions To Meet  
Every Foodservice Need





# LIPTON SPREAD PORTIONS

BRAND		
POSITIONING	<ul style="list-style-type: none"> <li>• The spread patrons immediately associate with a healthier lifestyle</li> <li>• For health-conscious consumers who want to eat right</li> <li>• Delicious but still low in sodium and cholesterol-free</li> <li>• Lower in saturated fat than regular margarine</li> <li>• Rich in sunflower oil</li> </ul>	<ul style="list-style-type: none"> <li>• America's #1 selling spread</li> <li>• Provides simple, wholesome country goodness at an honest value</li> <li>• Delicious, country-fresh taste</li> <li>• Lower in fat and calories than regular butter or margarine, and cholesterol-free</li> <li>• Spreads easily, even at refrigerated temperatures</li> <li>• Also available in Churn Style, Honey Cinnamon</li> </ul>
HOST FOOD RECOMMENDATIONS	<ul style="list-style-type: none"> <li>• Perfect with toast, muffins and rolls</li> </ul>	<ul style="list-style-type: none"> <li>• Perfect with corn on the cob, mashed potatoes and buns</li> </ul>
TARGET OPERATOR SELLING GUIDE	PROMISE®	SHEDD'S SPREAD COUNTRY CROCK®
FINE DINING		
CASUAL THEME	X	•
FAMILY DINING	•	X
QUICK SERVICE		•
BUSINESS & INDUSTRY	X	
COLLEGE & UNIVERSITY	•	X
HEALTH CARE	X	•

X = Primary portion recommendation; • = Secondary portion recommendation



# OPERATOR SELLING GUIDE

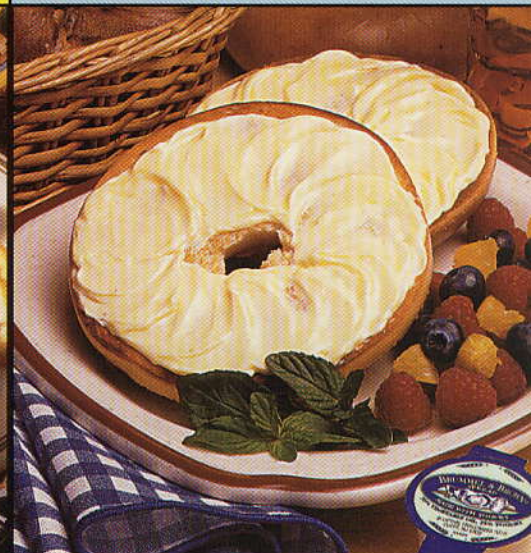
## SHEDD'S SPREAD COUNTRY CROCK® CHURN STYLE



## I CAN'T BELIEVE IT'S NOT BUTTER!®



## BRUMMEL & BROWN™



- From the makers of Shedd's Spread Country Crock
- All the qualities of regular Country Crock, but with the authentic sweet buttery taste from the farm
- Creamy texture, yet contains low saturated fat and no cholesterol
- Distinctive eye-catching foil packaging

- The spread made with sweet cream buttermilk
- The fresh taste of butter without the cholesterol
- A top selling retail brand
- Enhances customer perceptions with its unmistakable butter image

- The breakthrough spread blended with the natural goodness of yogurt
- The creamy taste of whipped butter, with half the fat and calories of butter and no cholesterol
- Superb spreadability
- A fast-growing brand at retail

- Perfect with English muffins, croissants and steamed vegetables

- Perfect with baked potatoes, waffles and pancakes

- Perfect with bagels, muffins and French toast

## SHEDD'S SPREAD COUNTRY CROCK® CHURN STYLE

## I CAN'T BELIEVE IT'S NOT BUTTER!®

## BRUMMEL & BROWN™

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X

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X

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X

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X





FOODSERVICE

*For more information  
call the Lipton Hotline at  
**1-800-884-4841.***