

**BONGARDS®**

*Premium* CHEESE

*Est.* ★ 1908



*Single-Serve Shreds*

April 2021



# The Opportunity



- ★ Schools are assembling 1-2 oz. packs of shreds for meal kits and salads/entrees...and had been even pre-COVID
  - Time consuming and costly





# Single-Serve Shreds



## ★ Introducing Bongards® NEW Single-Serve Shreds!

- Individually packaged, branded single serve shreds
- Platform not currently offered by competitors





# Product Details



CODE	PRODUCT NAME	PACK SIZE	SHELF LIFE
753211	Bongards® LMPS Mozzarella Single Serve Shreds	400/1 oz.	120 Days
753201	Bongards® Cheddar Single Serve Shreds	400/1 oz.	150 Days

- ★ 2 SKUs: Cheddar and Mozz Varieties
- ★ Deep V Cut: Mid-size shred - between feather and fancy
- ★ 1 oz portions
- ★ 400 ct case (25 lbs)
- ★ Branded Packaging
  - Early orders may require clear packaging to start





# Benefits and Selling Points



- ★ Saves Time and Labor
  - No portioning required
  - Each bag = 1 MMA
- ★ Reduced Waste and Packaging
  - No additional packaging needed
  - Eliminates scraps and leftovers
  - Maintains full shelf life
- ★ Improved Food Safety
  - Reduces back-of-house handling
  - Eliminates spills during prep
- ★ Branded Appeal
  - Upscale meal experience
  - Barcode allows for selling individually





# Pricing



- ★ Sell prices will be approximately:
  - \$0.18-0.19/serving FFS
  - \$0.29-0.30/serving NOI



# eMarketing Execution



## ★ Email

- Introduces the products broadly and provides a link to the landing page
- Sent to K12 operator contacts later this week/early next week

## ★ Landing Page

- Provides full detail about the products and their benefits
- Great tool to use when selling virtually

**BONGARDS®**  
Premium CHEESE  
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**INTRODUCING BONGARDS® SINGLE-SERVE SHREDS!**

We are excited to introduce our new Bongards® Single-Serve Shreds! The individually wrapped packaging is designed to make your time in the kitchen more efficient, saving time and reducing waste. Plus, they improve your food safety efforts! These shreds will be ready to order for the '21-22 school year, so make sure you have them on your list!

These shreds are:

- Individually packaged in branded, 1 oz. pouches
- Perfect for pre-packaged meals and bento boxes
- Available in mozzarella and cheddar varieties
- Eligible for commodity processing
- Gluten free and rBST free\*

Interested in learning more? [Contact a Bongards representative!](#)

**Benefits for You**

These shreds work hard so you don't have to! Their unique packaging provides multiple benefits to your operation.

**Saves Time and Labor**

- Saves significantly on time and labor versus portioning in house
- Each bag provides 1 MMA for easy meal planning and prep

**Reduced Waste and Packaging**

- No additional packaging needed (souffle cups or baggies)
- Eliminates scrap and wasted leftovers from 5 lb. bags
- Maintains full shelf life of original product versus opened bag of cheese

**Improved Food Safety**

- Reduces manual handling back-of-house
- Eliminates spills or messes during prep

**Branded Appeal**

- Branded packaging increases appeal for students
- Delivers upscale meal experience
- Barcode allows for product to be sold on its own or as a meal component

**Product Details**

CODE	DESCRIPTION	PACK SIZE	SHelf LIFE	MMA
753221	Cheddar Cheese Shreds	400/1 oz.	150 Days	1 MMA
753211	LMPS Mozzarella Cheese Shreds	400/1 oz.	120 Days	1 MMA

To learn more or to request samples, click the button below!

[CONTACT A BONGARDS REPRESENTATIVE](#)

\*The FDA has stated that no significant differences have been shown between rBST treated and non-rBST treated cows.



# Selling Tools



- ★ Sellsheet available
  - Added to the broker landing page
  
- ★ Will be added to the SEPDS

**Simplified Packaging FOR PORTABLE MEALS**

**Save on Time and Labor WITH BONGARDS® SINGLE-SERVE SHREDS**

Bongards® Single-Serve Shreds simplify on-the-go meal prep!

**Saves Time and Labor**

- ★ Saves significantly on time and labor versus portioning in house
- ★ Each bag provides 1 MMA for easy meal planning and prep

**Reduced Waste and Packaging**

- ★ No additional packaging needed (souffle cups or baggies)
- ★ Eliminates scrap and wasted leftovers from 5 lb. bags
- ★ Maintains full shelf life of original product versus opened bag of cheese

**Improved Food Safety**

- ★ Reduces manual handling back-of-house
- ★ Eliminates spills or messes during prep

**Branded Appeal**

- ★ Branded packaging increases appeal for students
- ★ Delivers upscale meal experience
- ★ Bar code allows for product to be sold on its own or as a meal component

CODE	DESCRIPTION	FACE WT.	NET WEIGHT	COMM. LB. / CASE	SHLF LIFE	MMA
75301	Cheddar Cheese Shreds	400/1 oz.	25 Lb.	25 Lb.	120 Days	1 MMA
75311	LMP® Mozzarella Cheese Shreds	400/1 oz.	25 Lb.	25 Lb.	120 Days	1 MMA

For more information, visit [www.bongards.com](http://www.bongards.com)





# Samples



- ★ Clear film samples available now!
- ★ Limited supply - no case samples
- ★ Request samples by emailing [info@Bongards.com](mailto:info@Bongards.com).
  - Must include:
    - Quantity needed AND for which schools/coops
    - Address, name, and email
    - Date needed by
- ★ All sample requests must be sent at least three days prior to desired arrival time. Note that all samples will be sent out M-W



# Timeline



## ★ Now!

- Product/Samples available (clear film)
- This would be for large opportunities that need product immediately for the summer

## ★ Mid-April

- Email sent to K12 contacts
- Begin reaching out to schools to introduce new items

## ★ Mid-July

- Product available for sale (branded film)
  - Have more immediate, large opportunities? Please reach out.



*Questions?*