

July, 2011



We will be closed on Monday, July 4.

*Purveyors of fine domestic cheese since 1933*

*We proudly sell Phillips Lancaster County plus*  
State Brand  
Alphorn  
Amish Gourmet  
Biery  
Bel Kaukana  
Clearfield  
Cooper  
Guggisberg  
Heidi Ann  
Hoffman  
Jana Valley  
Maple Leaf  
Minerva  
Odyssey  
Pearl Valley  
Schreiber  
Smithfield  
Stella  
WisPride  
Yancy Fancy  
Zerto

and other brands of delicious cheese.

**Did you know...**

- Phillips Lancaster County Cheese Company carries more than 200 flavors of cheese.
- Phillips Lancaster County Cheese is the "secret ingredient" in the finest pizzas and pies in Pennsylvania.



## 10 DAY SALE ON CLEARFIELD



From July 6 through July 19, Clearfield will be on sale. Contact your sales rep today, or call the office to book your order and save up to 10 cents per pound.

Clearfield American Cheese was created in 1938 by the Clearfield Cheese Company in Curwensville, Pennsylvania. Today it is the premium deli brand of American cheese served in the best

restaurants and food stores. While some other



“American” deli cheeses are no longer American cheese, Clearfield remains REAL AMERICAN CHEESE with all natural ingredients. Clearfield has been a favorite in this

area for over 60 years.

**BONUS:** In-store coupons for \$1.00 off are available on an attractive easel you can display for the benefit of your customers. After customers use the coupons to buy Clearfield and Cooper cheese, you can redeem them for the full \$1.00 and earn a .08 handling fee. Your customers save \$1, and you are reimbursed \$1.08.



## The Launching of LancasterCountyCheese.com

Doug Weinhold, President of Phillips Lancaster County Cheese Company recently announced the launching of the company’s website, LancasterCountyCheese.com

“We’ll use the website to provide consumers with information about our fine domestic cheeses,

and will soon provide family recipes using our Lancaster County Cheese.”

The website includes a brief history of Phillips Lancaster County Cheese Company.

Check out the website at:

[www.LancasterCountyCheese.com](http://www.LancasterCountyCheese.com)

Phillips Lancaster County  
Cheese Company News

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[www.LancasterCountyCheese.com](http://www.LancasterCountyCheese.com)



## TRYERS ARE BUYERS!

It's been said that "tryers are buyers". How can you encourage your customers to try new flavors of cheese?

In-store sampling and in-store demonstrations are excellent ways to promote the sale of cheese in your store or deli.

Many of our stores offer self-serve samples of new cheese flavors when they're first introduced. Make sure the display is attractive and kept clean throughout the day. A waste can near the display for discarded toothpicks, napkins, and such is helpful.

Phillips Lancaster County Cheese Company will also sponsor a FREE in-store sampling demonstration for your store. Talk to your sales rep, or call the office at 717-354-4424.

*Guggisberg Baby Swiss Wheels  
Buy 5 cases & Save \$8  
July 1—29*



Cabot Vermont Sharp  
Cheddar is now available  
in

4/10# or

1/40#

Ask your Sales Rep.

