



HANGING NATURAL SLICED

Old-Fashioned Flavor Begins Here

No matter how you slice it, the old-fashioned goodness of County Line cheeses is unmistakable. We slice up our natural cheese chunks for your customers' convenience, and package them in the most popular sizes. Easy to hang, with delicious recipes for attractive merchandising.

8 oz. Erlach Swiss (Item #142, UPC 15700-77448) County Line Swiss tells the hole story. It's simple: the smaller the hole, the milder the flavor. Erlach, MILDEST OF OUR MILDS, is County Line's famous small-eye Swiss. Smooth texture and a delightfully creamy, nut-like flavor.

8 oz. Old World Swiss (Item #143, UPC 15700-77449) NEXT IN MILDNESS, County Line's original Swiss recipe with its own buttery flavor. The #1 selling Swiss in many markets.

8 oz. Aged Swiss (Item #144, UPC 15700-77450) SHARPER AND TANGIER, as its large eyes tell you. Longer aging gives this County Line Swiss its hearty taste.



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6 oz. Sliced Provolone (Item #761, UPC 15700-77518) For great food with an Italian accent your customers will love our sliced provolone with its firm, smooth texture and mellow flavor. Knowledgeable cooks combine it with mozzarella in many Italian dishes.

8 oz. Sliced Mozzarella (Item #762, UPC 15700-77519) County Line Mozzarella is pizza-tested to assure top cooking performance from every package. Easy melting slices add Italian zest to favorite hot sandwiches and casseroles.

16 oz. Sliced Mozzarella (Item #159, UPC 15700-77523) Our same pizza-tested favorite in a size ideal for larger family needs and crowd-pleasing recipes.

8 oz. Sliced Colonial White Cheddar (Item #767, UPC 15700-77525) A traditional New England favorite that's pleasing more and more cheese lovers across the country. Fine aged cheddar for customers who prefer a cheddar in its most natural form.

PRIMARY LOCATION	Position in the Natural cheese section (slices and shredded) on pegboards. Group together in either vertical or horizontal fashion.
OTHER LOCATIONS	On pegboards with produce, luncheon meats.
DISPLAY LOCATIONS	Dairy aisle produce section. Meat section. Dump display or refrigerated unit.
TIE-IN POSSIBILITIES	Crackers, specialty breads, salad mixings, wine, beer, soft drinks. Pasta products. Party trays, snack items.

SUSTAINED PROMOTIONAL SUPPORT
