

# GOOD THINGS COME IN *small* PACKAGES

FIND THEM EVERYWHERE

INCREASE PROFITS 30% BY CROSS-MERCHANDISING\*



ice cream remains a popular food pairing for maraschino cherries



canned fruit is still where many consumers will look for cherries



Cocktail ingredients have continued to trend upward for the last 4 years

ADD CHERRIES TO THESE AREAS OF YOUR STORE!



60% of top grocery retailers have cherries in 2 or more locations in the store\*

it's estimated that 35% of Amazon's revenue is generated by cross-sells\*



\*[blog.2checkout.com/how-to-choose-between-upsell-and-cross-sell](http://blog.2checkout.com/how-to-choose-between-upsell-and-cross-sell)

\*[progressivegrocer.com/changing-consumer-beverage-trends](http://progressivegrocer.com/changing-consumer-beverage-trends)

\*based on an audit that Seneca sales team & broker network conducted

# CATEGORY LEADERSHIP

Leading supplier of maraschino cherries to the U.S. grocery and club channels. Market share in these channels exceeds 70%.

Zero history of product recall

Certified SQF Level III USA processing plant

First pasteurized PET jars in cherry industry are BPA-free, with BPA non-intent lids

Pasteurized jar packed cherries for safety & extended shelf life

Innovative PET jars are pasteurized and decrease shipping weight and breakage risk

## FORMULATION OPTIONS

- Custom colors, flavors, grades, and sweeteners are available; ranging from premium to value.
- Natural options also available.

## PACKAGING

Case Pack	Glass Jars	Plastic Jars
12/6 oz	X	
12/10 oz	X	X
12/12 oz		X
12/16 oz	X	
12/28 oz	X	

## CORE PROCESSING METHOD SYRUP PACK (MARASCHINO)

- Fruit is cold-processed to 30 - 40 brix, and colored and flavored to the customer's specifications. Preservatives are normally required.
- Product is packed and pasteurized in glass or PET jars, but can be delivered in bulk if refrigerated.
- Batch sizes vary from 7,000 to 100,000 pounds.



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