

LEAN  
MEATS



ATKINS  
RANCH



*‘A Market Perspective’*

John Atkins & Rob Buddo



## *Technological Advantage*





*Product*

*San Francisco*









*Price – Cash Flow*











*Add Value*

*Avoid Perfect Competition*





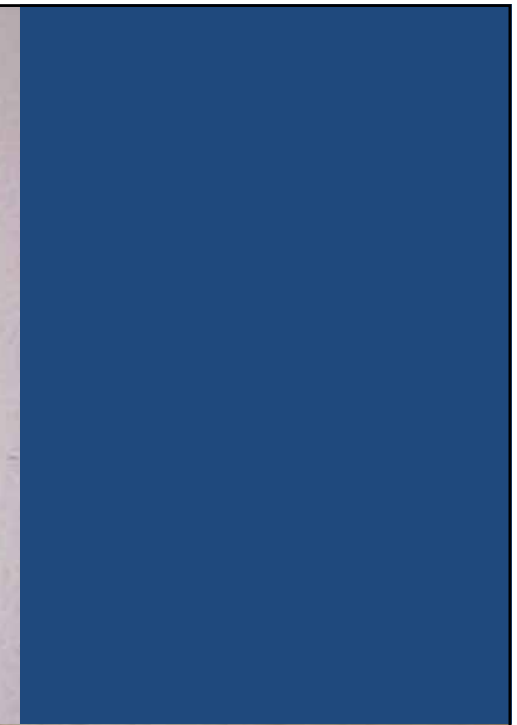




## Added Lines – Existing Customers







*Competition*



Grocery Bags  
you...  
Each Bag!

## ShopRite of West Berlin

Proudly Owned & Operated by The Zallie Family  
Rt. 73 Just North of the Berlin Circle • (856) 768-6450  
Pharmacy: (856) 768-6688

OPEN  
24  
HOURS

531

Passover and a Joyous Easter

From Our  
Family  
To Yours!



ON SALE THIS WEEK

SUN	MON	TUE	WED	THURS	FRI	SAT
1	2	3	4	5	6	7



\*\$2.00 OFF  
any lb. Any Other  
Bone-In  
Rib Roast

U.S.D.A. Choice, Beef Rib, Bone-In, Center Cut

## Prime Rib Roast

ShopRite  
Sale Price

6.99 lb.

Limit 1-pkg.

-2.00 lb.

FINAL  
COST

4.99 lb. SR



Fresh, Product of Australia

## Semi-Boneless Leg of Lamb

1.99

lb.



Farm Raised, Premium Quality,  
Boneless

## Fresh Atlantic Salmon Fillet

ShopRite  
Sale Price

7.99 lb.

Limit 4-lbs.

-1.00 lb.

FINAL COST

6.99 lb. SR

Dozen Carton  
ShopRite  
Large Eggs



144-oz. tot. wt. pkg. (Plus Exp. Where Req.)  
Select Mt. Mt. One or

Pepsi  
12-Pack

# SUPERfresh 3 DAY Easter SALE

Fri.-Sat.-Sun., Apr. 6-7-8

3 Days  
Only!



Australian  
Semi Boneless  
Legs of Lamb  
or Australian Rack of Lamb  
\$8.99 lb.

1.99 lb.

SAVE UP TO 1.20 lb.

3 Days  
Only!



USDA Choice  
Beef Rib Roast  
Middle Cut  
Western Grain Fed Beef or  
First Cut Beef Rib Roast \$5.99 lb.

4.97 lb.

SAVE UP TO 4.00 lb.

3 Days  
Only!



Master Choice®  
Spiral Sliced  
Honey Ham  
or Brown Sugar Spiral Ham  
or Cook's Spiral Sliced  
Honey Ham

1.47 lb.

SAVE UP TO 1.50 lb.

3 Days  
Only!

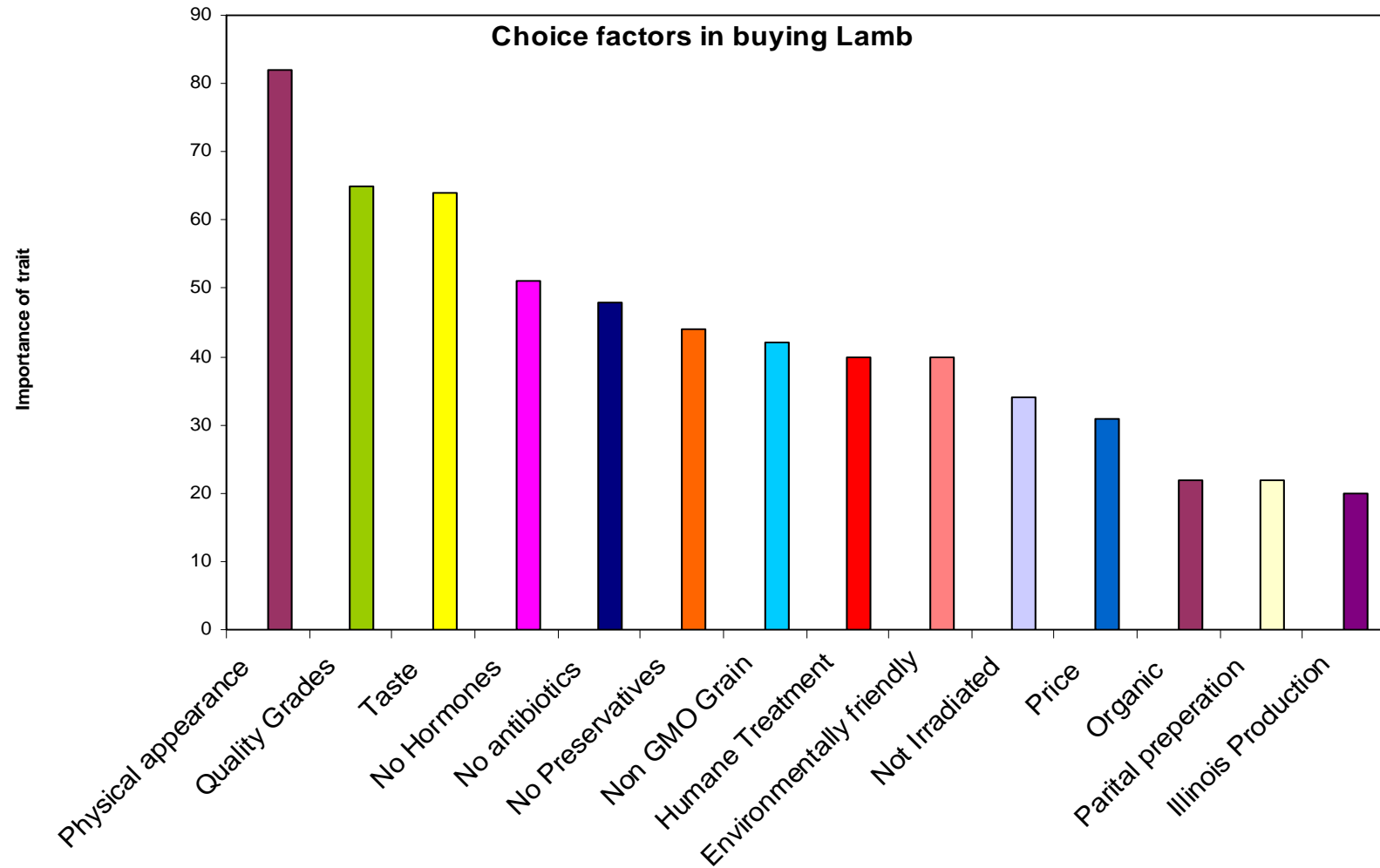


Tilapia  
Fillet  
Great baked or broiled

2.99



# Market Research



# *Buying Decisions*

- Safe Food
- Govt assurance USDA, MAF, COOL
- Quality
- Strong Brands
- Price relative to budget
- Organics
- Feel good factors
  - Buy Local
  - Humanly raised
  - From sustainable agriculture



*Rob Buddo*

























WHOLE FOODS MARKET

LAMB

- NO ANTIBIOTICS EVER
- NO ADDED HORMONES
- VEGETARIAN DIET
- PLANT 3RD-PARTY AUDITED FOR FOOD SAFETY\*

\*Approved audit companies include Steritech, Silliker, NSF and AIB.























