



New Year, New Biscuit, Hot Deal

Kick-off the new year right with a **HOT Consumer Promotion** on the **NEW Jimmy Dean® Southern Style Chicken Biscuit** AND the classic **Jimmy Dean® Sausage Biscuit**

HOT PROMOTION: 2 for \$2.22 or \$1.29 each

HOT DEAL: Just \$0.73 per sandwich

LIMITED TIME: January – March, 2012

Hot Deal reflects \$8.75 per case landed price to Distributor on 51438 JD Chicken Biscuit and 51378 JD Sausage Biscuit.

PROFIT POTENTIAL SCENARIO

PROMOTION PRICE	\$1.29 each	2 for \$2.22
Deal Unit Price	\$0.73	
Estimated Distributor Mark-Up ~ 8%	\$0.06	
Estimated Price to Store	\$0.79	
Margin Potential	39%	24%



Don't forget to order your Jimmy Dean Tackle the Morning Rush GRAB.TEXT.WIN. point-of-sale signage to be a part of the excitement this January!

