



Beatrice®

We put good taste into everything we make.

Aerosol Whipped Toppings



Beatrice®

We put good taste into everything we make.

Reddi-Wip® Aerosol Whipped Toppings

BEATRICE FOODS manufactures and distributes **Reddi-Wip® Aerosol Whipped Topping**. The **Reddi-Wip®** brand is Canada's leading Aerosol Whipped Topping, as measured by A.C. Nielsen*.

As measured by **Canadian Consumers**, **Reddi-Wip®** is the market leader! They prefer **Reddi-Wip®** because it is Real Whipped Cream, not an artificial edible oil product. Furthermore, they appreciate its convenience as a ready-to-serve product.

BEATRICE now offers **Reddi-Wip Light®**, Real Whipped Cream with 25% less butterfat than regular **Reddi-Wip®**. Now your customers can enjoy that great **Reddi-Wip®** taste in a lower-fat version!

Reddi-Wip® has always been a consistent year-round seller and has very strong appeal for seasonal and festive events such as Berry Season, Christmas, Easter and Thanksgiving. As a result, the greatest opportunities to maximize your Whipped Topping sales are with **Reddi-Wip®**.

Reddi-Wip® - the perfect topping for maximum sales and profits!

REDDI-WIP® SKU INFORMATION

BRAND	225 g (Makes 1 Litre)	450 g (Makes 2 Litres)	% M.F.	SHELF LIFE
Reddi-Wip®	•	•	24%	6 Months
Reddi-Wip Light®	•		18%	6 Months

* A.C. Nielsen Dairy Case Study - 1992.

Beatrice®

We put good taste into everything we make.

Fluid Milk & Cream



Beatrice®

We put good taste into everything we make.

BEATRICE Fluid Milk & Cream

BEATRICE FOODS processes and distributes a wide range of Fluid Milk and Cream products. From traditional products such as **2% Milk**, **Whipping Cream** and **Buttermilk**, to more recent innovations like low-fat **1% Milk**, lactose-free **Lactaid Milk**, and **Tetra Pak U.H.T. Milk**, **BEATRICE** products have always been made according to the strictest quality standards in the Dairy Industry. As a result, you can count on **BEATRICE** every day to provide your customers with fresh, high quality Milk and Cream!

BEATRICE MILK & CREAM SKU INFORMATION

CATEGORY	CARTONS					BAGS	JUGS	CREAMER CUPS
	125 mL	250 mL	500 mL	1 L	2 L	4 L	4 L	
Fluid Milk								
Skim Milk	•	•	•	•	•	•	•	
1% Milk		•	•	•	•	•	•	
2% Milk	•	•	•	•	•	•	•	•
Homogenized Milk	•	•	•	•	•	•	•	•
Chocolate Milk		•	•	•	•	•		
Buttermilk		•	•	•				
Lactaid - 2%				•				
Lactaid - Skim				•				
Premium Egg Nog				•	•			
Festival Egg Nog				•				
Creams								
10% Half & Half Cream		•	•	•				•
18% Table Cream		•	•	•				•
35% Whipping Cream		•	•	•				
45% Gourmet Double Cream				•				
U.H.T. Products								
2% Milk				•				
10% Half & Half Cream		•						
Chocolate Milk		•						
Shake a Shake		•						

Note: Some products are not available in all markets.

Beatrice®

We put good taste into everything we make.

Ice Cream



Beatrice®

We put good taste into everything we make.

BEATRICE Ice Cream

BEATRICE FOODS offers a complete range of **Ice Cream** products. **Mövenpick** super-premium ice cream is manufactured in strict accordance with the original Swiss recipes and each flavour is enriched with the finest ingredients from around the world. **Olde Fashioned Recipe** is a delicious, all natural ice cream. All the taste and tradition of **Laura Secord** is brought to the grocer's freezer in our new **Laura Secord** 1 L premium-plus ice cream. **Classic Rich & Creamy** features striking new packaging and is now richer and creamier than ever! **Good Humor** addresses a consumer need for an economy ice cream, and is available in both 4 L and 2 L sizes. For the price shopper, **BEATRICE** offers **Very Special** and **Blue Boy**, two brands that offer good quality at very attractive prices.

BEATRICE ICE CREAM SKU INFORMATION

BRAND	500 mL	1 Litre	2 Litre	2 Litre Light	BRAND	1 Litre	2 Litre	4 Litre
Mövenpick					Very Special (continued)			
White Chocolate Chips	•				Neapolitan		•	
Vanilla	•				Butter Pecan		•	
Chocolate Chips	•				Butterscotch Ripple		•	
Espresso Croquant	•							
Caramelita	•				Blue Boy			
Apricot Frozen Yogourt	•				French Vanilla	•	•	
					Swiss Chocolate	•	•	
Olde Fashioned Recipe					Strawberry	•	•	
Vanilla		•	•		Maple Walnut	•	•	
Chocolate		•	•		Bordeaux Cherry	•	•	
Butterscotch		•	•		Cherry Vanilla		•	
Strawberry		•	•		Butter Pecan		•	
Maple Walnut		•	•		Tin Roof Sundae		•	
Raspberry Ripple		•	•		Heavenly Hash		•	
					Spumoni	•		
Laura Secord								
Very Vanilla		•			Good Humor			
Laura's Chocolate		•			Vanilla		•	•
Vanilla, Fudge and Chips		•			Neapolitan		•	•
Butter Pecan		•			Butterscotch		•	•
French and Frosted Mint		•			Chocolate		•	•
Berry Berry Strawberry		•			Chocolate Ripple		•	•
Almond Bark		•			Rainbow		•	•
Chocolate Chip Cookie Dough		•			Strawberry		•	
					Chocopolitan		•	
Classic Rich & Creamy								
French Vanilla		•	•	•	Colombo Frozen Yogourt			
Chunky Swiss Chocolate		•	•	•	Vanilla Swiss Almond	•		
Heavenly Hash		•	•		Strawberry Strawberry	•		
Butter Pecan		•	•		Bavarian Chocolate Chunk	•		
Tin Roof Sundae		•	•					
Bordeaux Cherry		•	•		Beatrice Frozen Yogourt			
Maple Walnut		•	•		Black Cherry	•		
Mint Chocolate Chip			•		Strawberry	•		
Sicilian Spumoni			•		Peach	•		
Strawberry				•	Vanilla	•		
Raspberry Swirl				•	Chocolate	•		
Very Special					Beatrice Sherbet			
Vanilla			•		Orange	•		
Cookies'n Cream			•		Rainbow	•		
Heavenly Hash			•		Raspberry	•		
Chocolate			•		Lime	•		

* NOTE: Some products are not available in all markets.

Beatrice®

We put good taste into everything we make.

Yogourt



Beatrice®

We put good taste into everything we make.

BEATRICE Yogourt

BEATRICE FOODS is one of Canada's leading yogourt manufacturers. Over the years, consumers have come to know and trust **BEATRICE** yogourt for its Quality, Freshness, and Great Taste. At **BEATRICE**, we take pride in using only the finest ingredients in our yogourt.

From the original **Fruit Bottom Yogourt**, to our **All Natural Plain**, low-fat **Light**, low-fat/low-cal **Diet**, delicious **Stirred**, and decadent **La Crème**, **BEATRICE** offers a complete range of yogourts for your customers.

BEATRICE YOGOURT SKU INFORMATION

FLAVOUR	Fruit Bottom			Light		Stirred			Diet	La Crème	Plain
	125 g	175 g	500 g	175 g	500 g	125 g	500 g	750 g	175 g	125 g	750 g
Strawberry	•	•	•	•	•	•	•	•	•		
Raspberry	•	•	•	•	•	•	•	•	•		
Blueberry	•	•	•	•	•	•	•	•	•		
Peach	•	•	•	•	•	•	•	•	•		
Cherry	•	•	•	•	•						
Black Cherry						•	•	•			
Boysenberry		•	•								
Kiwi		•	•								
Very Berry		•									
Pineapple		•									
Strawberry Banana		•									
Vanilla	•										
Coffee	•										
Plain	•		•	•	•	•	•	•			
Fruit Cup						•	•	•			
Strawberry Cardinal											
Orange Brandy										•	
Chocolate Orange										•	
Cherry Almond										•	
Creme Caramel										•	
Cappucino										•	
Pear William										•	
Light Plain											•
Plain 2% B.F.											•
Plain 3.5% B.F.											•

Note: Some products are not available in all markets.

Beatrice®

We put good taste into everything we make.

Cultured Products



Beatrice®

We put good taste into everything we make.

BEATRICE Cultured Products

BEATRICE FOODS offers a wide range of **Cultured Products** to satisfy your customer's needs.

BEATRICE Sour Cream comes in two varieties: **14% Regular Sour Cream**, for those who prefer creamy texture and full body, and the fast-growing **7% Light Sour Cream**, for those who don't want to sacrifice taste when they reduce fat.

BEATRICE Cottage Cheese is available in a wide variety of styles, from the full-bodied **4% Creamed Cottage Cheese**, to the popular **2% Regular Cottage Cheese**, the fast-growing **1% Light Cottage Cheese**, and the very low fat **Dry Cottage Cheese**.

BEATRICE Chip Dips, a party favourite, are available in two delicious flavours, **French Onion** and **Creamy Dill**.

BEATRICE CULTURED PRODUCTS SKU INFORMATION

PRODUCT	250 g	500 g	750 g	1 kg	2 kg	4 kg	10 kg
Cottage Cheese							
4%		•			•		•
2%	•	•	•	•	•		
1% Light		•					
Dry	•	•				•	
Chip Dip							
French Onion	•						
Creamy Dill	•						
PRODUCT	250 mL	500 mL	1 L	2 L	4 L	10 L	
Sour Cream							
Regular 14%	•	•	•	•	•	•	
Light 7%		•					

Note: Some products are not available in all markets.

Beatrice®

We put good taste into everything we make.



Beatrice®

We put good taste into everything we make.

BEATRICE Novelties

BEATRICE FOODS manufactures and distributes a full range of **Novelty** items. Water ice products, cones, ice cream bars and sandwiches, sundae cups and unique specialty items are all brought together by **BEATRICE**. Famous brands such as **Good Humor, Popsicle, Fudgsicle, Creamsicle, Revello, Klondike/Sensation**, and **Livesavers** are all available from **BEATRICE**. In addition, watch for exciting new **Mövenpick** novelty items in 1993. From premium bars to mid-priced sandwiches, to bulk pops, **BEATRICE** has it all – in both bulk and multi-pack formats.

BEATRICE BULK NOVELTIES SKU INFORMATION

PRODUCT	Novelties 24 Pk	Novelties 12 Pk	Sundae Cups/24 Pk	Concession Cups/24 Pk	Thermo Cups/24 Pk	Stickless Bars/24 Pk	Popsicles 24 Pk
Canadian Mint	•						
Chippers	•						
Chocolate Eclair	•						
Fudgsicle	•						
Fudgsicle Sandwich	•						
Vanilla Yogourt Bar	•						
Peach Yogourt Bar	•						
Strawberry Yogourt Bar	•						
Great Canadian Cone	•						
Great Canadian Caramel Cone	•						
Ice Cream Patties	•						
Creamsicle	•						
Revello	•						
Ice Cream Sandwich	•						
Screwball	•						
Strawberry Shortcake	•						
Klondike Bar		•					
Klondike Krispy Bar		•					
Klondike Kone		•					
Sensation Bar		•					
Sensation Almond Bar		•					
Sensation Strawberry Yogourt Bar		•					
Sensation Snackers		•					
Snack & 1/2 Chocolate		•					
Snack & 1/2 Vanilla		•					
Sundae Twist		•					
Butterscotch			•				
Chocolate			•		•		•
Strawberry			•		•		
Vanilla			•		•	•	
Orange Sherbet				•	•		
Lime Sherbet					•		
Malt						•	
Banana							•
Cherry							•
Grape							•
Lemon-Lime							•
Orange							•
3-Flavour							•

Note: Some products are not available in all markets.

Beatrice®

We put good taste into everything we make.

Multi-Pack Novelties



Beatrice®

We put good taste into everything we make.

BEATRICE Novelties

BEATRICE FOODS manufactures and distributes a full range of **Novelty** items. Water ice products, cones, ice cream bars and sandwiches, sundae cups and unique specialty items are all brought together by **BEATRICE**. Famous brands such as **Good Humor, Popsicle, Fudgsicle, Creamsicle, Revello, Klondike/Sensation**, and **Livesavers** are all available from **BEATRICE**. In addition, watch for exciting new **Mövenpick** novelty items in 1993. From premium bars to mid-priced sandwiches, to bulk pops, **BEATRICE** has it all – in both bulk and multi-pack formats.

BEATRICE MULTI-PACK NOVELTIES SKU INFORMATION

PRODUCT	4 Pack	6 Pack	12 Pack	16 Pack	24 Pack
Klondike Bars	•				
Snack & 1/2 Vanilla	•				
Sensation	•				
Sensation Almond	•				
Sensation Strawberry Yogourt	•				
Sensation Snackers		•			
Fudgsicle Sandwich		•			
Fudgsicle Light		•			
Strawberry Shortcake		•			
Ice Cream Bar		•			
Ice Cream Sandwich		•			
Canadian Mint		•			
Sugar Free Popsicle		•			
3 Flavour Popsicle		•			
Creamsicle Light		•			
Great Canadian Cone		•			
Revello Light		•			
Revello		•	•		
Fudgsicle		•	•		
Creamsicle		•	•	•	
Assorted Popsicles			•	•	•
Lifesaver Popsicles			•		
Bomb Pop Jr.			•		
Frostsicle			•	•	
Assorted Revello				•	
Assorted Fudgsicle				•	
Assorted Creamsicle				•	
Citrus Sticks				•	
Citrus Sticks - Banana Fudge				•	

Note: Some products are not available in all markets.

Beatrice®

We put good taste into everything we make.

Juices and Drinks



Beatrice®

We put good taste into everything we make.

BEATRICE Juices and Drinks

BEATRICE FOODS offers a line-up of juices and drinks to meet the tastes and budgets of all consumers. The newest member of the **BEATRICE** family is **Florida Premium™** Not-From-Concentrate orange juice, a truly premium product, containing nothing but the taste of pure Florida oranges. The long-time favourite, **BEATRICE 100% Pure** From-Concentrate orange juice is all natural, containing no added sugar or preservatives. In addition, **BEATRICE** offers the **County™** line of juices and drinks, available in a wide assortment of flavours in the 2 L and 300 mL sizes. We also offer **Sparkling County™** 100% pure spring-water-based fruit juices, in 7 “New Age” flavours. For the budget-conscious shopper, **BEATRICE Fruit Drinks** come in 4 exciting flavours. Finally, **BEATRICE** offers **Tetley Iced Tea**, the perfect thirst-quencher for any time of year.

BEATRICE JUICE AND DRINK SKU INFORMATION

BRAND	2 L	1.89 L	1 L	500 mL	300 mL	250 mL
Florida Premium						
Not-From-Concentrate Orange Juice		•				
Beatrice 100% Pure						
From-Concentrate Orange Juice	•		•	•		•
County Juices & Drinks						
Orange Juice	•				•	
Grapefruit Juice	•				•	
Apple Juice	•				•	
Grape Juice					•	
Papaya Juice					•	
Pineapple/Orange Juice					•	
Peach Nectar					•	
Fruit Punch					•	
Lemonade					•	
Iced Tea					•	
Black Cherry					•	
Sparkling County						
Strawberry Kiwi					•	
Peach					•	
Raspberry					•	
Wildberry					•	
Orange Passion Fruit					•	
Pink Grapefruit					•	
Cranberry Raspberry					•	
Beatrice Fruit Drinks						
Fruit Punch	•					•
Raspberry	•					•
Orange	•					•
Lemonade	•		•	•		•
Tetley Iced Tea	•			•		

Note: Some products are not available in all markets.

Beatrice®

We put good taste into everything we make.

Moove to a New Taste

INTRODUCING

Beatrice Frozen Yogourt



Beatrice

Continuing the tradition of Good Taste

The Number One Yogourt brand* has taken the fresh, great taste of Beatrice Yogourt and put it in your freezer.

Beatrice Frozen Yogourt packs nutritionally good taste into 3 exciting flavours:

- ☒ **Strawberry** — the irresistible taste of real strawberries blended with creamy Beatrice Frozen Yogourt.
- ☒ **Black Cherry** — the tangy taste sensation of black cherries with the smooth taste of Beatrice Frozen Yogourt.
- ☒ **Peach** — real peach pieces and peach juice concentrate makes this flavour a sure winner with every consumer.

To meet the demands of today's consumers, Beatrice provides this popular frozen treat in an attractive 1 Litre container.

Increase your freezer section sales by investing in the Great Taste of Beatrice Frozen Yogourt.

Distribution: Stock up on all 3 flavours of Beatrice Frozen Yogourt

- Strawberry _____
- Black Cherry _____
- Peach _____

Pricing: Suggested Retail Price _____
Margin _____

Shelving: Shelf Beatrice Frozen Yogourt _____

Featuring: Advertise/in-store feature week of _____
to tie in with promotion plan.



*A.C. Neilson Ontario Audit — 12th month ending Dec. / Jan. 1990

Beatrice

INTRODUCING

THE *Classic* TASTE IN ICE CREAM



NEW

BEATRICE



ICE CREAM

- A premium quality ice cream for today's consumer
- Packaged in consumer-preferred plastic containers
- Unique, high impact colour coded design
- Available in seven popular flavours: French Vanilla, Swiss Chocolate, Heavenly Hash, Bordeaux Cherry, Tin Roof Sundae, Butter Pecan, Maple Walnut
- Manufactured with the latest in up-to-date ice cream processing methods — specially blended and quick frozen for maximum flavour
- Priced competitively in the premium segment
- Supported strongly by the Beatrice ice cream promotional program: trade promotions, couponing, point-of-sale materials

Generate maximum sales and profits with the following plan

DISTRIBUTION Stock **all seven** flavours of Beatrice Classic ice cream

French Vanilla _____ Swiss Chocolate _____

Heavenly Hash _____ Bordeaux Cherry _____

Tin Roof Sundae _____ Butter Pecan _____

Maple Walnut _____

PRICING

Suggested retail price _____

margin _____

SHELVING

Shelve Beatrice Classic _____

FEATURING

Advertise/in-store feature week of _____
to tie in with promotion plan.

Beatrice

"We put good taste into everything we make"





FROZEN

YOGOURT

100 ml.





Frozen Yogourt

INTRODUCING A GREAT NEW WAY TO OFFER YOUR CUSTOMERS . . . THE WORLD'S FAVOURITE FROZEN YOGOURT!

Now the **largest manufacturer of frozen yogourt in the world** offers you a new profit opportunity in Canada's fastest growing dessert/snack category, *without* the major investment of dispensing equipment.

Colombo Dairy Foods presents, "Hard Pack" Frozen Yogourt in Single Serve 100 ml portion cups.

Available in three creamy flavours:

Vanilla . . .

Chocolate . . .

and Strawberry.

This versatile, go anywhere single serve frozen yogourt allows you to offer today's health-conscious consumers an *all-natural* product made from the finest ingredients; No artificial colourings, additives or preservatives . . . and the highest standards of quality control. All, in a rich tasting frozen yogourt that has one third the fat and all the taste of regular ice cream.

Product

Vanilla

Chocolate

Strawberry

Pack Size

48-100 ml

48-100 ml

48-100 ml

Order Code

56403

56401

56402

To maximize sales and profits with our free promotional and point of sale programs, contact your local Beatrice sales representative.

Representative _____

Telephone _____

OR CALL:

Beatrice Foods Inc.
Suite 600
295 The West Mall
Toronto, Ontario M9C 4Z4
416-626-5500
Fax 416-626-8464

Beatrice

We deliver good taste.

Nutritional Information (per 100 ml)

	VANILLA	CHOCOLATE	STRAWBERRY
Energy	100 calories (410 KJ)	100 calories (410 KJ)	100 calories (410 KJ)
Protein	2.6 g	3.0 g	2.6 g
Fat	2.2 g	2.4 g	2.2 g
Carbohydrates	17 g	16 g	17 g
Sodium	60 mg	50 mg	60 mg
Potassium	140 mg	135 mg	135 mg

Get into NEW Good Humor Ice Cream!



A preferred brand
of novelties now in a
full line of ice cream



NEW ICE CREAM

THE TRADITION CONTINUES

- Good Humor has been making fun-to-eat, great tasting ice cream novelties for over 60 years.
- Now Good Humor proudly introduces a quality tasting line of ice creams.
- Four flavours available in the economical family size 4 litre pail: Vanilla, Chocolate, Neapolitan and Butterscotch Ripple
- And six popular flavours in the convenient 2 litre carton: Vanilla, Chocolate, Neapolitan, Butterscotch Ripple, Strawberry and Chocolate Ripple
- Attention getting carton design communicates fun-to-eat, sensational tasting ice cream
- Priced competitively in the economy segment
- Supported strongly by the Beatrice ice cream promotional program, with added awareness/trial from the Good Humor novelty association
- A trusted brand name for over sixty years — It's sure to be a hit with families of the 80's.

Generate maximum sales and profits with the following plan

DISTRIBUTION Stock all four flavours of 4 litre and six flavours of 2 litre Good Humor ice cream

4 litre pail:

Vanilla _____
 Chocolate _____
 Neapolitan _____
 Butterscotch Ripple _____

2 litre carton:

Vanilla _____
 Chocolate _____
 Neapolitan _____
 Butterscotch Ripple _____
 Strawberry _____
 Chocolate Ripple _____

PRICING

Suggested retail price _____ (4 1) _____ (2 1)
 margin _____ (4 1) _____ (2 1)

SHELVING

Shelve Good Humor ice cream _____

FEATURING

Advertise/in-store feature week of _____

Beatrice

"We put good taste into everything we make"

Beatrice

ICE CREAM
HAS SEEN
THE LIGHT!



Introducing

Canada's First Light Ice Cream!

New!
Beatrice

Light

**ICE
CREAM**

A great addition to the Beatrice Light Family!

- Beatrice is proud to introduce a new star to the already proven line-up of "Light" winners!
- Beatrice *Light* ice cream is a totally unique concept – *the first light ice cream in Canada!*
- Unlike other diet (non-dairy) frozen desserts, Beatrice Light Ice Cream delivers *all* the great taste of *real* ice cream.
- Beatrice Light Ice Cream will expand category sales through its superior combination of *great taste and nutritional benefits*:
 - good source of calcium
 - reduced butterfat
 - reduced calories
- Contemporary packaging communicates the "Light" benefit and capitalizes on the Beatrice "Light" logo, recognized for quality, taste and good health.
- Available in the convenient 1 Litre size in both popular vanilla and chocolate flavours.

Generate maximum sales and profits with the following plan:

Distribution List the two winning flavours of New Beatrice Light Ice Cream _____

Pricing Suggested Retail Price _____ Margin _____

Shelving Shelve Light Ice Cream _____

Featuring Advertise/In-Store Feature week of _____ to tie in with promotional plan.

Beatrice

"We put good taste into everything we make"

THE LIGHT LINE-UP CONTINUES



ONCE YOU'VE TASTED LESS,
YOU'LL WANT *More!*

Beatrice

New!
Beatrice

light

**SOUR
CREAM
and
COTTAGE CHEESE**

GREAT ADDITIONS TO THE BEATRICE LIGHT FAMILY

- Following the successful launch of Beatrice Light Yogurt, we are proud to introduce new Light Sour Cream and Cottage Cheese
- These new light products will expand total category volume, and result in incremental volume and profits for you
- Our cultured products have the same high quality ingredients and great Beatrice taste - but with half the fat of our regular products!
- Both are "Low in Fat" and "Low in Calories"

**% Fat
Calories**

Sour Cream
7%
121/100g

Cottage Cheese
1%
85/100g

- Available only in the fastest selling 500g size
- The contemporary package design communicates the "light" benefit and the wholesomeness of Beatrice
- Only Beatrice has captured the true concept of Light products, under a common theme - the dynamic Light logo

GENERATE MAXIMUM SALES AND PROFITS WITH THE FOLLOWING PLAN

Distribution	List the two new winners from Beatrice Light Sour Cream (7%) _____ Light Cottage Cheese (1%) _____
Pricing	Suggested retail price _____ margin _____
Shelving	Shelve Light Sour Cream _____ _____ Shelve Light Cottage Cheese _____ _____
Featuring	Advertise/in-store feature week of _____ to tie in with promotional plan

Beatrice

"WE PUT GOOD TASTE INTO EVERYTHING WE MAKE"

Beatrice

Introduces a **New** Concept
to the Diet Yogourt Market—

GREAT TASTE!



Beatrice

FINALLY, THE ONLY **DIET** YOGOURT GOOD ENOUGH TO CARRY THE **BEATRICE** NAME

WHY DIET?

- The diet segment is the fastest growing segment of the Dynamic Yogourt market (+55%)*
- Consumers continue to become more health and diet conscious.
- As diet products improve, more consumers are attracted to the category.

WHY BEATRICE?

- Beatrice is the #1 Yogourt Brand by a wide margin (21.6 som)*, and dominates the fruit bottom, premium, and light segments.
- Beatrice Yogourts consistently outperform all other yogourts, on all dimensions (volume sales, dollar sales, stock-turns, etc)* which make Beatrice Yogourts your most profitable choice.
- The Beatrice "Mission" is to offer the best quality, best tasting yogourts available in each market segment. Beatrice "Diet" satisfies this bold objective.
- Beatrice "Diet" provides you with a superior tasting diet yogourt which will generate increased sales for you.

THE PRODUCT

- Formulated to be the best tasting diet yogourt available.
- Is a true diet yogourt, containing only 54 calories/100g, or 94 calories/175g cup, and only 0.1% butterfat!
- Contains only natural flavours, and is sweetened with Nutrasweet®.
- Is a stirred yogourt, available in the four most popular flavours.

THE PACKAGING

- Striking, contemporary graphics reach out to the image-oriented target group, and communicate the great flavour benefit, and premium quality nature of the product.
- Nutritional information is provided to highlight the true diet benefit of this product, and provides the information today's consumers are looking for.
- Available in the fastest turning 175 gram size.

THE PROGRAM

- Full Beatrice support program, including:
 - Targeted advertising
 - In-store consumer promotions
 - P.O.S.
 - Trade promotions

THE PROPHECY

List **Beatrice "Diet" Yogourt** in addition to the other excellent Beatrice Yogourts, and you will maximize your total yogourt sales and profits.

Generate maximum sales and profits with the following plan:

Distribution: List all four flavours of Beatrice Diet Yogourt

Strawberry _____ Peach _____ Raspberry _____ Blueberry _____

Pricing: Suggested Retail Price _____ Margin _____

Shelving: Shelve Beatrice Diet Yogourt _____

Featuring: Advertise/In-store feature week of _____ to tie in with promotional plan.

* Per A.C. Nielson Ontario Audit,
12 months ended Oct./Nov. '89

Beatrice

We put good taste into everything we make

The Great Taste of Beatrice



*Now Lasts Longer –
And Can Go Anywhere!*

Beatrice

Introducing!

Beatrice U.H.T. Sterilized Dairy Products

Contemporary products designed for
today's active lifestyles!

WHY

- Consumers want to maximize nutritional value, good taste, and convenience in their food products.
- Beatrice is a leading brand among consumers and retailers, and will add increased interest and credibility to this dynamic category.
- Retailers stocking these leading items will benefit from the full Beatrice support program, and gain satisfied customers.

Net, Net, Beatrice Delivers

HOW

- Beatrice U.H.T. (Ultra High Temperature) products are processed using a special pasteurization method and a completely aseptic package which seals the product from air, water, and light contamination.
- This unique process allows the product to remain wholesome and nutritious for up to 5 months without refrigeration!

*Only Beatrice provides you with the opportunity to earn increased sales and profits with a **FULL RANGE** of U.H.T. dairy products:*

Profit Planner

ITEM	CASE	CASE COST	UNIT COST	MARK- UP	SELLING PRICE	UPC CODE
1 L 2% Milk	12 × 1L					55300-10301
250 mL Chocolate Milk	9 × 3 × 250 mL					55300-10603
200 mL Vanilla Shake-A-Shake	9 × 3 × 200 mL					55300-10651
200 mL Chocolate Shake-A-Shake	9 × 3 × 200 mL					55300-10652
200 mL Strawberry Shake-A-Shake	9 × 3 × 200 mL					55300-10653

Beatrice

We put good taste into everything we make.

Introducing! **MORE TASTE
MORE REFRESHMENT
and MORE SALES ...**

... with **NEW** Beatrice Chilled Drinks—Naturally *



Beatrice

*No artificial flavours or colours added

Introducing

2 Refreshing Juice Blends from Beatrice QUALITY YOU CAN TASTE – AND SELL!

Now you can benefit from Beatrice's leadership* in the Chilled Juice market by providing your customers with 2 of the best-tasting, best-looking juice-blends under the sun, at very competitive prices!

- Beatrice **TROPICAL FRUIT** is an exotic blend of Orange, Pineapple, Grapefruit, Mango, and Passionfruit juices.
- Beatrice **GRAPE PUNCH** is a refreshing drink made from sun-sweetened Concord grapes.
 - Consumers trust Beatrice to deliver on their increasing demands for:

Quality

Taste

Nutrition

Convenience

Value

- Outstanding packaging graphics and the popular 2 litre pure-pak format ensure this product will move quickly for you.

List both new flavours of Beatrice drinks in addition to market leading Beatrice 100% Pure Orange Juice for the best selling line of juices and drinks under the sun!

PROFIT PLANNER

ITEM	CASE	CASE COST	UNIT COST	MARK-UP	SELLING PRICE	UPC CODE
2L Tropical Fruit Blend	9 x 2L					55300-12295
2L Grape Punch	9 x 2L					55300-12292

* Beatrice is the leading brand of orange juice in the pure-pak category, per A. C. Nielsen Ontario Dairy Case Study 12 months ended August – September 1989.

Beatrice

We put good taste into everything we make

Beatrice

Presents!

ORANGE COUNTY

Ready-to-Serve
Unsweetened Orange Juice



Make the move to

Orange County

New!
Beatrice

**Orange
County**TM

Ready-to-Serve
Unsweetened
Orange Juice

**The Beatrice name will help you generate maximum sales
and profits from this fastest growing juice segment**

- Building on the shining success of Beatrice Pure-Pack Orange Juice, we are proud to introduce new Orange County Orange Juice
- The Beatrice name adds instant credibility to the plastic bottle segment of the juice category, resulting in incremental volume and profits for you
- Outstanding packaging graphics and brand name communicate the key consumer benefits of freshness, flavour and quality
- Available in the fast-selling 2 litre size
- Orange County packs the winning combination of:
 - Convenience
 - Quality
 - Extended Shelf-life (60 days)
 - Good Value

Generate your maximum sales and profits with the following plan:

Distribution

Pricing

Suggested Retail Price _____

Margin _____

Shelving

Shelve Orange County _____

Beatrice

We put good taste into everything we make

The best taste in the county!



Beatrice

Drink up higher profits with Beatrice County Fruit Juices and Drinks.

A full flavour line-up, nutritional good taste and convenient take-out bottles mean *Beatrice County juices and drinks* will be your hottest selling beverages.

Flavour Line-up

County offers a refreshing variety of non-carbonated juices and drinks. All popular flavours are available.

Juices

- ☒ Orange
- ☒ Grapefruit
- ☒ Apple
- ☒ Pineapple-Orange

Drinks

- ☒ Fruit Punch
- ☒ Papaya
- ☒ Grape Nectar
- ☒ Iced Tea
- ☒ Lemonade
- ☒ Black Cherry
- ☒ Peach Nectar

Nutritional Good Taste

Beatrice packs good taste into every bottle of *County juices and drinks*. With a rapidly growing market interested in 'nutritional good taste', *County juices and drinks* won't stay on your shelves for long.

Fast and Convenient

Single serving, ready to go drinks in 300 ml glass bottles make *County juices and drinks* fast, convenient and easy. The attractive, colourful packaging stimulates a high impulse purchase frequency resulting in *higher sales and profits* for you!

Profit Planner

Flavour	Case Cost	# of Bottles	Cost per Bottle	Mark-up	Selling Price

Contact your local Beatrice Sales Representative for *the best taste in your county!*

Beatrice

We deliver good taste.

BEATRICE FOODS INC.

1991 BULK ICE CREAM FLAVOURS

LISTED FOR 1991

Ice Cream (41)

1. Bananarama
2. Bengal Tiger
3. Black Forest Cake
4. Blueberry Blitz
5. Bordeaux Cherry
6. Bubblegum
7. Butter Pecan
8. Butterscotch
9. Cherries & Cream
10. Chocolate
11. Chocolate Chiperoo
12. Chocolate Mint
13. Chocolate Raspberry Torte
14. Green Candy Monster
15. Havanna Banana Split
16. Heavenly Hash
17. Hot Fudge Chocolate Almond
18. Island Rum & Raisin
19. Key Lime Pie
20. Maple Walnut
21. Maraschino Mudslide
22. Mint Chocolate Chip
23. Mississippi Mud Pie
24. Northern Blueberry Cheesecake
25. Orange Pineapple Punch
26. Orange Sorbet 'n Cream
27. Oreo Vanilla
28. Peanut Butter & Chocolate
29. Pineapple Upside Down Cake
30. Pralines & Cream
31. Raspberry La Bomba
32. Spumoni
33. Strawberry
34. Sunshine Surprise
35. Swiss Mocha
36. Tin Roof
37. Vanilla
38. Very Cherry Cheesecake

New For 1991

39. Cotton Candy
40. Brownies /n Fudge
41. Chocolate Binge

Sherbet (4)

1. Lime
2. Orange
3. Rainbow
4. Raspberry

Frozen Yogourt (2)

1. Vanilla
2. Peach

Colombo (8)

1. Vanilla
2. Strawberry Strawberry
3. Raspberry Cheesecake
4. Vanilla Almond
5. Bavarian Chocolate Chunk
6. Coffee Chocolate Toffee
7. Peach
8. Chocolate Mud Pie

Super Premium (1)

1. French Vanilla

Beatrice

We put good taste into everything we make



BEATRICE LA CREME YOGOURT

RICH, FAMOUS, AND TRUE TO MOO!

"RICH"

NEW LA CREME IS SO **RICH** AND CREAMY, WITH SUCH INDULGENT, UPSCALE FLAVOURS, YOU WON'T BELIEVE YOU'RE EATING YOGOURT!

"FAMOUS"

NEW LA CREME STILL PROVIDES THE ALL NATURAL GOODNESS THAT ALL BEATRICE YOGOURTS ARE **FAMOUS** FOR.

NEW GRAPHICS WHICH RESEMBLE MARBLE WITH GOLD ACCENTS, COMPLIMENT THE NEW 125G PEDESTAL CUP TO CLEARLY POSITION LA CREME AS "*SOMETHING SPECIAL*".

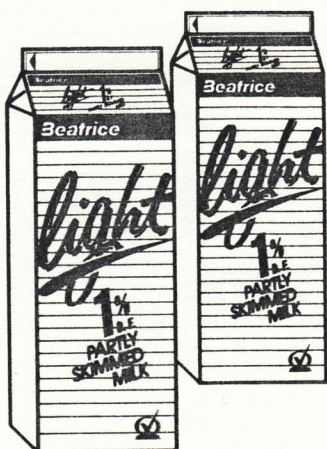
NEW FLAVOURS ARE DESIGNED TO OFFER A UNIQUE UPSCALE OFFERING THAT CONSUMERS WON'T BE ABLE TO RESIST.

<u>FLAVOUR</u>	<u>UPC</u>	<u>PACK SIZE</u>
Strawberry Cardinale	55300-00060	12 x 125g
Orange Brandy	55300-00061	12 x 125g
Chocolate Orange	55300-00062	12 x 125g
Cherry Almond	55300-00063	12 x 125g
Creme Caramel	55300-00064	12 x 125g
Cappuccino	55300-00065	12 x 125g
Pear William	55300-00066	12 x 125g

INCLUDE NEW LA CREME IN YOUR PRODUCT OFFERING AND NEITHER YOU, NOR YOUR CUSTOMERS WILL BE DISAPPOINTED!

Beatrice

We put good taste into everything we make



BEATRICE OFFERS YOU THE 1% SOLUTION

ACTIVE, HEALTHY CONSUMERS ARE ALWAYS LOOKING FOR WAYS TO REDUCE FAT AND CALORIES, WITHOUT COMPROMISING TASTE.

NEW BEATRICE 1% MILK OFFERS YOU THE SOLUTION!! WITH 50% LESS BUTTERFAT, AND 50% LESS CHOLESTEROL, YET ALL THE GREAT REFRESHING TASTE OF BEATRICE 2% MILK, NOW YOU AND YOUR CUSTOMERS CAN HAVE IT ALL.

NOW AVAILABLE IN:

**250ML
1 LITRE
2 LITRE
4 LITRE BAGS.**

BEATRICE ALSO MAKES A FULL LINE OF OTHER QUALITY LIGHT PRODUCTS, INCLUDING YOGOURT, SOUR CREAM, COTTAGE CHEESE, AND ICE CREAM.

Beatrice

We put good taste into everything we make

BEATRICE FOODS INC.

Toronto M9C 4Z4

Montreal H8T 2M8

Winnipeg R2H 3B4

Saskatoon S7K 3L3

Calgary T2E 0A8

Beatrice®

We put good taste into everything we make.