



GOURMET LEAFY SALADS

simply
tasty.

BY J.L. King & Co.

Drive deli sales with fresh leafy salads, as easy as 1-2-3!

Our leafy salads range has been designed to maximise efficiencies and margins in your deli.

From their super fast preparation time to our easy no-lock in contract and straightforward pricing structure, our leafy salads range is simply the best choice for your deli.



INSTORE SUPPORT

We are committed to making sure your entire team feels confident and comfortable selling our products and making sure your deli case presents beautifully.

We offer **FREE** instore setup and training for your deli team. We'll spend the day talking to both your staff and customers about the new salads and provide **FOC** samples for customers.



TRAINING VIDEO

We have recorded a comprehensive video to help support your team post training and provide ongoing guidance to new and existing staff.

Scan the QR code to watch how simple it is to tip and display our leafy salads.



FREE COLLATERAL FOR ALL STORES

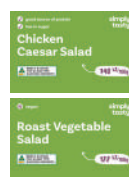
Packaging stand



Salad dressing sticker



Deli freeze sticker



Deli tags



Crock Sets



www.simplytasty.com.au

EASY AND CLEAR PRICING FOR YOUR CUSTOMERS

HOW IT WORKS

- > Customers can choose one or more of the salad in each serving.
- > Customers can choose their own dressing suit their own tastes.
- > Recommended serving size based on BioPak Octa. Purchase these directly through your packaging supplier or use your own deli tubs with recommended serving quantities.

RRP
\$4.95
SMALL

RRP
\$7.00
MEDIUM

RRP
\$9.95
LARGE

\$8.50
PER 1 LITRE
CONTAINER

ALL DRESSINGS



Chicken Caesar Salad

Order Code: LEAF01

1.75kg Kit
\$30.00 | \$17.14 p/kg



Thai Coconut Chicken Salad

Order Code: LEAF009

1.75kg Kit
\$30.00 | \$17.14 p/kg



Roast Vegetable Salad

Order Code: LEAF03

1.75kg Kit
\$30.00 | \$17.14 p/kg



Tandoori Chicken Salad

Order Code: LEAF04

1.75kg Kit
\$30.00 | \$17.14 p/kg

| Weight | 145g | 200g | 260g | 150g | 220g | 280g | 145g | 220g | 280g | 145g | 200g | 260g |
|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Cost Price* | \$2.49 | \$3.43 | \$4.46 | \$2.57 | \$3.77 | \$4.80 | \$2.49 | \$3.77 | \$4.80 | \$2.49 | \$3.43 | \$4.46 |
| RRP Sell | \$4.95 | \$7.00 | \$9.95 | \$4.95 | \$7.00 | \$9.95 | \$4.95 | \$7.00 | \$9.95 | \$4.95 | \$7.00 | \$9.95 |
| GP% | 49.7% | 51.0% | 55.2% | 48.1% | 46.0% | 51.8% | 49.7% | 46.0% | 51.8% | 49.7% | 51.0% | 55.2% |



Chicken Pesto Pasta Salad

Order Code: LEAF05

1.75kg Kit
\$30.00 | \$17.14 p/kg



Roast Beetroot & Fetta Salad

Order Code: LEAF010

1.75kg Kit
\$30.00 | \$17.14 p/kg



Saffron Cous Cous Salad

Order Code: LEAF07

1.75kg Kit
\$30.00 | \$17.14 p/kg



Thai Beef Salad

Order Code: LEAF08

1.75kg Kit
\$30.00 | \$17.14 p/kg

| Weight | 145g | 200g | 260g | 150g | 200g | 260g | 150g | 220g | 280g | 150g | 200g | 260g |
|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Cost Price* | \$2.49 | \$3.43 | \$4.46 | \$2.57 | \$3.43 | \$4.46 | \$2.57 | \$3.77 | \$4.80 | \$2.57 | \$3.43 | \$4.46 |
| RRP Sell | \$4.95 | \$7.00 | \$9.95 | \$4.95 | \$7.00 | \$9.95 | \$4.95 | \$7.00 | \$9.95 | \$4.95 | \$7.00 | \$9.95 |
| GP% | 49.7% | 51.0% | 55.2% | 48.1% | 51.0% | 55.2% | 48.1% | 46.0% | 51.8% | 48.1% | 51.0% | 55.2% |

**NEW
IN
SPRING
2022**



DRESSINGS

Caesar Dressing
Chilli & Lime Dressing
Ranch Dressing
Balsamic Dressing
Thousand Island Dressing
Italian Dressing

**ALL
1 Litre**

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