

# Garlic PEELER



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## How Jellydish Benefits Retailers

Benefit from the rapid growth of the silicone products category and drive incremental sales in your stores with this category-innovating line.

## How Jellydish Improves Store Revenue & Profit

**Add a margin-builder** to your assortment. Healthy margin to improve store profitability.

**Create in-store excitement** with an innovative product that solves shoppers' unmet needs. We have several SKUs and are committed to releasing new products every year to keep driving interest in the brand.

**Market will grow** as shoppers learn about this exciting newer category.

**Increase basket size** with this low-priced impulse purchase item by placing in-line next to garlic, or hang on peg near garlic presses.

## Marketing Programs To Drive Store Traffic & Sales

**PR:** Recently Featured in L Magazine, we will continue seeking editorial placement in regional/national print and TV media outlets focused on food, grocery and kitchen gadgets.

**Paid:** Placing online paid ads alongside a comprehensive digital marketing strategy to build interest in the brand and drive traffic to stores.

**Store Level:** Investment in vendor-funded retailer marketing such as TPRs, Circulars, Mobile Coupons, Direct Mail and POP displays.

## Projected Sales

# 2+

units/store/week

Retail Margin:

# 60%

## Distribution

Independent Grocery Stores  
Hy-Vee (Local Locations)  
Kitchen Collection (225 Locations)

## Proposal

### Location:

Kitchen Tools/Garlic, Produce Isle

**SRP:** \$4.99

**Cost:** \$5.50

### Merchandise Presentation:

Pegged, Clip-Strip, Displays Available

### Assortment:

Single Count / Specify Color  
(\*Green= GR / Orange=OR)

## User Testimonials

“ I sliced off the root-end of a garlic clove that was to go into a herbed roast chicken soup this p.m. and used your gadget, I was impressed. I can smash a clove with a broad-bladed knife, a la Wilma Flintstone, and then pick the flesh out from the skin, getting my fingertips all smelly in the process, but now I don't have to! Your "peeler" now permanently sits on top of my garlic holder. ”

“ Nice to meet you at the store earlier today. It works just like you showed me. Officially "Super-Mom" Approved! ”



Call, email, go online or fax orders to 1-402-817-0066. **Thank You!**

Questions? Call 1-402-261-6779

[www.myjellydish.com](http://www.myjellydish.com)