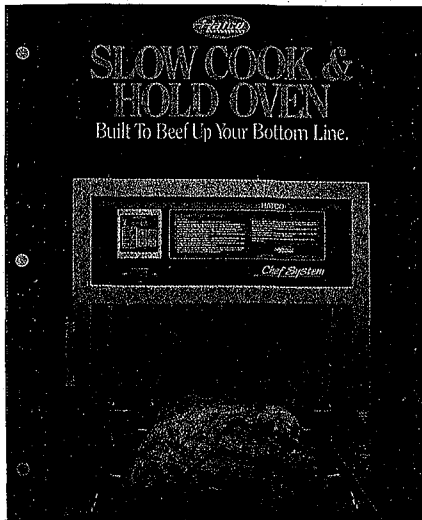


## Entice evening shoppers with tender meat entrees

Offer customers tender and appetizing entrees with meats cooked at a low temperature cook and hold oven from Hatco Corp. The oven slow cooks at lower temperatures to seal in natural juices and make meat more tender. Food browns naturally, eliminating the need for artificial dyes. The process also reduces meat shrinkage and waste, the company says. All Chef System models are easy to clean and maintain.

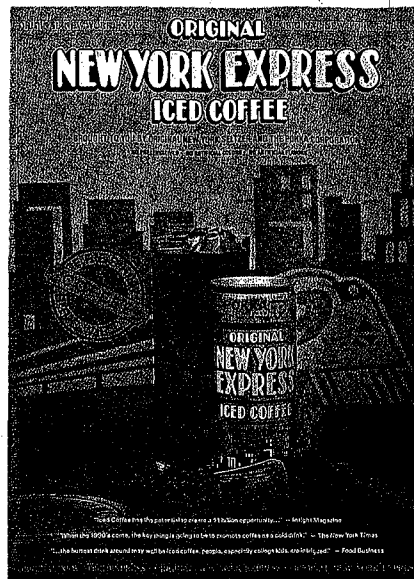
For product literature from **Hatco Corp.**, circle 175.



## Insulated mugs maintain beverages' temperatures

For customers looking to keep their beverages hotter or colder longer, offer insulated mugs. The Insulator is available in 12-, 20- or 36-oz. sizes and all feature SpillStop lids. SuperStraws can be used on the larger sizes for easier use. The Insulators are part of a family of refill mugs and can be imprinted with your store's name or logo for all-around promotion.

For more literature from **Whirley Industries Inc.**, circle 184.



## Iced coffee in a can stirs interest and profits

Approach the way you sell coffee a whole new way. Coffee is now available cold in a can. The Original New York Express Iced Coffee contains no preservatives, artificial colors or flavors. Offer this refreshing beverage to your customers in this convenient form to boost the product's profits and popularity.

For more literature from the **Pokka Corp.** and **Original New York Seltzer**, circle 181.

## To-go entrees aimed at kids' nutrition

Make life more convenient for working mothers by offering My Own Meal take-home entrees on your shelf. MOM entrees contain nothing artificial and are packaged in a microwavable/boilable pouch. The entrees are lightly seasoned and designed specifically for children ages 2 through 8 years. Entrees include My Favorite Pasta, My Meatballs & Shells and My Kind of Chicken, among others.

For product literature from **My Own Meals Inc.**, circle 179.

## Pressure fryer uses less to save you more

Keep customers coming back for tender fried foods. The Computron 7000 is a computer-controlled pressure fryer which uses low pressure to allow faster cooking at lower temperatures. This process uses less energy and shortening while sealing in the foods' natural juices, the company says. The fryer is available in gas or electric models.

To obtain literature from **Henny Penny Corp.**, circle 185.

## Hanging mobile grabs ice cream attention

Offer gourmet ice cream sandwiches featuring merchandising support for increased sales. LaChip's ice cream sandwiches can be promoted by using an eye-catching die-cut hanging mobile display lithographed on both sides. Or place decals on ice cream freezers or other surfaces to draw attention to LaChip's gourmet flavors.

To obtain literature from **International Ice Cream Corp.**, circle 182.

## Give cigarettes extended life with snuffing device

Offer savings for smoking customers with Pocket Snuffers. The patented device will extinguish a cigarette in less than five seconds while keeping it intact and maintaining flavor, the company says. With the snuffing device, customers can light up the same cigarette without bad flavor. The Pocket Snuffer is available in four colors; each package contains two devices.

For more product literature from **Facet Products Inc.**, circle 186.