

crav'n FLAVOR™

Crav'n Flavor delivers delicious tasting frozen novelties that goes beyond the basics and delivers serious satisfaction when your shoppers are craving something cool and flavorful.

BRAND OVERVIEW

Crav'n Flavor is your brand of delicious, crave-able, ice cream products in the frozen aisle, designed to appeal to shoppers' taste buds. This brand appeals to the mainstream shopper as impulse purchases and meet their need for convenient snack options that are feel-good, satisfying, refreshing and cooling.

PRODUCT ASSORTMENT

19 **NEW** skus! Keep things chill with new frozen treats from Crav'n Flavor! From Ice Cream Sandwiches to Rainbow Pops and Ice Cream Cones, to Crunch Bars, we've got a frozen confection for every frosty craving!

TARGET SHOPPER

Meet the Crav'n Flavor Shoppers:

- Married Couple
- Aged 18-54
- Income \$50K+
- Blue collar and very Americana
- On-the-go family that listens to the radio often



TOTALLY TREAT 'N'



**C&S
Wholesale
Grocers**

7 Corporate Drive
Keene, NH 03431



*****NEW ITEMS*****

Crav'n

Ice Cream Novelties

AVAILABLE FOR ORDER NOW!



C&S Code	NE IND Cust Code	Item Description	Package UPC	Pack	Size	Regular Sell Cost	Net Unit Cost	Display SRP	GM%
89475	7050037	CRVN FLV C-8/S-12/B-12 VARIETY 32 PACK	36800-49297	1	108.8 FO	\$ 11.65	\$ 11.65	\$ 16.99	31%
93062	7050040	CRVN FLV VAN IC SNDWCH 24CT	36800-49298	4	84.0 FO	\$ 20.28	\$ 5.07	\$ 6.99	27%
95894	7050041	CRVN FLV VANILLA CONE	36800-49299	6	36.8 FO	\$ 24.00	\$ 4.00	\$ 5.99	33%
99565	7050042	CRVN FLV FUDGE BAR	36800-49303	6	30.0 FO	\$ 14.02	\$ 2.34	\$ 3.49	33%
107439	7050043	CRVN FLV CRISPY CRUNCH BAR	36800-49304	6	30.0 FO	\$ 16.20	\$ 2.70	\$ 3.99	32%
119205	7050044	CRVN FLV ORANGE CREAM BAR	36800-49305	6	30.0 FO	\$ 12.00	\$ 2.00	\$ 2.99	33%
162042	7050046	CRVN FLV TOFFEE IC BAR	36800-49306	6	30.0 FO	\$ 16.20	\$ 2.70	\$ 3.99	32%
166771	7050047	CRVN FLV VANILLA IC CUPS	36800-49311	6	33.0 FO	\$ 16.20	\$ 2.70	\$ 3.99	32%
73708	7050048	CRVN FLV FUDGE POP	36800-49313	6	33.0 FO	\$ 19.23	\$ 3.21	\$ 4.69	32%
79324	7050049	CRVN FLV O/C/G RAINBOW POP	36800-49314	6	33.0 FO	\$ 14.70	\$ 2.45	\$ 3.59	32%
88515	7050052	CRVN FLV R/W/B POPS	36800-49315	6	33.0 FO	\$ 14.70	\$ 2.45	\$ 3.59	32%
123560	7050054	CRVN FLV PINEAPPLE FRUIT BAR	36800-49322	8	15.0 FO	\$ 21.60	\$ 2.70	\$ 3.99	32%
128944	7050055	CRVN FLV STRAWBERRY FRUIT BAR	36800-49323	8	15.0 FO	\$ 21.60	\$ 2.70	\$ 3.99	32%
132781	7050056	CRVN FLV CHOCOLATE ECLAIR BAR	36800-49324	8	18.0 FO	\$ 16.00	\$ 2.00	\$ 2.99	33%
137080	7050059	CRVN FLV STRWBRY SHORTCAKE BAR	36800-49331	8	18.0 FO	\$ 16.00	\$ 2.00	\$ 2.99	33%
140265	7050060	CRVN FLV COOKIES&CRM IC SNDWCH	36800-49357	8	42.0 FO	\$ 21.60	\$ 2.70	\$ 3.99	32%
146514	7050061	CRVN FLV NEAPOLITAN IC SNDWCH	36800-49363	8	42.0 FO	\$ 21.60	\$ 2.70	\$ 3.99	32%
149105	7050064	CRVN FLV VAN IC SNDWCH 12CT	36800-49365	8	42.0 FO	\$ 20.00	\$ 2.50	\$ 3.69	32%
155353	7050067	CRVN FLV MINT IC SNDWCH	36800-49366	8	42.0 FO	\$ 21.60	\$ 2.70	\$ 3.99	32%

Do not return this form. Item is available to order through normal channels