



**Fresh asparagus just became fast food.**

*Take advantage of the added value of fresh, washed, trimmed asparagus spears in a unique, microwavable bag.*

**Gourmet**  
*Fresh Asparagus*



**Fresh  
asparagus  
has never  
been easier  
or more  
profitable.**



*We've just given your customers a dozen good reasons to buy Gourmet Trading Company™ Fresh Asparagus.*

- It's trimmed, washed and ready to eat
- Convenient 12 oz. package
- No clean-up — simply punch a few holes in the bag and microwave for 2-2½ minutes
- The bag extends shelf life
- Maintains the perfect environment of freshness without preservatives
- The bag reduces the chance for food-borne illness
- 100% fat free
- Low calorie
- Naturally low in carbs
- High in fiber
- Versatile
- Delicious!

### **Merchandising Tips**

Gourmet Trading Company Fresh Asparagus is a premium product. It's important that it is displayed so that customers appreciate the value.

- Place 6-10 packages at a time, eye level, upright on the shelf with a slight forward angle
- Display with other packaged produce including chopped red bell peppers, bagged lettuce and fresh cut stir-fry vegetables
- Stock near complementary products such as mushrooms and garlic



### **Product Handling**

Follow these steps for optimal freshness and customer satisfaction.

- Place fresh product behind existing product on the shelves
- Check "Use By" dates daily to ensure all product is fresh
- Store Gourmet Fresh Asparagus at 33°-35° F until displayed
- There's no need to mist

Gourmet Trading Company  
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Apricots ~ White and Green Asparagus ~ Blackberries  
Blueberries ~ Mangoes ~ Raspberries ~ Strawberries

**Gourmet  
Trading Company**

