

Two Leaves and a Bud Full Leaf Teas



- **Differentiation** – Specialty brands drive the growth of the tea category. Consumers are developing a greater awareness and appreciation for premium teas. The presentation, product quality, and price all are “best in class.”
- **Quality/Taste of their Premium Full Leaf Tea.** Try these teas against ANY tea on the market. They don’t hide behind flavorings – the teas themselves are top quality.
- **Variety**– The range offered encompasses a broad and deep selection including all key teas: from Breakfast, Earl Grey, Green Teas, “understandable” Herbals. Taste the difference of your favorite tea you are used to or explore something new.
- **Packaging /Tea consumers are curious** – Colorful, graphic, and informative packaging gives consumers a ton of info on the box. The packaging shows the sachets on the front panel. Consumers understand why the tea is special this makes it an easy sell for you and the consumer
- **Organics** – The broadest variety of organics in the full leaf market; 5 of Chex’s 6 teas are organic.

Two Leaves and a Bud

- **Two Leave is your “Bud” Cares:** Two Leaves and a Bud is family company that cares. They react to customer feedback/ continually striving to improve their product, their packaging; whatever they do. They will support the product with promotions, demos, point of sale support: Counter top racks/display racks available free of charge.
- Available in Six top varieties:
 - **Organic Assam Tea** – the original breakfast tea.
 - **Organic Darjeeling Tea** – an afternoon tea.
 - **Organic Earl Grey Tea** – full-leaf ceylon tea with pure bergamot.
 - **Tamayokucha Green Tea** – an extremely green tea.
 - **Organic Orange Sencha Green Tea** – green tea with italian orange.
 - **Jasmine Petal Green Tea** – green tea with jasmine.
 - **Counter Display** – great tool to introduce the line and build interest in Two Leaves and a Bud Teas.

Item #	Brand	Description	Type	Pack/Size	UPC
13045	TLAB	ORGANIC ASSAM ORIG BKFST TEA	CSE	6/15	89405800099
13046	TLAB	ORGANIC DARJEELING TEA	CSE	6/15	89405800098
13047	TLAB	ORGANIC EARL GREY TEA	CSE	6/15	89405800097
13048	TLAB	TAMAYOKUCHA EXTREMELY GRN TEA	CSE	6/15	89405800095
13049	TLAB	ORGANIC ORNG SENCHA GREEN TEA	CSE	6/15	89405800094
13050	TLAB	JASMINE PETAL TEA	CSE	6/15	89405800093
13061	TLAB	SAMPLER PACK TEA COUNTER DSP	CSE	24/8	89405800112

Stash Tea



- New from Stash are a variety of premium specialty Green Teas with Matcha and an Organic Tea Sampler.
- Matcha is the jade color fine powdered green tea used for centuries in the Japanese tea ceremony. It is the oldest variety of shade-grown Japanese green tea.
 - **Fusion Breakfast Green & Black Tea** – Great to wake up to! A blend of premium green and black teas with added Matcha makes this an especially enjoyable morning tea.
 - **Ginger Peach Green Tea** – A delicious blend of green tea, juicy peach and sharp ginger.
 - **Pomegranate Raspberry Green Tea** – This refreshing tea blends thirst-quenching pomegranate with the zing of natural raspberry.
- **Organic Tea Sampler** – Created to meet the growing demand for organic products this sampler pack includes breakfast blend, cascade mint, chai, chamomile, earl grey, honeybush, lemon ginger and premium green organic teas.

Item #	Brand	Description	Type	Pack/Size	UPC
13780	STASH	*FUSN GRN+BLK TEA W/MATCHA	CSE	6/18	07765208362
13781	STASH	*GNGER PEACH GRN TEA W/MATCHA	CSE	6/18	07765208365
13782	STASH	*POMEGR RASP GRN TEA W/ MATCH	CSE	6/18	07765208366
13869	STASH	*ORGANIC TEA SAMPLER	CSE	6/18	07765208292

Elsa's Story Cracker Squares



- Elsa's Story sends you back to a time and place when you were young and carefree; Elsa's heritage is now relived through the goodness of high quality ingredients and care that remind us of tastes long forgotten.
- **Elsa Story Craker Squares** are crispy and light, excellent for dips and cheese, or just to enjoy right out of the box.
- These crackers are perfect for snacking or entertaining. They are versatile and will add a touch of good taste to all of your cracker needs.
- Available in four all-natural varieties: **All White & Sea Salt, Onion, Garlic, and Black Pepper Cracker Squares.**

Item #	Brand	Description	Type	Pack/Size	UPC
18350	ELSA'S	* ALL WHITE & SEA SALT CRACKER	CSE	8/5.29	87104900118
18351	ELSA'S	* ONION CRACKER SQUARES	CSE	8/5.29	87104900119
18352	ELSA'S	* GARLIC CRACKER SQUARES	CSE	8/5.29	87104900120
18353	ELSA'S	* BLACK PEPPER CRACKER SQUARES	CSE	8/5.29	87104900121

Elsa's Story Butter Cookies



- Visit your memories of childhood past with Elsa's Story Cookies. As you taste each cookie you are transported to a loving and special time with these tasty treats.
- **Elsa's Story Butter Cookies** are made with a traditional family recipe using pure butter.
- All are bite size cookies that have a delicate flavor and combine a variety of all-natural ingredients for the perfect homemade taste.
- Available in five delicious flavors, you will want to try one! **Brown Sugar, Cappuccino Pecan, Orange Almond, Strawberry Yogurt and Lemon Yogurt Butter Cookies.**

Item #	Brand	Description	Type	Pack/Size	UPC
18365	ELSA'S	* BROWN SUGAR BUTTER COOKIES	CSE	8/4.76	87104900005
18370	ELSA'S	*CAPPUCINO PECAN BUTTER COOKIE	CSE	8/4.76	87104900159
18372	ELSA'S	* ORANGE ALMOND BUTTER COOKIE	CSE	8/4.76	87104900161
18378	ELSA'S	* STRWBRRY YOGURT BTTTR COOKIE	CSE	8/4.76	87104900160
18379	ELSA'S	* LEMON YOGURT BUTTER COOKIE	CSE	8/4.76	87104900169

Lindt Chocolates – Excellence Intense Mint Bar & Extra Dark Lindor Truffles



- Building on the strong consumer demand for dark chocolate Chex is pleased to introduce the two newest additions to the Lindt Line.
- **Excellence Intense Mint Bar** is the ultimate blend of the finest dark chocolate infused with mint for an intense chocolate experience.
 - Crisp and cool mint is the perfect compliment to Lindt's signature dark chocolate that you will taste in each bite.
 - Packaged in the vertical range of Excellence Bars, this will make a strong addition to your Lindt Bar line.
- **Lindor 60% Extra Dark Truffles** have a 60% extra dark shell with a smooth dark chocolate filling.
 - These Lindor Truffles will build on the strong consumer acceptance of the irresistible Lindor balls.
- Capitalize on the consumer demand for dark chocolates by adding these two new Lindt items to your stores selections today.

Item #	Brand	Description	Type	Pack/Size	UPC
26883	LINDT	EXCELLENCE INTNCE MINT BAR	CSE	12/3.5	03746603089
26963	LINDT	EXTRA DARK 60CT CHANGE MAKERS	CSE	60/CT	03746600008

Raffaello Almond Coconut Treats



- Individually wrapped Ferrero **Raffaello Coconut Almond Treats** are a crispy, creamy confection.
- Vanilla cream surrounds a crunchy almond; while outside, the light, crispy wafer shell is covered with vanilla cream and sprinkled with coconut.
- Raffaello Almond Coconut treats are a creamy confection without chocolate.
- Based on strong demand, Chex will be stocking these tempting treats on a year round basis.

Item #	Brand	Description	Type	Pack/Size	UPC
28965	RAFFAL	SINGLE PIECE DISP.	CSE	45/1	00980014002

Safinter Smoked Spanish Paprika



- **Safinter Smoked Paprika** is produced in Spain, the leading producer of saffron, from the Pimenton de La Vera Origin.
- Saffron is the dried stigma of the plant *Crocus Sativus*, and is the world's most precious spice, it takes 160,000 flowers to produce 1kg of Saffron.
- Saffron, when served in any dish, gives recipes a touch of class, and makes eating food exciting.
- Safinter Smoked Paprika is available in three varieties: **Sweet, Hot and Bittersweet.**

Item #	Brand	Description	Type	Pack/Size	UPC
50080	SAFINT	*SMOKED SPANISH SWT PAPIKA	CSE	6/2.46	85839900050
50081	SAFINT	*SMOKED SPANISH HOT PAPIKA	CSE	6/2.46	85839900052
50082	SAFINT	*SMKD SPNSH BITTERSWEET PAPIK	CSE	6/2.46	85839900051

Rao's Tomato and Basil Sauce



- Rao's homemade brings the extraordinary home based upon the simplicity of traditional Southern Italian cooking, this recipe has been passed down from generation to generation.
- **Rao's Tomato Basil Sauce** is the same critically acclaimed recipe that is served at Rao' Restaurant.
- As soon as a jar of Rao's Tomato Basil sauce is opened, the aromatic bouquet of fresh basil permeates the senses and awakens the taste buds reminiscent of fresh, home-cooked meals.
- This variety of Rao's is set to become a top seller and was named best "food discovery" by the *New York Times* in the Fall of 2006.

Item #	Brand	Description	Type	Pack/Size	UPC
39570	RAO'S	* TOMATO BASIL SAUCE	CSE	12/24	74747900105

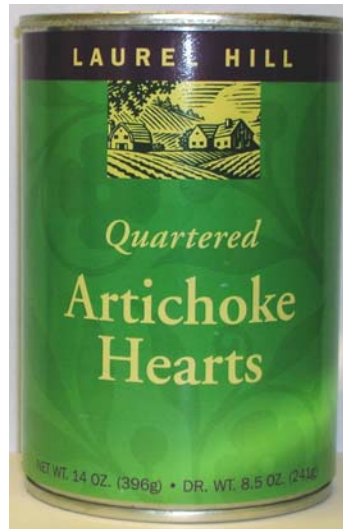
Marella Artisan Pastas



- **Pastificio Marella**, is the family run pasta factory in Foggia (Puglia) Italy which continues to make pasta the way it was made hundreds of years ago: **by hand**. The quality of the locally grown durum wheat and the painstaking method employed by in making the pasta are the most important aspects that make Marella pasta so unbelievably good to eat!
- Marella's pasta is true artisan pasta, with cuts that are not only unusual, but also eye appealing and downright delicious. These six cuts represent Marella's best offerings:
- **Trottoloni** - Large Spinning Tops - these are large fat coils, that will swell up when cooked.
- **Spugnole** - Small Sponges - one of the newest cuts, you won't find sauce that can escape the hold of this shape of pasta
- **Lanterne** - Lanterns: This shape is non-traditional and was invented by the Marella factory as an art form. Appealing and unusual.
- **Fusilloni** - Large Fusilli: This pasta will swell when cooked This shape's ridges hold creamy sauces wonderfully.
- **Fusilli Lucani**: These "C" shaped tubes that are open along the inside length will open up when cooked. Unique!
- **Penne**: Who doesn't love penne? We dare you to find a better penne on the market

Item #	Brand	Description	Type	Pack/Size	UPC
59350	MARELA	* TROTTOLONI PASTA	CSE	12/17.6	01833800040
59351	MARELA	* SPUGNOLE PASTA	CSE	12/17.6	01833800036
59352	MARELA	* LANTERNE PASTA	CSE	10/17.6	01833800008
59353	MARELA	* FUSILLONI PASTA	CSE	10/17.6	01833800039
59354	MARELA	* FUSILLI LUCANI PASTA	CSE	10/17.6	01833800029
59355	MARELA	* PENNE PASTA	CSE	12/17.6	01833800015

Laurel Hill Quartered Artichokes



- **Laurel Hill Quartered Artichoke Hearts** come from our premium, prized artichokes cut into quarters.
- Laurel Hill Quartered Artichokes are easy to prepare and use, fun to eat, and downright delicious. Most of all they are convenient, as the prep work is already done for you!
- Laurel Hill Quartered Artichoke Hearts nut-like flavor and velvety texture make them a popular addition to any of your favorite dishes, appetizers, or salads. We encourage you to just open up the can and enjoy!
- Build on the strong brand acceptance and premium quality of the Laurel Hill brand by adding the latest addition to your store today.

Item #	Brand	Description	Type	Pack/Size	UPC
64102	LAUREL	* ARTICHOKE HEARTS 5-7 CT	CSE	12/14	02091800065
64103	LAUREL	* ARTICHOKE HEARTS 6-8 CT	CSE	12/14	02091800070
64106	LAUREL	* QUARTERED ARTICHOKE	CSE	12/14	02091864106