



# LINE EXTENSION AVAILABLE NOW



Our sweet, Genovese basil is a fragrant and bright addition to salads, pastas and pesto. Or enjoy it muddled with lime in your favorite cocktail. Keep basil cool but not in the refrigerator for longer-lasting leaves.

## LINE EXTENSION

CODE	DESCRIPTION	PK/SZ	UPC
217351	CV Herb Basil Hydroponic	12/1.25 oz Gotham Greens	8-53927-00300-1



## CURRENT OFFERINGS

CODE	DESCRIPTION	PK/SZ	UPC
217350	CV Lettuce Butterhead Baby	12/4.5 oz Gotham Greens	8-53927-00321-6
217360	CV Dressing/Dip Basil Lemon	6/10 oz Gotham Greens Vinaigre	8-53927-00343-8
239672	CV Dressing Green Goddess	6/10 oz Gotham Greens	8-53927-00341-4
236801	CV Dressing/Dip Vegan Caesar	6/10 oz Gotham Greens	8-53927-00360-5
217358	CV Dressing/Dip Vegan Goddess	6/10 oz Gotham Greens	8-53927-00342-1
238331	CV Dressing/Dip Vegan Ranch	6/10 oz Gotham Greens	8-53927-00348-3
237422	CV Sauce Pesto Classic	6/6.5 oz Gotham Greens	8-53927-00334-6
237423	CV Sauce Pesto Vegan	6/6.5 oz Gotham Greens	8-53927-00335-3



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# LINE EXTENSION

DELIVERY STARTING 1/27

- ✓ Organic   ✓ Omega   ✓ DHA   ✓ 12 Essential Nutrients   ✓ Pasture Raised   ✓ Trusted Brand



- Enriched with plant-based DHA
- Organic: No added hormones (or antibiotics)
- Half Gallon 64oz available in Whole & 2% Milk
- Naturally occurring Omega 3s then enriched with a natural form of DHA
- Pasture-raised cows from small family farms with highest standards of animal care

## INTRODUCING ORGANIC VALLEY 'FAMILY FIRST'

CODE	DESCRIPTION	PK/SZ	UPC
242618	OG Milk Whole Omega Family Fir	6/64 oz Organic Valley	0-93966-01000-8
242619	OG Milk 2% Omega Family First	6/64 oz Organic Valley	0-93966-01001-5



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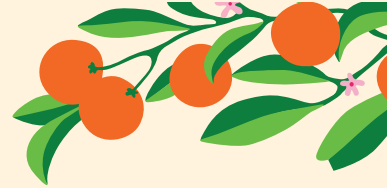
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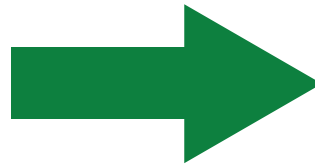
# Natalie's

ORCHID ISLAND JUICE CO.



## 16oz to 12oz TRANSITION

16oz



12oz



OLD CODE	NEW CODE	DESCRIPTION	NEW PK/SZ	OLD UPC	NEW UPC
6306	242777	CV Juice Orange	12/12 oz Natalie's Juice	7-25341-18114-9	7-25341-18120-0
6321	242781	CV Juice Orange Pineapple	6/12 oz Natalie's Juice	7-25341-44114-4	7-25341-44612-5
6304	242782	CV Juice Orange Mango	6/12 oz Natalie's Juice	7-25341-41114-7	7-25341-41612-8
6399	242783	CV Juice Orange Beet	6/12 oz Natalie's Juice	7-25341-43114-5	7-25341-43112-1
6653	242784	CV Juice Blood Orange	6/12 oz Natalie's Juice	7-25341-19114-8	7-25341-19112-4
6297	242785	CV Juice Honey Tangerine	6/12 oz Natalie's Juice	7-25341-99984-3	7-25341-99912-6
236045	242786	CV Juice Tanger Pineapple A&B	6/12 oz Natalie's Juice	7-25341-51519-7	7-25341-51512-8
6228	242787	CV Juice Grapefruit	6/12 oz Natalie's Juice	7-25341-28224-2	7-25341-28120-7
6329	242788	CV Juice Lemonade Strawberry	6/12 oz Natalie's Juice	7-25341-88884-0	7-25341-88820-8
6448	242794	CV Juice Lemonade	6/12 oz Natalie's Juice	7-25341-55554-4	7-25341-55512-4
230793	242789	CV Juice Lemonade Guava	6/12 oz Natalie's Juice	7-25341-71714-0	7-25341-71612-9
6460	242790	CV Juice Carrot Ginger	6/12 oz Natalie's Juice	7-25341-42134-4	7-25341-42112-2
228530	242791	CV Juice Pineapple Kale Zinc	6/12 oz Natalie's Juice	7-25341-01907-7	7-25341-06712-2
213880	242792	OG Juice Orange	6/12 oz Natalie's Juice	7-25341-19214-5	7-25341-19212-1

**DELIVERY STARTING THE WEEK OF 2/10**

**NEW SIZING WILL BE AVAILABLE AS THE OLD SIZING SELLS OUT**



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# LINE EXTENSION - AVAILABLE NOW

## DUTCH BLUE® POTATOES

Melissa's Dutch Blue® Potatoes deliver strong crowd appeal to potato displays, and are sure to help drive profits from your potato category. These tubers have a rich, nutty flavor, creamy texture, and they retain their vibrant color when cooked, making them the superior choice.

**NEW**



## ATTRIBUTES:

- Product of USA
- Year-round availability
- Grown in Magic Valley, Idaho
- Display as part of a set with Melissa's other 24 oz. and 3 lb. potato packs



## NIELSEN DATA:

Consumers who purchased Melissa's Potatoes generated an average basket size of \$117.32 vs. the national average of \$50.12 per basket. That's nearly 2.3x the national average!

## LINE EXTENSION

CODE	DESCRIPTION	PK/SZ	UPC
242608	CV Potatoes Dutch Blue	12/24 oz Melissa's	0-45255-11883-4



4578



4690



4693



4691



217790



4587

## CURRENT OFFERINGS

CODE	DESCRIPTION	PK/SZ	UPC
4578	CV Potatoes Dutch Yellow	12/24 oz Melissa's	0-45255-11880-3
4690	CV Potatoes Dutch Yellow	12/3 lb Melissa's Creamer	0-45255-12958-8
4693	CV Potatoes Fingerling Medley	12/3 lb Melissa's	0-45255-14315-7
4691	CV Potatoes Peewee Dutch Gold	12/3 lb Melissa's	0-45255-14493-2
217790	CV Potatoes Red Creamer	12/24 oz Melissa's	0-45255-11864-3
4692	CV Potatoes Red Creamer	12/3 lb Melissa's	0-45255-13587-9
4587	CV Potatoes Dutch Red	12/24 oz Melissa's	0-45255-12680-8



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