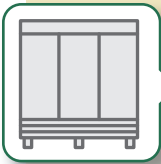


HOW TO INSTRUCTIONS

ARTISAN SANDWICH HANDLING

Artisan Style



STORAGE

- 1 Keep all product in freezer until ready to thaw.
- 2 All product has a **9 month** frozen shelf life from the production date printed on the case.
- 3 Rotate your product so that the first product in is the first product pulled out.

** Use Julian date on product if no case is present.*

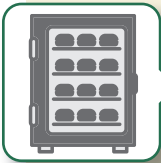


THAWING AND DATE CODING

- 1 Thaw product by either placing whole case or desired number of products in refrigerator for **24 hours**.
- 2 Code date when removing product from freezer and price if necessary.
- 3 Once product has thawed in refrigerator for 24 hours, product may be moved to display cases.

SHELF LIFE

| | |
|-------------------------|---------------------------------------|
| Market Artisan Products | 21-DAY refrigerated shelf life |
|-------------------------|---------------------------------------|



MERCHANDISING DISPLAY CASE

- 1 Make sure cooler temperature is **35-40°F**.
- 2 Move all existing product to front of display. Check and remove all expired product.
- 3 Fill all gaps in back with newly thawed product. Make sure each facing is **at least** four sandwiches deep.
- 4 Front and straighten all products in displays at least twice per day.

EAS

E.A. SWEEN COMPANY

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