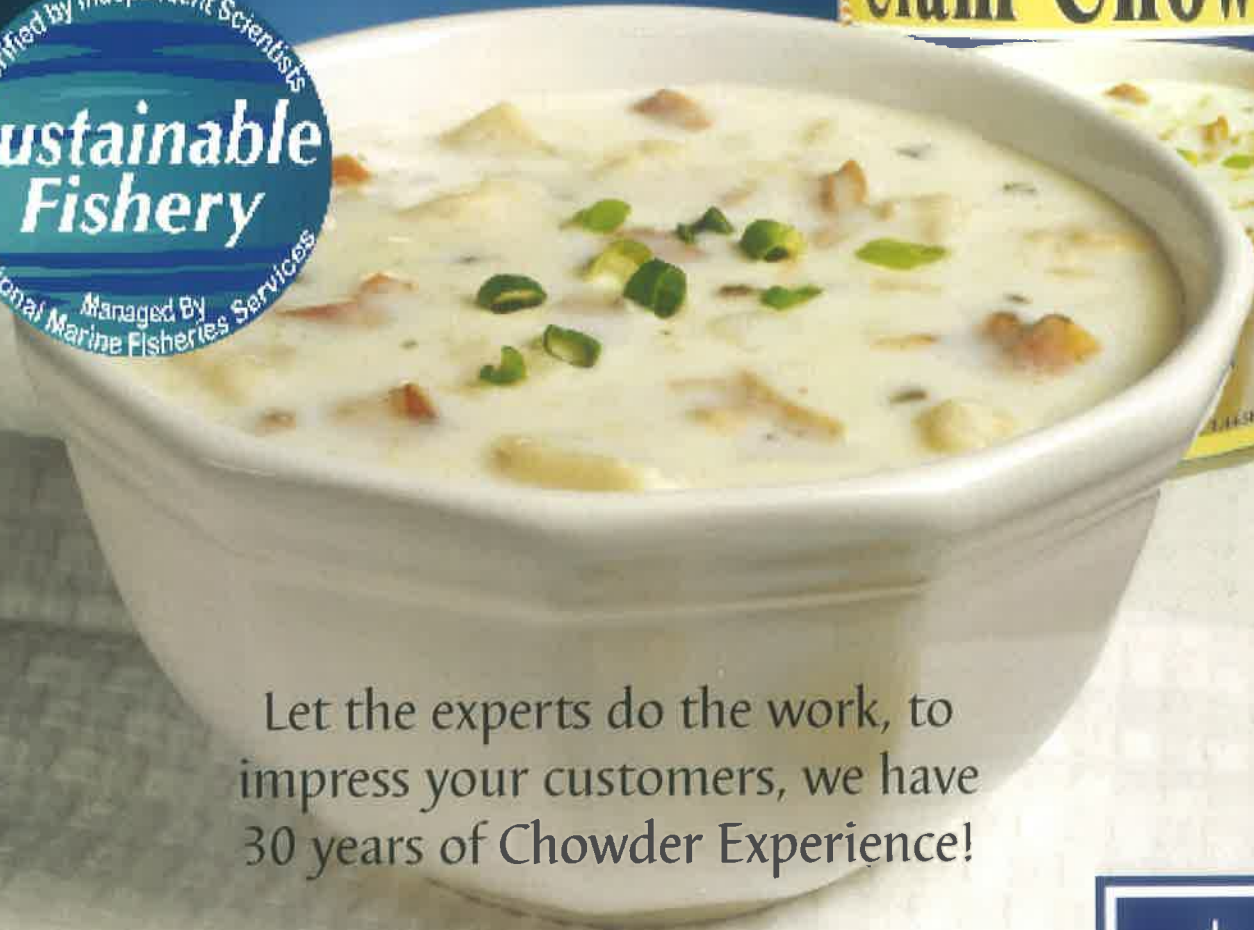


NE CLAM CHOWDER SELLING TIPS



Let the experts do the work, to
impress your customers, we have
30 years of Chowder Experience!



SEA WATCH NEW ENGLAND CLAM CHOWDER

Canned vs. Frozen Chowder

SW Canned Chowder (condensed)	Frozen Chowder
9¢ - per oz. with 1 quart half-n-half	17 -24¢ - per oz.
7¢ - per oz. with whole milk	

Selling Tips

New England Clam Chowder is #1 Menu'd Soup

Sea Watch Chowder makes a quick and easy base for signature chowders vs. frozen, scratch

The best tasting, most cost efficient chowder

Sea Watch Chowder is 7-9¢ per oz. (with all ingredients) vs. 17-24¢ per oz. for frozen chowders

Easy to store, easy to make, loaded with fresh, juice, sweet clams and potatoes

You'll taste the Sea Watch difference — Taste makes the sale

Sell against regional brands, local frozen soup makers and restaurants making chowder from scratch

It takes one case of chopped clams to make three cases of chowder, incremental sales for distributors

Compare ingredients, more clams makes the difference

IT'S NOT SOUP...IT'S CHOWDER

CODE	DESCRIPTION	OPERATOR PORTION COST	CASE PACK	GROSS WT.	NET WT.	CASE CUBE	PALLET
0531	SW NECC - Condensed	1 oz.-\$.07	12/51 oz.	45 lb.	38 lb.	.95	8x7
0531P	SW NECC Prem.-Condensed	1 oz.-\$.09	12/51 oz.	45 lb.	38 lb.	.95	8x7
6CGMA	MAF NECC "Chowda House"	1 oz.-\$.07	12/51 oz.	45 lb.	38 lb.	.95	8x7
3A31	SW NECC - RTS	1 oz.-\$.10	12/51 oz.	45 lb.	38 lb.	.95	8x7
0547	Capt Fred NECC - Condensed	1 oz. - \$.06	12/51 oz.	45 lb.	38 lb.	.95	8x7

Clams...protein perfected

Profitable

Versatile

High in Protein

Sea Watch International, Ltd. & 8978 Glebe Park Drive, Easton MD 21601

Phone: 410-820-7848 & Fax:410-822-1266 & SeaWatch.com

MADE in U.S.A.

