

A Big

Consumer

Favorite

Just Got

Smaller.



# PPI Introduces Wish-Bone® Salad Dressing

## The Biggest Name In Portion Control Packaging.

Since 1973, Portion Pac, Inc. (PPI) has delivered uncompromised quality, service and value to the foodservice industry. Today, PPI is the nation's largest manufacturer of portion control food products. Over 350 types and sizes of food products are distributed under PPI labels.

Now the leader in portion control food products proudly introduces Wish-Bone salad dressings in popular 1.5 oz. portions. Together, PPI and Wish-Bone bring you the premium salad dressings your customers know and love.

## Wish-Bone Is The #1 Italian Salad Dressing.

- 👉 Wish-Bone has been a consumer favorite at retail for over 30 years.
- 👉 Chunky Blue Cheese is also #1 in sales.
- 👉 Wish-Bone dressings are used in 39% of all U.S. households.

## Wish-Bone Adds Zest To Your Foodservice Operation.

- 👉 PPI packages Wish-Bone in 1.5 oz. sizes exclusively for the foodservice market.
- 👉 The Wish-Bone name is synonymous with quality.
- 👉 It's a premium brand that complements your standards for quality and excellence.
- 👉 As health concerns continue to grow, salad sales continue to rise.
- 👉 Wish-Bone and your delicious salads are a winning combination.



**PPI**  
PORTION PAC, INC.®

# g In Convenient Portion Control Packets.

## Choose From 8 Popular Wish-Bone Varieties.

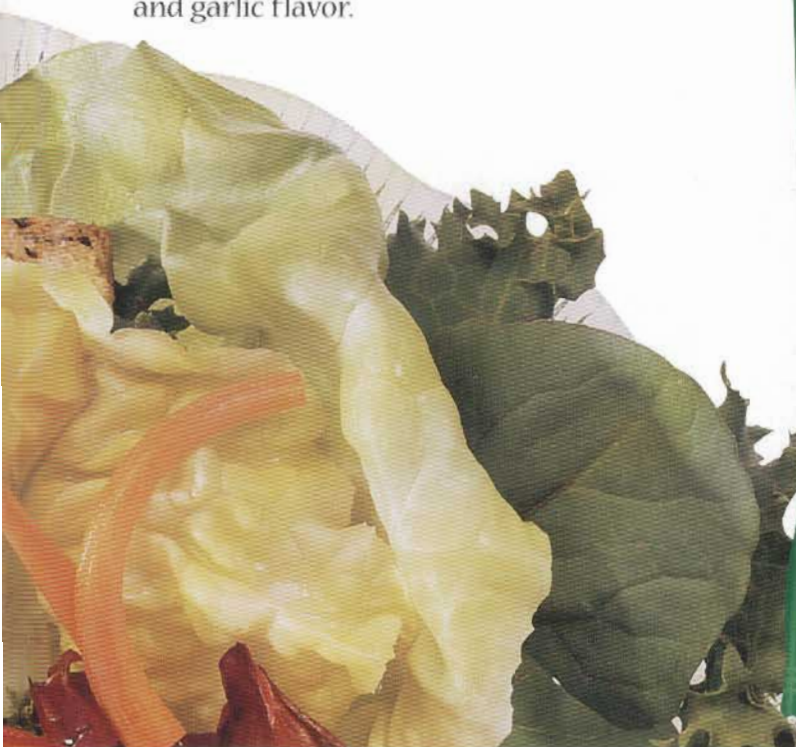
- 👉 **Italian:** A light golden-colored oil and vinegar dressing with zesty Italian herbs, onion, garlic and red bell pepper. "America's #1 Italian Salad Dressing" for over 30 years.
- 👉 **Fat Free Italian:** A light golden-colored dressing with herbs, garlic, onion, red bell pepper and carrots for a sweet and tangy flavor.
- 👉 **Ranch:** A thick, creamy white dressing with a mild buttermilk flavor and a delicious selection of herbs.
- 👉 **Fat Free Ranch:** A thick, yet creamy white dressing that's loaded with herbs and a mild buttermilk flavor.
- 👉 **Deluxe French:** A traditional, rich orange French dressing that's ultra creamy and tangy with a well-balanced flavor.
- 👉 **Thousand Island:** A thick, rich, pink creamy dressing with delightful chunks of pickle relish.
- 👉 **Chunky Blue Cheese:** A creamy-colored dressing filled with chunky blue cheese and a special blend of herbs. It's America's favorite blue cheese.
- 👉 **Caesar:** A traditional, tan-colored Caesar dressing with a robust Romano cheese and garlic flavor.

## PPI Provides Outstanding Promotional Support.

- 👉 When you buy from PPI, you will earn attention-getting Point-of-Purchase materials that include counter cards, danglers, static clings, and even customized signs!
- 👉 Acrylic Wish-Bone branded display racks promote and organize all eight flavorful varieties.

*\*Customized signs are available upon request. Please contact your local PPI sales representative for more information.*

## Toss Your Current Salad Dressings And Pour On Wish-Bone Instead.

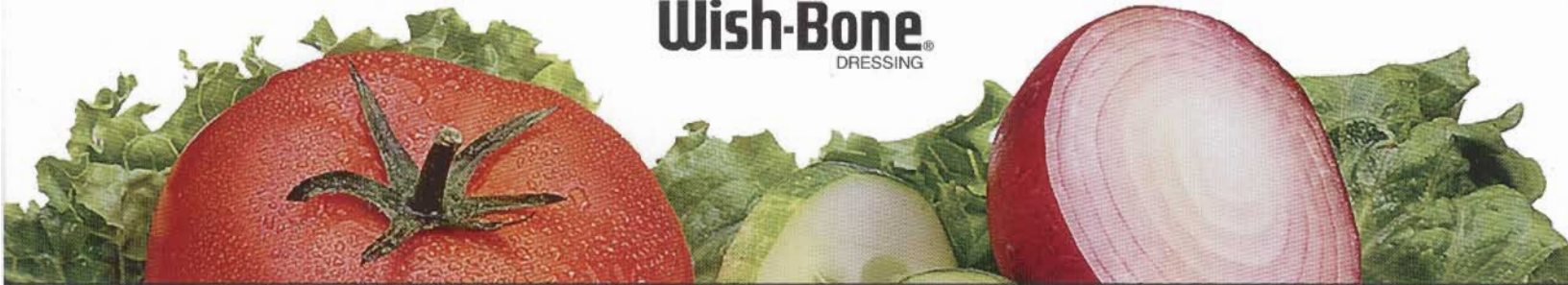


# Buy Wish-Bone® for Profit-Building Salad Sales.

Product	Item Number	Case Pack	Fill(oz.)	Case Wt.	Case Cube	Cases Per Layer	Layers	Cases Per Pallet
Italian	541K961	60	1.5	7	.260	24	7	168
Fat Free Italian	541J961	60	1.5	7	.260	24	7	168
Ranch	541U961	60	1.5	7	.260	24	7	168
Fat Free Ranch	541H961	60	1.5	7	.260	24	7	168
Deluxe French	541T961	60	1.5	7	.260	24	7	168
Thousand Island	541V961	60	1.5	7	.260	24	7	168
Chunky Blue Cheese	541S961	60	1.5	7	.260	24	7	168
Caesar	541G961	60	1.5	7	.260	24	7	168

## Wish-Bone Selling Advantages

- ⌒ Recognizable brand name and colorful packaging graphics
- ⌒ Convenient pour spout pouch
- ⌒ Complete line of regular and fat-free varieties
- ⌒ Shelf stable; no refrigeration required
- ⌒ Nutrition information on each pouch
- ⌒ Acrylic display rack available for easy consumer selection
- ⌒ UPC bar code on each pouch for easy scanning



**Corporate Office:** 7325 Snider Road, Mason, OH 45040 • (513) 398-0400 • Fax (513) 459-5300  
**Sales Offices:** 7325 Snider Road, Mason, OH 45040 • (513) 398-0400 • Fax (513) 459-5309 • E-mail: sales@portionpac.com  
 11461 Hillguard Road, Dallas, TX 75243 • (214) 349-6125 • Fax (214) 349-5815  
 11501 S.W. Pacific Hwy., Suite 100, Office 11, Tigard, OR 97223 • (503) 293-1461 • Fax (503) 293-8956

# Sell More Salads with Wish-Bone® Salad Dressings from PPI.



## Featuring 8 Popular Wish-Bone Varieties in 1.5 oz. Packets.

- ⌒ Italian
- ⌒ Ranch
- ⌒ Deluxe French
- ⌒ Chunky Blue Cheese
- ⌒ Fat Free Italian
- ⌒ Fat Free Ranch
- ⌒ Thousand Island
- ⌒ Caesar

### Wish-Bone and Your Delicious Salads are a Winning Combination.

- Wish-Bone has been a consumer favorite for over 30 years.
- It's the #1 Italian Salad Dressing at retail.
- Blue Cheese is also #1 in sales.
- Wish-Bone salad dressings are used in 39% of all U.S. households.
- Wish-Bone is a recognizable brand name and has familiar packaging graphics.

### Selling Advantages That Benefit Your Foodservice Operation.

- Convenient pour spout pouch.
- Flavorful, customer-proven Wish-Bone recipes.
- Shelf stable, no refrigeration required.
- Nutrition information on each pouch.
- UPC bar code on each pouch for easy scanning.

# FREE Attention-Getting Merchandising Materials!

Order your choice of a counter card, static cling, or a dangler to attract salad lovers when you purchase 2 cases of Wish-Bone portion packed salad dressings from PPI.

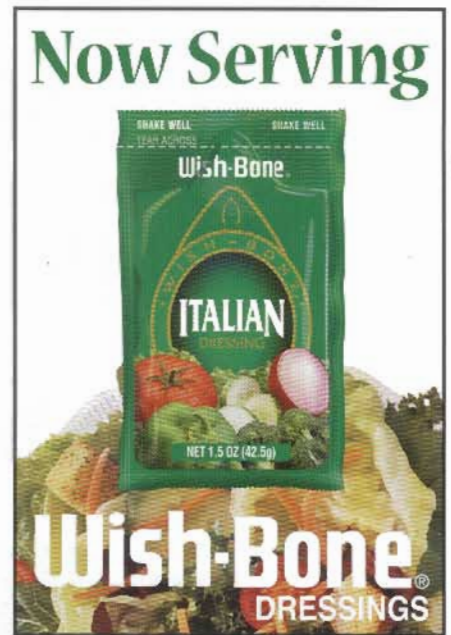
Customized signs featuring your operations' name and logo can be created just for you. Call your local PPI sales representative for more details.



**CUSTOM SIGNS**  
Actual size 11" x 17"

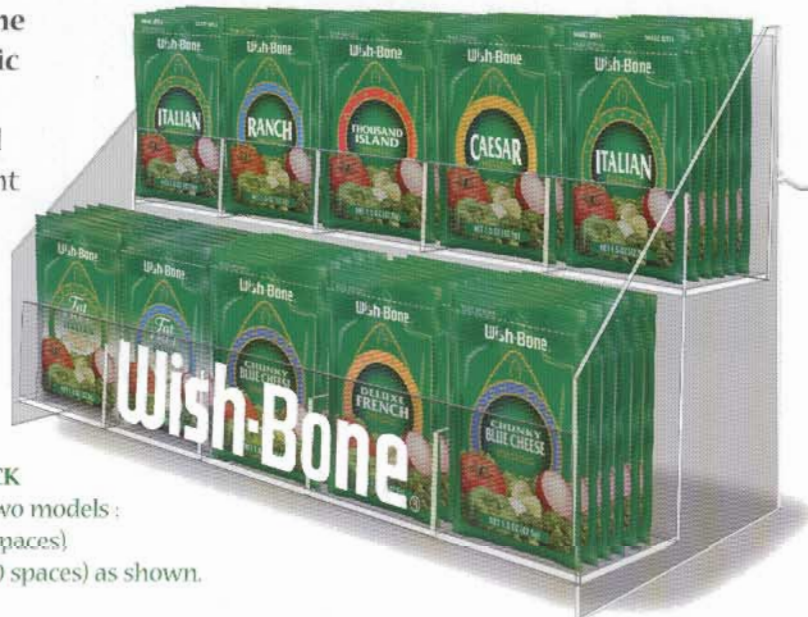


**COUNTER CARD / STATIC CLING**  
Actual size 5" x 7" / Actual size 5" x 7"



**DANGLER**  
Actual size 10" x 12"

FREE Wish-Bone branded acrylic display rack to promote and organize at point of sale when you purchase either 5 or 10 cases of Wish-Bone.



**DISPLAY RACK**  
Available in two models:  
single tier (5 spaces)  
double tier (10 spaces) as shown.

To order your Wish-Bone Point-of-Purchase materials:

- 1 Complete the order form below.
- 2 Attach a copy of your foodservice distributor invoice, showing your purchase of Wish-Bone portion packed salad dressing.
- 3 Mail to address shown on order form.

## Buy Wish-Bone For Profit-Building Salad Sales.



**Corporate Office:** 7325 Snider Road, Mason, OH 45040 • (513) 398-0400 • Fax (513) 459-5300  
**Sales Offices:** 7325 Snider Road, Mason, OH 45040 • (513) 398-0400 • Fax (513) 459-5309 • E-mail: sales@portionpac.com  
 11461 Hillguard Road, Dallas, TX 75243 • (214) 349-6125 • Fax (214) 349-5815  
 11501 S.W. Pacific Hwy., Suite 100, Office 11, Tigard, OR 97223 • (503) 293-1461 • Fax (503) 293-8956

# See More Green When You Drive Wish-Bone® Sales.



Here's your chance to earn big prizes when you pour on the Wish-Bone. For every 10 cases of Wish-Bone Portion Control Salad Dressings sold, you will receive a \$20 American Express Gift Cheque. Plus, as a special bonus, if you sell 50 cases, you will receive a Carlyle Windshirt, too! Check out the details on the back of this flyer.



## See More Green With Wish-Bone!



# Distributor Sales Contest Rules



You'll earn a \$20 American Express Gift Cheque for every 10 cases of Wish-Bone Portion Control Dressings you sell during the 60 day contest. If you sell 50 cases of Wish-Bone, you will also receive a Carlyle Windshirt as a bonus.

Cases Sold		Prize
For every 10 cases sold	=	\$20 American Express Gift Cheque
50 cases or more	=	also receive a Carlyle Windshirt

To receive your prizes, fill out the form at the bottom of this sheet and attach a computer print-out of the accounts sold Wish-Bone Portion Control Salad Dressings. Please make sure the print-out clearly lists the name and location of the account, the number of cases sold, and the dates of shipment.

## Sales Support Tools

- 📄 Wish-Bone Introduction Brochure
- 📄 Sample Kits
- 📄 Operator Merchandising Materials



## Official "See More Green" Prize Request Form

This Section must be completed by Broker to be eligible for prize.

Distributor Name: \_\_\_\_\_

PPI Broker Name: \_\_\_\_\_

Shipment Dates: \_\_\_\_\_ to \_\_\_\_\_  
(Start) (End)

\*This contest is good for shipments during a 60-day time period.

Distributor Sales Rep. Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Return completed form to your PPI Broker.

Indicate the prize you are ordering

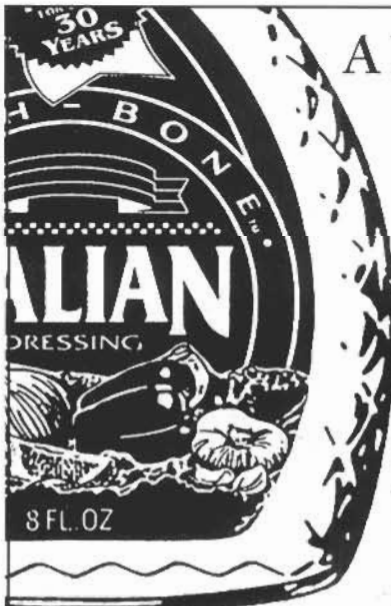
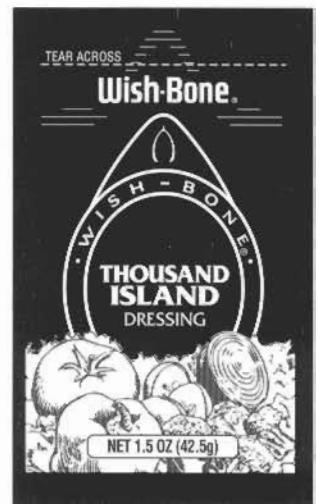
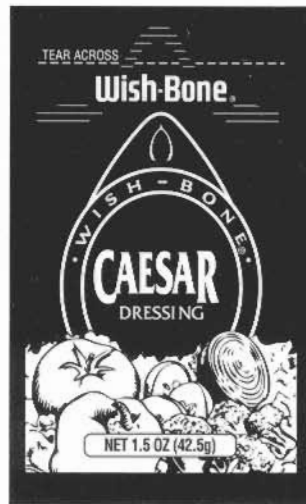
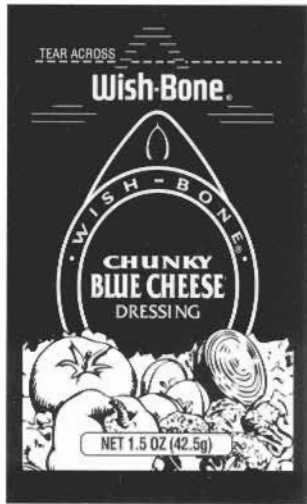
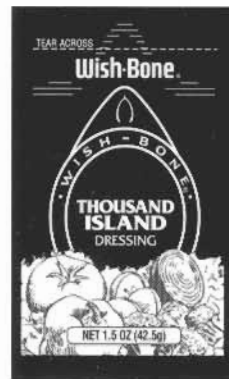
Description	Qty.	Case Purchases Required
\$20 American Express Gift Cheque		10
Carlyle Windshirt		50+

Circle size(s): S M L XL XXL

Gift Cheques are awarded in 10 case increments only.



# WISH-BONE SALAD DRESSINGS



A Big Consumer Favorite Just Got Smaller!

PPI Now Sells Wish-Bone® Dressings in Single Serve Packets.

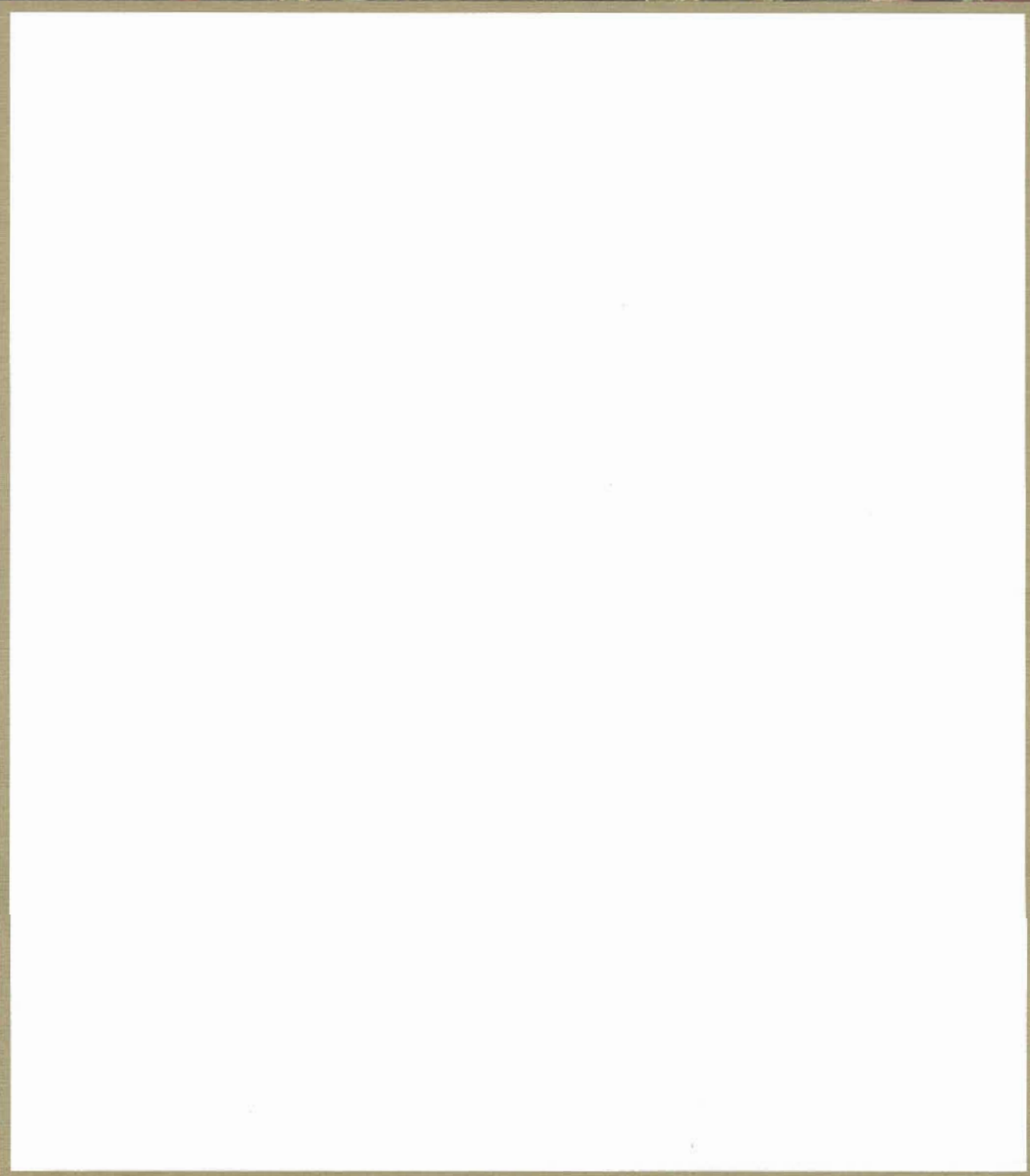


A Big Consumer Favorite Just Got Smaller!

PPI Now Sells Wish-Bone® Dressings in Single Serve Packets.

The logo features a stylized bird icon above the brand name. The text "Wish-Bone" is in a large, bold, white sans-serif font, with a trademark symbol (TM) to its upper right. Below it, the word "DRESSING" is written in a smaller, white, all-caps sans-serif font, with a registered trademark symbol (®) to its upper right.

Wish-Bone<sup>TM</sup>  
DRESSING<sup>®</sup>

The logo consists of the letters "PPI" in a bold, white, italicized sans-serif font, enclosed within a blue oval shape. Below the oval, the full name "PORTION PAC, INC." is written in a smaller, white, all-caps sans-serif font, with a registered trademark symbol (®) to its upper right.

**PPI**<sup>®</sup>  
PORTION PAC, INC.