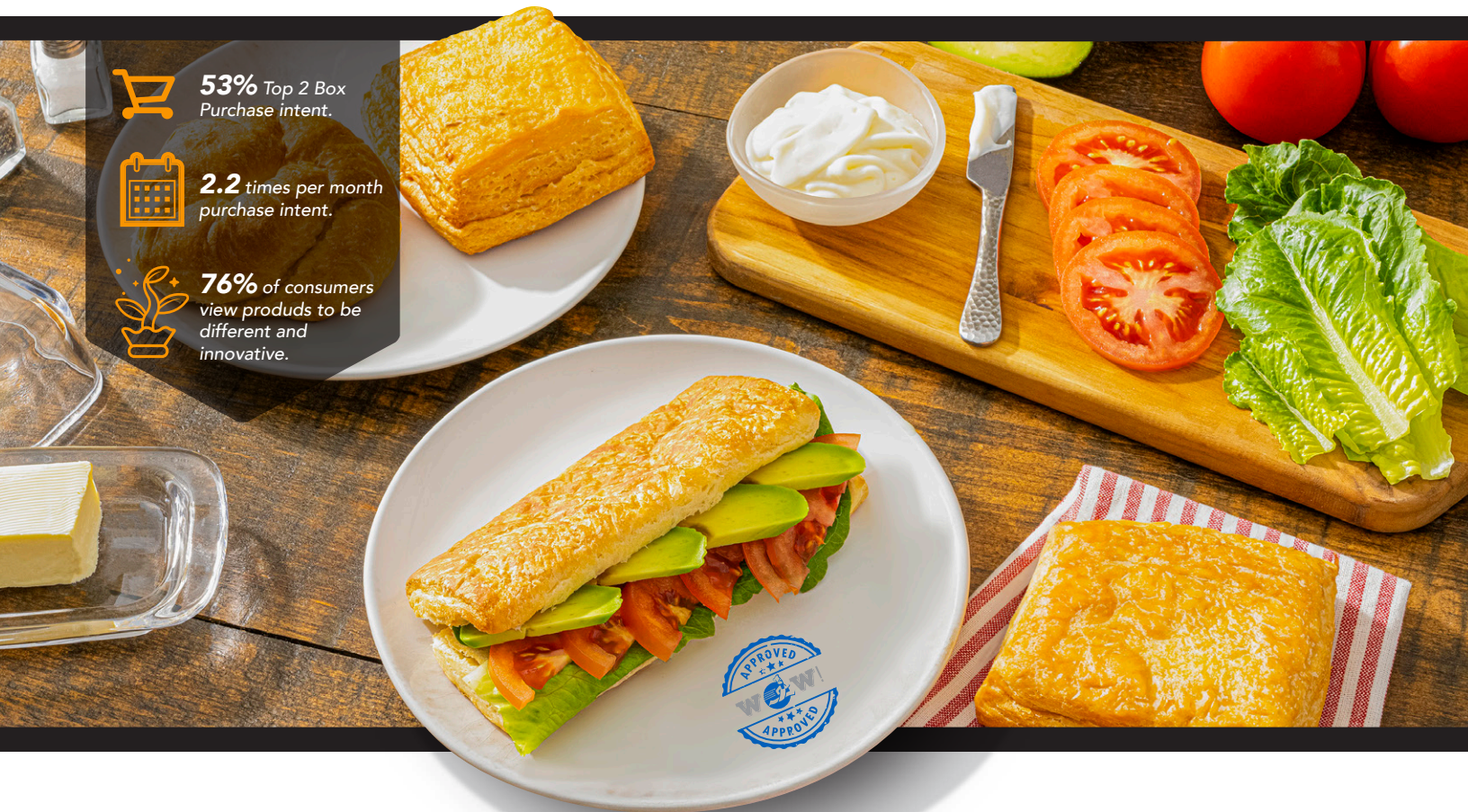


THE WORTHY CRUMB  
**CROISSANT**  
CRÉATIONS™

Continuing to redefine the  
Croissant Category!!  
Introducing the new line  
of Ultimate Rolls



**53%** Top 2 Box  
Purchase intent.



**2.2** times per month  
purchase intent.



**76%** of consumers  
view products to be  
different and  
innovative.

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## Two new products from Croissant Creations

*Everything you love about croissants – delicious flaky layers and a rich buttery taste that are now ready for the Centre of Plate.*

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### Croissant Roll

*Easily enjoyed as Sandwich, Sub,  
Hoagie, Panini, Sausage or Hotdog Roll!*

### Croissant Bun

*Easily enjoyed as a hamburger,  
sandwich or panini bun!*



Introducing a whole new look!  
 Croissant Creations  
 Celebrates Innovation  
 in the Croissant Category



BEST ENJOYED WARM!



PRODUCT DESCRIPTION:	Croissant Roll (All Butter)	Croissant Buns (All Butter)
AVAILABLE:	Every Day	Every Day
BRAND:	The Worthy Crumb Pastry Co.	The Worthy Crumb Pastry Co.
ITEM CODE:	45101	45100
UPC:	7-70981-45101-5	7-70981-45100-8
SCC:	1-07-70981-45101-2	1-07-70981-45100-5
PACKAGING:	Clamshell	Clamshell
PACK SIZE:	4	4
PACK WEIGHT:	12 oz (340g)	12 oz (340g)
CASE QUANTITY:	12	12
NET CASE WEIGHT:	9 lbs. (4.08 kg)	9 lbs. (4.08 kg)
CASE CUBE:	1.6725 cu. ft.	1.6725 cu. ft.
TIE / TIER:	9 x 5 (H) = 45	9 x 5 (H) = 45
PACKAGING DIMENSIONS:	L 9.95" x W 5.91" x H 4.23"	L 9.95" x W 5.91" x H 4.23"
CASE DIMENSIONS:	L 17.375" x W 10.4375" x H 17.125"	L 17.375" x W 10.4375" x H 17.125"
GROSS CASE WEIGHT:	10.5 lbs. (4.76 kg)	10.5 lbs. (4.76 kg)
FREEZER SHELF LIFE		
(From date of manufacture):	6 Months	6 Months
THAWED SHELF LIFE:	7 Days (Ambient)	7 Days (Ambient)
RETAIL PACKAGE CODE:	Julian: YYDDD	Julian: YYDDD
OUTSIDE SHIPPER CASE CODE:	Julian: YYDDD & BB: DD/MMM/YYYY	Julian: YYDDD & BB: DD/MMM/YYYY



Give and Go Prepared Foods Corp. 15 Marmac Drive Unit 200, Toronto, ON Canada M9W 1E7