

February, 2012



Shh!!!! Adding Hot Pepper Cheeses is a great way to boost sales...pass the word.



Jumpin' Jack
(CoJack Longhorn with Jalapeno Peppers)
4/6# case

www.LancasterCountyCheese.com

COOPER & CLEARFIELD COUPONS BOOST SALES

Ask us about in-store coupons for \$1.00 off on one pound of Clearfield brand or Cooper brand deli cheese. The coupons are presented on an attractive, colorful easel that can easily be displayed on your deli case. "You can take a coupon and save \$1.00 when you

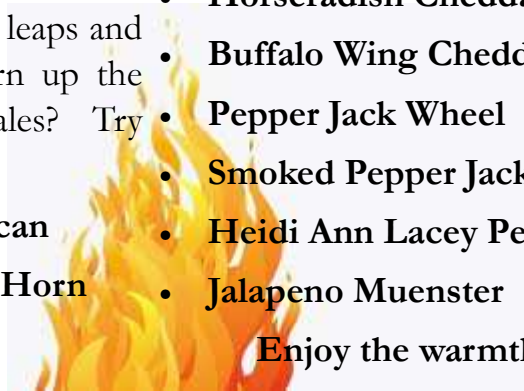
buy a pound" is all the encouragement most customers need to take advantage of the coupons. And store managers are pleased to learn they earn and \$.08 handling fee for every dollar coupon they redeem.



TURN UP THE HEAT!

Spicy is good! Sales of cheese flavored with jalapeno or other peppers are growing by leaps and bounds! Want to turn up the heat on your cheese sales? Try these HOT flavors:

- Hot Pepper American
- Jumpin' Jack Mini Horn
- Mini Pepper Jack
- Pepper Jack Longhorn
- Horseradish Cheddar
- Buffalo Wing Cheddar
- Pepper Jack Wheel
- Smoked Pepper Jack
- Heidi Ann Lacey Pepper
- Jalapeno Muenster



Enjoy the warmth!

FACTS TO KNOW

"Cheese only contributes about 5 percent of the calories in a diet, but it also is contributing 21 percent of calcium, 11 percent of phosphorus, 9 percent of the protein, 9 percent of the vitamin A and 8 percent of the zinc. Nutritionists say 'choose the calories by the company they keep.' Cheese gives quite a few nutrients per calorie."

— Gregory Miller, president, Dairy Research Institute

Purveyors of the finest domestic cheese since 1933

Phillips Lancaster County Cheese Company



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Visit us on the web:

www.LancasterCountyCheese.com

“YES, we carry deli meats!”

Turn to *Phillips* Lancaster County Cheese Company for all your deli meat needs. We proudly carry:

- PennDutch Sweet Bologna
 - PennDutch Lebanon Bologna
 - Hormel Honey Baked Ham
 - Hormel Cooked Ham 10%
 - Farmland Chopped Ham
 - Marvel Turkey Ham
 - Marvel Oven Roasted Turkey Breast
 - Marvel Honey Smoked Turkey Breast
 - Pierce Chicken Salad
 - Seltzer's Original Beef Sticks
 - Seltzer's Spicy Beef Sticks
 - Seltzer's Smoke N Honey Chubs
 - Weaver's Beef Sticks
 - Weaver's Sweet Bologna
 - Weaver's Turkey Sweet Bologna
 - Farmland Virginia Ham
- ... and the other fine deli meats your customers will love.



September Farm Cheese

Artisan-style cheese, aged cheddars, hand waxed.



Mild Cheddar



Medium Cheddar



Sharp Cheddar



Smoked Cheddar



Horseradish Cheddar



Chili Pepper Cheddar



Honey Jack



Pepperoni August Jack



Joy's Tomato Basil Jack



Jumpin Jack Jalapeno



Chives and Dill Jack



Garlic and Basil Jack



Robertson's Select
Extra Sharp Cheddar



Three Year Extra
Sharp Cheddar (Yellow)



Apple Cinnamon
Cheddar



Muffaletta Cheddar