



Food Service Made Simple.

Meet the Up for Grabs® business builders.

Umbrella Branding is the process of marketing all your programs under a brand name, giving your store a unifying theme that ties your business together.

Having all of your foodservice programs marketed under one name provides you marketing coordination and cost effective streamlined imaging for all of your POS materials.

Sledd Company is proud to offer our stores the Up for Grabs® brand to differentiate you from your competition and send a focused message to your customers.



Up for Grabs		Up for Grabs	
LUNCH		DINNER	
Chicken Salad	\$5.99	Chicken Salad	\$2.99
Chicken Sandwich	\$5.99	Chicken Sandwich	\$5.99
Chicken Tenders	\$5.79	Chicken Tenders	\$5.79
Grilled Chicken	\$5.99	Grilled Chicken	\$5.99
Fried Chicken	\$4.99	Fried Chicken	\$4.99
Chicken Basket	\$5.99	Chicken Basket	\$5.99
Chicken Salad	\$5.99	Chicken Salad	\$2.99
Chicken Sandwich	\$5.99	Chicken Sandwich	\$5.99
Chicken Tenders	\$5.79	Chicken Tenders	\$5.79
Grilled Chicken	\$5.99	Grilled Chicken	\$5.99
Fried Chicken	\$4.99	Fried Chicken	\$4.99



What does branding under the Up for Grabs® Umbrella offer you?

Comprehensive food programs with affordable equipment, POS, and quality products.

- No Franchise fees or Royalties
- Easy execution
- Large variety of top-selling items
- Appealing, portable product with variety
- Eye-catching signage





**Sledd Company Up for Grabs®
Foodservice Programs Include:**

- ☐ Pizza Program
- ☐ Hot Foods Program
- ☐ Coffee Program
- ☐ Roller Grill Programs
- ☐ Cold Grab N Go Program
- ☐ Hot Grab N Go Program
- ☐ Bakery Program
- ☐ Soup Program
- ☐ Made to Order Program

Check the box next to the programs in which
you would like more information and fax to:

Sledd Company Foodservice Department
Attn: Up for Grabs
Fax: (304) 243-6853

Business Name: _____
Contact: _____
Account # _____

Or Notify your Sledd Company Representative.



Food Service Made Simple.



Contact Sledd Company's Foodservice
Department to get started today!



Sledd Co.
100 East Cove Avenue
Wheeling, WV 26003-5078
(304) 243-1820
(888) 286-4434
www.sleddco.com

**Who Wouldn't Like to
Grab More Profits?**



**Food Service
Made Simple.**



Coffee drinkers love their coffee. Three out of four Americans drink coffee daily, consuming an average of 3.4 cups per day. Coffee is not an impulse purchase; nearly 96 percent of consumers know they will purchase coffee prior to entering the store. It is important for retailers to make their stores a destination for hot beverages. Branding your program with Earth toned coffee bars, signage and cups will give your store a more upscale coffeehouse appearance making it a destination location. Sledd Co. offers branding under the "Up for Grabs" brand at a minimal cost to a you with no royalties. This concept includes equipment, signage, and point of sale that will upgrade your coffee look and reinforce your destination appeal. Through our partner company S&D Coffee, we can also get you coffee and Cappuccino equipment and service at no cost to you.



The Up for Grabs Pastry program is an economical way for retailers to enter into the foodservice category or refresh existing programs. It gives retailers large and small flexibility, the opportunity to generate profits and to make incremental sales gains. Up for Grabs Pastry Program offers convenience stores an extensive selection of premium quality and affordable baked goods – including donuts, Danishes, cinnamon rolls, brownies and cookies. The program also provides acrylic merchandisers in a variety of sizes and configurations at minimal cost, allowing retailers to tailor their selection to suit each store and their customer base. Attractive Signage and POS will round out your program helping to make your store a foodservice destination location.



Sledd offers a complete slush program, milk shake program, iced coffee program and iced tea programs. See you Sledd Company Sales Rep for details or call the Sledd Company Foodservice Dept for details on how you can utilize the equipment and programs to maximize your profits.





Roller grills continue to be the backbone of convenience store foodservice. Managing the roller grill profitability has always been a source of frustration for retailers. Don't go into the program half hearted. A well run program can expect a 35% margin if you keep you grill well stocked, properly heated, managed waste and merchandised and promoted. Branding the grill with signage and product identification tags and promotional signage is critical. Signage is often overlooked as a tool for the roller grill. People get hungry with their eyes first. Branding all of your foodservice under our Up for Grabs umbrella will help make your store a destination location. Contact a Sledd Company foodservice representative for help.



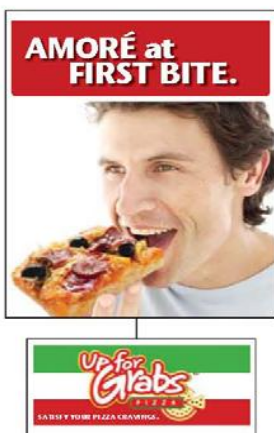
Up for Grabs	
Hot Dog	\$1.00
Corn Dog	\$1.25
Taquito	\$2.00
Sausage	\$2.25
Polish	\$2.25
Bratwurst	\$2.25
Full Beef Hot Dog	\$2.25
Breakfast Link	.99



Americans are crazy for Pizza, so much so that they consume 100 acres of pizza per day or 350 slices per second. Each man, woman and child in the United States eats an average of 46 slices or 23 lbs of pizza per year. Pepperoni Pizza accounts for 36% of all pizza sales. Pizza is an over \$35 billion per year industry. How much Pizza are you selling at your store?

Convenience store pizza is not what it used to be. Millions of pies are being sold each year in c-stores. Pizza accounts for more than 10 percent of all foodservice sales, making pizza a profit center for convenience store operators. According to the NACS report pizza concepts have the highest average sales per square foot- \$794.00. Consumers continue to purchase more food on the run. The key to a good program is delivering quality products consistently.

With minimal start up cost, retailers can get a branded concept that mirrors that of a full size pizza shop. Up for Grabs Pizza offers the franchise look without the franchise fees and royalties. With a branded program you get all the POS and promotional materials to help you build credibility and volume. It is critical with c-stores to show customers that they are in the pizza business by merchandising slices and other menu offerings in plain view to tantalize the senses. Remember that customers eat with their eyes. The more appealing your display case looks the more pizza you will sell.





Grab-and-go coolers can be a great way to build prepared-food sales when retailers make the right choices

Sandwiches are an important factor on where customers purchase gas. According to the 2009 NACS Consumer Fuels report, 57% of consumers said that their sandwich purchase influenced where they bought fuel. Are you offering the products to draw consumers in? Are you merchandising in an open air cooler that is visible to all store traffic?

Consumers purchase over 70 million sandwiches a year. They are looking for Quality ingredients that will deliver a fresh taste. A good variety of sandwiches and grab n go items will meet the consumers "on the go" needs, increase your in-store sales and generate a higher margin .

Advances in technology has enabled these products have extended shelf lives which helps minimize shrink and eliminates your exposure to problems with foods safety. Modified Atmosphere Packaging (MAP) is the removal of oxygen and replacement with nitrogen to extend the shelf life of the food without compromising the taste. Removing the oxygen helps maintain flavor and reduces meat discoloration while increasing the product shelf life from 7 days to 30 days. No Food preparation required and minimal time allocation improves labor effectiveness and reduces labor costs. Fresh taste and product consistency is available to all stores any time of day or night.

What is in your cooler? 7 of the Top 10 Nationally selling sandwiches are Deli Express according to the 2010 IRI ranking. Also ranking in the 10 sellers are Hot Pockets and Jimmy Dean breakfast sandwiches. Consumers respond to recognizable brands and these brands build trust. Using recognizable brands adds credibility to your product offerings.





Can you believe that Americans sip over 10 BILLION bowls of soup every single year! That's a lot of soup!

There's nothing like...a cup of soup and a sandwich,

a cup of soup and a salad,

and just a plain old cup of soup.

Every year, 99% of all American homes buy soup – turning it into a \$5 billion dollar business.

Last year was a good year for soup ,as sales rose 11 percent to nearly \$345 million in convenience stores

The trickiest part of the convenience store soup equation is pricing- and pricing competition from other lunch and value meals. Keeping your pricing in the \$3.29 per bowl range will make you a 50% margin while still offering a value to the consumer. Offering a soup and half sandwich combo for \$4.99 keeps you under that price ceiling of \$5 lunches and makes your store a value destination.

With the Sledd Company Up for Grabs Soup Program, we offer an all inclusive Program from an extensive line of products to equipment , POS materials and free goods to offset your equipment purchase.

See your Sledd rep for details on how to start generating additioanl profits.





Sub Express is a branded fast-food licensor offering to the consumer a delicious hot baked sub, and to the licensee a profitable turnkey operation.

Sub Express has all the appeal and quality of a national branded program but without the high start up costs, fees and royalties associated with these type of offerings.

Sub Express provides the retailer with everything needed to become operational within 4-6 weeks: equipment, training, food and merchandising material.

Retailers are typically experiencing a 40% plus increase in food service department sales and a 12-18% increase in total in-store sales. Find out how easy it is to own a **Sub Express**.