



Dairy

215 Blair Road
Avenel, New Jersey 07001



WEEKLY BULLETIN

August 15 - August 21, 2014

ORDER DEPARTMENT ONLY

NEW YORK212.736.4212
212.736.4213
212.736.4214

NEW JERSEY.....732.636.0900
Customer Service732.855.6300

OFFICE & WAREHOUSE ONLY

NEW YORK 212.736.4210
212.736.4211

NEW JERSEY..... 732.636.0900
Dispatch 732.855.6242

*If you have any questions or concerns
regarding content, shipping or receipt of this book
Please Contact 732.802.2874.*

Meat Nutritional Labels

Our coated substrate is FDA approved for indirect food contact.

*Paper labels are not.

Was
\$27 per case

(NOW ONLY \$20/ CASE.

4 rolls per case. 1000 labels per roll.

LABEL SIZE: 2 x 2.75in

Item # 501783
90/10 Ground Beef Labels

Item # 501767
80/20 Ground Beef Labels

Item #501841
85/15 Ground Beef Labels

Nutrition Facts	
Ground Beef 90% Lean 10% Fat	
Serv Size 4 oz (112g)raw, as packaged. Servings varied	
Amount Per Serving	
Calories 200	Calories from Fat 100
% Daily Value*	
Total Fat 11g	17%
Saturated Fat 4.5g	23%
Cholesterol 75mg	24%
Sodium 75mg	3%
Total Carbohydrate 0g	0%
Protein 22g	45%
Iron 15%	*
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, and calcium	
* Percent Daily Values are based on a 2,000-calorie diet	

Nutrition Facts	
Ground Beef 80% Lean 20% Fat	
Serv Size 4 oz (112g)raw, as packaged. Servings varied	
Amount Per Serving	
Calories 280	Calories from Fat 200
% Daily Value*	
Total Fat 22g	34%
Saturated Fat 9g	43%
Cholesterol 80mg	27%
Sodium 75mg	3%
Total Carbohydrate 0g	0%
Protein 19g	38%
Iron 10%	*
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, and calcium	
* Percent Daily Values are based on a 2,000-calorie diet	

Nutrition Facts	
Ground Beef 85% Lean 15% Fat	
Serv Size 4 oz (112g) raw, as packaged. Servings varied	
Amount Per Serving	
Calories 240	Fat Cal 150
% Daily Value*	
Total Fat 17g	26%
Saturated Fat 7g	35%
Cholesterol 75mg	25%
Sodium 75mg	3%
Total Carbohydrate 0g	0%
Protein 21g	
Calcium 2%	Iron 15%
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, and calcium	
* Percent Daily Values are based on a 2,000-calorie diet	

Item # 501866
Ground Veal Labels

Item # 501809
91/9 Ground Pork Labels

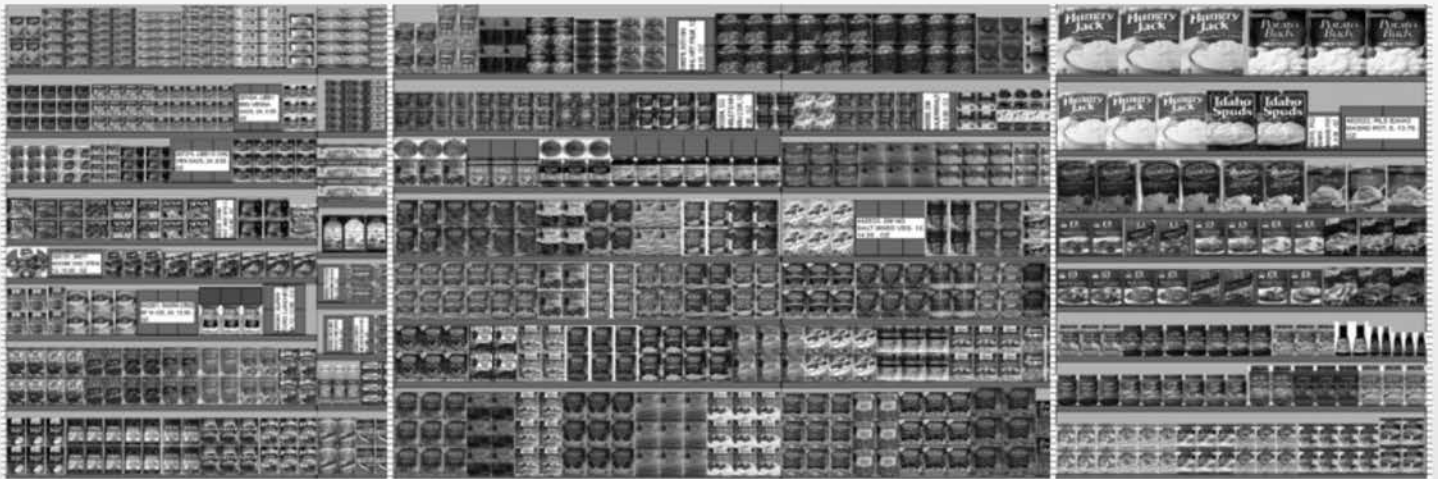
Nutrition Facts	
Serving Size 4 oz (112g) raw, as packaged. Servings Per Container varied	
Amount Per Serving	
Calories 160	Calories from Fat 70
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 3g	16%
Cholesterol 90mg	31%
Sodium 90mg	4%
Total Carbohydrate 0g	0%
Protein 22g	43%
Iron 6%	*
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, and calcium	
* Percent Daily Values are based on a 2,000-calorie diet	

Nutrition Facts	
Ground Pork 91% Lean 9% Fat	
Serv Size 4 oz (112g)raw, as packaged. Servings varied	
Amount Per Serving	
Calories 190	Calories from Fat 90
% Daily Value*	
Total Fat 10g	15%
Saturated Fat 2g	10%
Cholesterol 80mg	26%
Sodium 65mg	3%
Total Carbohydrate 0g	0%
Protein 23g	46%
Iron 6%	*
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, and calcium	
* Percent Daily Values are based on a 2,000-calorie diet	



White Rose

Merchandising and Store Setup Planning



WANT TO INCREASE YOUR BUSINESS?

White Rose provides an
Affordable, Professional Store Set Up.

Our Service Provides:

- ✓ Full Store Reset or Relabel
- ✓ Grocery Reset or Relabel
- ✓ Dairy Reset or Relabel
- ✓ Frozen Food Reset or Relabel
- ✓ Full Relabel w/ Retail Tech Pkg
- ✓ Store Analysis with or w/o Reset

For more information please call Sandra Darby @ 732-802-2935

WHITE ROSE DAIRY RECLAMATION

Use 2 part Dairy (yellow) reclamation forms and labels only.

NOTE: RECLAMATION PICKUP FORM AND SELF ADHESIVE LABEL(S) MUST BE COMPLETED TO ENSURE PROPER STORE IDENTIFICATION OF MANILLA ENVELOPE CONTAINING UPC'S RETURNED FOR CREDIT.

AUTHORIZED PRODUCTS LIST - ELIGIBLE CREDIT

ACH FOOD CO	HI-C
4-C	HOFFMAN
ARIZONA TEA	HOTEL BAR PRODUCTS
ATHENO	I CAN'T BELIEVE IT'S NOT
AUTSTIAN ALPS	BUTTER PRODUCTS
AXELROD BRANDS	IDA MAE PRODUCTS
AZTECA/BAJA BRANDS	IMPERIAL
BATAMPTE	INTERNATIONAL DELIGHT
BEL BRANDS USA	JOHANNA FOODS
BETTER N EGGS	KELLERS CREAME
BLUE BONNET	LA YOGURT
BORDEN	LACTAID MILK
BRUMMEL & BROWN	LACTO PLAIN YOGURT
BUTTERBALL	LACTALIS
CABOT	LAND O LAKES PRODUCTS
CALAVO GUACAMOLE	LASSCO SALMON
CALIFORNIA CREATIVE FOODS	LAUGHING COW
CHACHIES SALSA	LESAFFRE YEAST CORP
CHIQUITA BRANDS	MAMA MARY PIZZA CRUST
CHURNY	MARVEL SLAMMERS
COLONNA BRANDS	MAY-BUD
CON AGRA DAIRY	MICHAEL FOODS
COUNTRY PURE	MISSION FOODS
CROWLEY AXELROD DIV	MOOTOWN
EMMI GERGER CHEESE	MORNINGSTAR GROUP
FARM RICH	NATHENS SLICED NOVA
FARMLAND	NATURAL COUNTRY
FINLANDIA CHEESE	NATURALLY YOURS SOUR CREAM
FLORIDA NATURAL	NEWMAN'S OWN
FRIENDSHIP	NORSELAND FOODS
FRIGO	OCEAN BEAUTY SEAFOODS
GFA BRANDS	SARGENTO
GROWERS PRIDE	SEASONS BEST
H.P. HOOD	SHEDS
HEALTHY CHOICE	SILKSOY
HERSHEY MILK & SHAKES	SIMPLY POTATOS
HERSHEY MILK & SHAKES	

SIMPLY SMART	TURKEY HILL
SMART BEAT	TUSCAN YOGURT
SORRENTO BRANDS	SSIPS
SPARTAN FOODS	STONEFIELD ORG MILK
SPECIAL REQUEST MILD	TYSON TORTILLAS
SUNFRESH SALADS	UNILEVER BEST FOODS
SWISS KNIGHT	VITA HERRINGS
TABLE READY EGGS	VLASSIC PICKLES
TAKE CONTROL	WISPRIDE
TOFUTTI BRANDS	YOFARM YOGURT
TREASURE CAVE	YOO-HOO
TREE RIPE	
TRIBE OF 2 SHIEKS	

Credit will not be issued for any unauthorized items returned under the program.

All UPC'S returned through the Reclamation Program must be items delivered by the White Rose Dairy warehouse and must be unsalable for one of the following reasons:

Spoiled

Outdated

Damaged

No Credit will be issued for dirty UPC'S. All UPC'S should be washed and dried to avoid unnecessary odor or mold.

White Rose may update the Authorized / Unauthorized Products List from time to time with or without notice.
For complete instructions reference the reclamation program within the "TOOLBOX".

DAIRY BULLETIN

KEY TO SYMBOLS

**	=	New Promotion effective this week
2W	=	Deal ends in two weeks
1W	=	Deal ends in one week
ON	=	With promotion
OF	=	With promotion off
+	=	With price advance
-	=	With price decline

DAIRY SPECIAL I PRICES ADVANCED EFFECTIVE 08/15

ITEM	DESCRIPTION	PK	SIZE	BASE PRICE	ADVANCE AMT	NEW BASE
050575	DAISY SOUR CREAM 8OZ	12	8 OZ	12.51	.93	13.44
050583	DAISY LT SOUR CRM 8OZ	12	8 OZ	12.51	.93	13.44
ON 054304	HRZON ORG UP 1% MILK	6	64 FL	20.81	1.03	21.84
ON 054312	HRZON ORG UP 2% MILK	6	64 FL	20.81	1.03	21.84
ON 054320	HRZON ORG UP FF MILK	6	64 FL	20.81	1.03	21.84
ON 054338	HRZON ORG UP WH MILK	6	64 FL	20.81	1.03	21.84
ON 054346	HRZON ORG 2% MLK&DHA	6	64 FL	22.63	1.02	23.65
ON 054353	HRZON ORG FF MLK&DHA	6	64 FL	22.63	1.02	23.65
ON 054361	HRZON ORG WH MLK&DHA	6	64 FL	22.63	1.02	23.65
ON 054379	HRZON ORG 1% CHOC MILK	6	64 FL	22.63	1.02	23.65
070342	SA AMER SNGLS COL	12	16 OZ	29.34	.28	29.62
171439	OM TURKEY BACON CLUBPK	10	36 OZ	56.40	3.71	60.11
172437	OM TURKEY BACON	16	12 OZ	35.96	2.37	38.33
191098	SELTZER REG LEBN 8O CW	9	2.04 C	3.71	.16	3.87
191130	SELTZER SWT LEBN 8O CW	9	2.04 C	3.71	.16	3.87

DAIRY SPECIAL I PRICES ADVANCED EFFECTIVE 08/22

ITEM	DESCRIPTION	PK	SIZE	BASE PRICE	ADVANCE AMT	NEW BASE
010827	HRZON ORG SALTED BTR	18	16 OZ	79.13	4.19	83.32
010835	HRZON ORG UNSALTED BTR	18	16 OZ	79.13	4.19	83.32
029181	KRAS SOFT CC ONION/CH	12	8 OZ	15.65	.33	15.98
030171	SA WHIPPED CR CHEESE	12	8 OZ	15.19	.42	15.61
030189	SA SOFT CRM CHS	12	8 OZ	14.74	.42	15.16
030197	SA CRM CHSE BARS	36	8 OZ	41.78	1.26	43.04
049809	HRZON ORG HALF & HALF	12	16 FL	20.20	.93	21.13
049817	HRZON ORG HYY WHP CRM	12	16 FL	33.27	1.85	35.12
070300	HRZON ORG AMER CHZ SL	12	8 OZ	37.83	1.87	39.70
100909	HRZON ORG COLBY CH STK	12	6 OZ	37.83	1.87	39.70
100917	HRZON ORG PS MOZZ STRG	12	6 OZ	37.83	1.87	39.70
150094	WR WHIPPED CREAM	12	7 OZ	17.53	1.65	19.18
150151	WR WHP CREAM XTRA CRMY	12	7 OZ	17.53	1.65	19.18
188425	HORMEL PREM DELI HAM	26	2.13 L	65.86	3.03	68.89

DAIRY SPECIAL I PRICES DECLINED EFFECTIVE 08/15

ITEM	DESCRIPTION	PK	SIZE	BASE PRICE	DECLINE AMT	NEW BASE
011056	KRASDALE SWEET BTR QTS	18	16 OZ	54.99	3.42	51.57
175208	STELLA PROVOLONE CW	12	2.06 C	2.72	.04	2.68
180984	STELLA BULK GORGANZ CW	8	1.08 C	3.52	.04	3.48
185124	MCCADAM MUENSTER CW	18	3.06 C	2.84	.05	2.79
186189	STELLA BLUE FOIL WH CW	7	1.07 C	3.38	.05	3.33
186320	STELLA CRUMBLD BLU CH	10	4.02 L	35.04	.37	34.67
202796	MCCADAM JALAP MUENS CW	12	2.06 C	3.06	.05	3.01
236398	STELLA CRUM FETA 4PK	10	4.02 L	29.21	.37	28.84
236406	STELLA CRUM GORG 4PK	10	4.02 L	36.63	.37	36.26

DAIRY SPECIAL I PRICES DECLINED EFFECTIVE 08/22

ITEM	DESCRIPTION	PK	SIZE	BASE PRICE	DECLINE AMT	NEW BASE
101519	SA STRING CHEESE	12	12 OZ	31.46	.22	31.24

ITEM	DESCRIPTION	PK	SIZE	PLUS
047878	SILKSOY CRMR PLAIN	12	16 FL	1.53
047886	SILKSOY CRMR FR VAN	12	16 FL	1.53
122291	EGGBEATERS EGG WHITES	12	32 OZ	5.87
122648	EGGBEATERS	12	32 OZ	5.87
150045	REDDIWHIP CHOC TOPPING	12	6.5 OZ	2.05
150367	REDDIWHIP ORIGINAL	12	6.5 OZ	2.05
150375	REDDIWHIP EXTRA CRMY	12	6.5 OZ	2.05
150383	REDDIWHIP FAT FREE	12	6.5 OZ	2.05
150409	REDDIWHIP ORIGINAL	12	13 OZ	1.82
150417	REDDIWHIP EXTRA CRMY	12	13 OZ	1.82

DAIRY SPECIAL I MANUFACTURER OUT OF STOCK

ITEM	DESCRIPTION	PK	SIZE	SELLING PRICE
010322	B5 ORG SALT WHIP BUTTE	12	8 OZ	23.23
010876	ORG VLY UNSALT QTR	15	16 OZ	71.06
011353	ICBNB BONUS SZ	12	21.3 0	31.90
011411	ICBNB SPRAY SHIPPER	60	8 OZ	160.15
013136	NATYONE GAGEFREE JB BR	12	12 CT	31.02
013144	NATYONE ORG JUMBO BRWN	12	12 CT	40.92
013391	LOL CGFREE LG BRW EGGS	15	12 CT	40.05
013490	EGGLAND BEST ORG EGGS	15	12 CT	55.30
013615	ORG VLY EGG BRN OMG3	12	6 CT	27.56
013623	ORG VLY EGGS LG BRN	12	6 CT	25.34
013631	ORG VLY EGGS XL BRN	12	6 CT	26.01
013656	ORG VLY EGGS LG BRN	15	12 CT	57.92
013979	BORN FREE ORG EGGS	30	6 CT	57.74
020842	CNTRCRCK SPD BOWL BNS	12	21.3 0	23.46
021238	SWRTBALANCE BTRY SPRY	12	8 OZ	31.02
021253	SWRTBAL SOFT TUB	18	15 OZ	46.53
021394	OLIVIO BONUS PK TUB	12	21.3 0	26.18
021451	SWTBAL HEARTRIGHT LTSPR	6	12 OZ	17.40
021469	SWTBAL ORIG SPRD BTR	12	15 OZ	38.52
021493	SOY GRDN BTRY SPR	12	15 OZ	34.67
021675	SWTBAL OMEG43 LT SPRD	6	15 OZ	15.51
021683	SWTBAL SPRDBTR ORIG	12	7.5 OZ	22.47
021691	SWTBAL SPRDBTR LIGHT	12	7.5 OZ	22.47
021717	SWTBAL SPRDBTR XVRG	12	7.5 OZ	22.47
021782	SWTBAL CALCIUM SPRD	6	15 OZ	15.51
032300	CIBO NAT BASIL PESTO*	12	6 OZ	32.31
046805	HERSHEY CHOC MILK SHKE	12	12 FL	12.15
048413	WR HEAVY CREAM PTS	12	16 FL	24.22
048595	NESQUIK CHOC MILK 10PK	1	80 FL	7.15

DAIRY SPECIAL I MANUFACTURER OUT OF STOCK

0808 ITEM	DESCRIPTION	PK	SIZE	SELLING PRICE
048637	NEQUIK CHOC MILK 4PK	6	32 FL	15.84
048710	TUSCAN HALF N HALF	6	64 FL	24.28
048843	TUSCAN HALF N HALF PT	12	16 FL	13.56
048991	INTDLT CHOC CARAMEL	12	32 FL	35.78
049544	ORG VLY HALF&HALF	12	16 FL	18.95
050195	MEYENBERG GOAT MILK	12	32 FL	39.30
050211	MEYENBERG LF GOAT MILK	12	32 FL	39.30
051573	SORR FRESH MOZZ	8	8 OZ	24.91
057521	FAGE 0% STR GOJI	12	5.3 OZ	13.46
058750	STFLD ORG GRK SFRUIT	12	5.3 OZ	17.11
059212	ACTIVA FBER ST/PPN 12P	4	48 OZ	19.49
065417	YOPL GRK100 STRWBRY YG	12	5.3 OZ	11.28
065425	YOPL GRK100 MIXBERRY Y	12	5.3 OZ	11.28
065433	YOPL GRK100 PEACH YG	12	5.3 OZ	11.28
065441	YOPL GRK100 KEYLIME YG	12	5.3 OZ	11.28
067959	STFLD ORG FF BLUE BLND	12	6 OZ	9.41
069419	VELVEETA SHIPPER	36	16 OZ	135.59
070177	WR 12 OZ AMER WHT SING	12	12 OZ	23.51
071258	SMRTBT FF Y AMER IWS	12	8 OZ	23.80
102103	KRAFT SHARP SHREDS	12	8 OZ	39.81
102848	BOURSIN SPIN ARTICKE	12	6.5 OZ	37.40
103655	SKNIGHT ASST.GRUY SHP	48	6 OZ	183.07
109512	SABRA SPANISH EGGPLANT	12	8 OZ	24.40
109702	SABRA HUMUS CHIPOTLE	12	10 OZ	24.86
109900	SABRA JALAPENO HUMMUS	12	10 OZ	24.86
110064	SABRA BABAGANAUISH	12	8 OZ	24.40
110239	SABRA HUM W/TAHINI	12	10 OZ	24.86
110247	SABRA HUMMUS LEMON	12	10 OZ	24.86
114512	CRUNCHMSTR MGC SHPR	48	4.5 OZ	97.19
121673	PAPETTI ALL WHT 3 PCK	12	12 OZ	22.45
123398	LATOR LT FLOUR SHIPPR	48	11 OZ	105.83
123448	LATOR MINI SHIPPER	60	18.18	96.04
150417	REDDIWHIP EXTRA CRYM	12	13 OZ	39.81
150805	GOLDS HSRADISH RED	24	6 OZ	30.36
150854	GOLDS HSRADISH WHITE	24	6 OZ	30.36
161257	WR KRAUT BAG	12	32 OZ	21.09
161299	WR KRAUT BAG	24	16 OZ	25.69
166488	MEXICANA SOUR CREAM	12	16 OZ	29.16
169706	FRMLND BACON HICKRY	24	16 OZ	101.51
169714	FRMLND BACON LOW SALT	24	16 OZ	101.51
169722	FRMLND THICK SL BACON	24	16 OZ	101.51
173286	HSHIRE THIN SL O/R TRY	9	9 OZ	25.67
173294	HSHIRE THIN/SL H/RST TK	9	9 OZ	25.67
173302	HSHIRE THIN SL HONEY HA	9	9 OZ	25.67
173377	HSHIRE THIN SL SMK HAM	9	9 OZ	25.67
173773	HEALTHY ONES VARIETY PK	6	7 OZ	13.36

DAIRY SPECIAL I MANUFACTURER OUT OF STOCK

0808 ITEM	DESCRIPTION	PK	SIZE	SELLING PRICE
175224	JENO LN/TRKY BACON	16	12 OZ	32.19
176529	HSHIRE LIL BF CTAIL FR	12	13 OZ	35.37
177279	KUNZLER CHIC FRANKS	12	16 OZ	17.56
177295	KUNZLER TURKEY FRANKS	12	16 OZ	17.56
177717	BUIT FAM SZ PESTO SAUC	6	11 OZ	22.71
177766	BUIT FAM SZ CHEES TORT	6	20 OZ	28.25
177782	BUIT FAM SZ CHKN TORT	6	20 OZ	28.25
177808	BUIT FAM SZ 3 CH TORT	6	20 OZ	28.25
177824	BUIT FAM SZ CHS RAVIOL	6	20 OZ	28.25
177998	SMITHFIELD THICK BACON	24	16 OZ	89.97
182246	ALOUETTE GR HB CLASSIC	18	6.5 OZ	56.20
182337	ALOUETTE LTGAR HB CLAS	12	6.5 OZ	37.46
183665	BUIT CHS RAVIOLI LITE	6	9 OZ	16.37
183699	BUIT ALFREDO LITE SCE	6	10 OZ	16.37
183947	BUIT SPIN CHS TORT	6	9 OZ	16.37
183962	BUIT CHS GARLIC TORT	6	9 OZ	16.37
183970	BUIT CHICK & PROS TORT	6	9 OZ	16.37
184028	BUIT FETTUCCINE	6	9 OZ	9.11
184044	BUIT LINGUINE	6	9 OZ	9.11
184069	BUIT MARINARA SAUCE	6	15 OZ	16.37
184077	BUIT PESTO W/BASIL SC	6	7 OZ	18.42
184127	BUIT 3 CHEESE TORTELLI	6	9 OZ	16.37
184168	BUIT ALFREDO SAUCE	6	10 OZ	16.37
184176	BUIT BUTRNUD SQUASH	6	9 OZ	18.42
184184	BUIT ANGEL HAIR	6	9 OZ	9.11
184192	BUIT CKN MARSAL RAVOLI	6	9 OZ	18.42
184218	BUIT FOUR CHEESE RAVIO	6	9 OZ	16.37
184267	BUIT SWEET SAUSAGE TOR	6	9 OZ	16.37
184291	BUIT WW 3CHEESE TORT	6	9 OZ	16.37
184358	BUIT PESTO RF SAUCE	6	7 OZ	18.42
184374	BUIT RIS MSHRM AGNOLOT	6	9 OZ	18.42
184382	BUIT RIS CRAB RAVIOL	6	8.37 O	18.42
184416	BUIT RIS BEEF&SAUS RAW	6	9 OZ	18.42
184473	BUIT 3 CHEESE RAVIOLET	6	9 OZ	16.37
185223	GEO EDAM CHEESE RW	8	6.01 L	41.80
187534	MR WHEAT ASST SHPR	48	2.32 O	71.91
189902	PRETZEL SHIP CH/WHTPEP	48	4 OZ	76.32
190819	HORMEL TAILGATE FTBALL	8	24 OZ	57.59
190827	HORMEL FLAG TRAY	10	24 OZ	71.65
190850	HORMEL PRTY TRY HAM/TK	8	28 OZ	75.87
191106	RUSSEY HNY MAPLE HA CW	9	1.09 C	3.11
191122	RUSSEY PEAR SHP HAM CW	24	2.12 C	2.73
191700	WEAVER CHICKEN ROLL CW	10	2.05 C	2.11
191783	RUSSEY RS CND HAM CW	10	1.1 CW	2.95
191932	RUSSEY WUNDERBAR WI CW	22	2.11 C	1.77
198739	MARG PROSC BL HAM CW	9	2.04 C	6.71

DAIRY SPECIAL I MERCHANDISING INCENTIVE PROGRAM

ITEM	DESCRIPTION	PK	SIZE	PROM	TOTAL COST	UNIT PRICE	PNTS	START DATE	END DATE
101824	WR CHED SHRED	12	8 OZ		21.35	1.77	5	02/01	12/31
111013	WR QUESO DE PAPA	12	16 OZ		40.05	3.33	5	02/01	12/31
111021	WR SWISS NS SLICES	12	6 OZ		22.00	1.83	5	02/01	12/31
111039	WR PROVO UNSWK SLICES	12	6 OZ		18.29	1.52	5	02/01	12/31
111054	WR XSHP YELLOW CHEDDAR	12	8 OZ		21.35	1.77	5	02/01	12/31
111062	WR SHRP YELLOW CHEDDAR	12	8 OZ		21.35	1.77	5	02/01	12/31
111104	WR EX SHARP WHITE	12	8 OZ		21.35	1.77	5	02/01	12/31
111112	WR SHARP WHITE	12	8 OZ		21.35	1.77	5	02/01	12/31
111153	WR MILD YELLOW CHEDDAR	12	8 OZ		21.35	1.77	5	02/01	12/31
111161	WR MILD WHITE CHEDDAR	12	8 OZ		21.35	1.77	5	02/01	12/31
111187	WR COLBY JACK	12	8 OZ		21.35	1.77	5	02/01	12/31
111195	WR PEPPER JACK	12	8 OZ		21.35	1.77	5	02/01	12/31
111203	WR MONTERY JACK	12	8 OZ		21.35	1.77	5	02/01	12/31
111427	WR MONT JACK BAR RW	10	1 LB		32.20	3.22	5	01/28	12/31
111484	WR QUESO BLANCO	12	8 OZ		21.35	1.77	5	02/01	12/31
111500	WR SWISS STICK RW	20	1 LB		82.32	4.11	5	01/28	12/31
111534	WR CHED MILD STK C RW	20	1 LB		64.74	3.23	5	01/28	12/31
111542	WR SHARP CHED STK C RW	20	1 LB		66.53	3.32	5	01/28	12/31
111559	WR NYS XSHARP COL RW	20	1 LB		67.88	3.39	5	01/28	12/31
112102	WR CHEDDAR CHUNKS MILD	12	16 OZ		37.50	3.12	5	03/09	12/31
112128	WR CHEDDAR CHUNK SHARP	12	16 OZ		42.08	3.50	5	03/09	12/31
121632	WR EGG STARTS	12	16 OZ		19.28	1.60	5	02/01	12/31
121640	WR LIQ EGG WHITES	12	16 OZ		19.28	1.60	5	02/01	12/31
130104	WR PREM OJ CARAFE	8	59 FL		17.63	2.20	5	03/12	12/31
130112	WR PREM OJ W/CAL CRFE	8	59 OZ		17.63	2.20	5	03/12	12/31
130120	WR ORNG JUICE CONC	8	64 FL		14.46	1.80	5	02/01	12/31
131524	WR SPRING WATER	2	320 F		4.43	2.21	5	02/01	12/31
131540	WR SPRING WATER	6	128 F		4.10	.68	5	02/01	12/31
132548	WR FRUIT PUNCH	8	64 FL		6.99	.87	5	02/01	12/31
132555	WR CITRUS PUNCH	8	64 FL		6.99	.87	5	02/01	12/31
132563	WR TROPICAL PUNCH	8	64 FL		6.99	.87	5	02/01	12/31
132571	WR BERRY PUNCH	8	64 FL		6.99	.87	5	02/01	12/31
132589	WR ICED TEA	8	64 FL		6.99	.87	5	02/01	12/31
132597	WR GREEN TEA	8	64 FL		6.99	.87	5	01/16	12/31
139881	WR GRT PARM SHIPPER	48	8 OZ		102.70	2.13	20	01/28	12/31
140004	WR GRT PARM CAN	24	3 OZ		22.24	.92	5	02/01	12/31
140012	WR GRT PARM&ROM CAN	24	3 OZ		22.24	.92	5	02/01	12/31
140020	WR GRT PARMESAN	12	8 OZ		25.73	2.14	5	02/01	12/31
140038	WR GRT PARM&ROM	12	8 OZ		25.73	2.14	5	02/01	12/31
150094	WR WHIPPED CREAM	12	7 OZ		17.53	1.46	5	02/01	12/31
150151	WR WHP CREAM XTRA CRMY	12	7 OZ		17.53	1.46	5	03/09	12/31
161257	WR KRAUT BAG	12	32 OZ		21.09	1.75	5	02/01	12/31
161299	WR KRAUT BAG	24	16 OZ		25.69	1.07	5	02/01	12/31
167882	WR CHOPPED HAM PP 1.69	12	6 OZ		15.15	1.26	5	03/09	12/31
168021	WR BEEF FRANKS	12	16 OZ		35.32	2.94	5	02/01	12/31
168039	WR MEAT FRANKS	24	16 OZ		31.21	1.30	5	02/01	12/31

DAIRY SPECIAL I MERCHANDISING INCENTIVE PROGRAM

ITEM	DESCRIPTION	PK	SIZE	PROM	TOTAL COST	UNIT PRICE	PNTS	START DATE	END DATE
168260	WR COOKED HAM FAT FREE	12	8 OZ		20.45	1.70	5	02/01	12/31
168278	WR COOKED HAM FAT FREE	12	16 OZ		40.33	3.36	5	02/01	12/31
168286	WR O/R TURKEY BREAST	12	8 OZ		20.78	1.73	5	02/01	12/31
168294	WR O/R TURKEY BREAST	12	16 OZ		39.04	3.25	5	02/01	12/31
170001	WR BACON	24	16 OZ		90.88	3.78	5	02/01	12/31
177238	WR CHICKEN FRANKS	24	16 OZ		31.21	1.30	5	02/01	12/31
177246	WR TURKEY FRANKS	24	16 OZ		31.21	1.30	5	11/27	12/31

WHITE ROSE SUGGESTED PRICE CHANGES - WEEK OF 08/08/14

ITEM NUMBER	UPC NUMBER	DESCRIPTION	PK	SIZE	ZONE 01		ZONE 47		ZONE 76		ZONE 77		ZONE 78	
					OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW
010108	07480745110	WR BUTTER QTRS	36	16 OZ	3.69	3.99	3.69	3.99	3.69	3.99	3.99	4.29	3.99	4.29
010116	07480710116	WR UNSALTED BTR QTRS	18	16 OZ	3.69	3.99	3.49	3.99	3.49	3.99	3.99	4.29	3.99	4.29
010611	07480798431	WR SALT WHIP BTR	24	8 OZ	2.29	2.39	2.29	2.39	2.29	2.39	2.29	2.49	2.49	2.69
010629	07480798432	WR SWEET WHIP BTR	24	8 OZ	2.29	2.39	2.29	2.39	2.29	2.39	2.29	2.49	2.49	2.69
010785	07835462011	CABOT BTR SALT QTRS	36	16 OZ	4.99	5.49	4.99	5.49	4.99	5.49	4.99	5.49	5.99	6.49
010793	07835463604	CABOT BTR NO SALT QTRS	18	16 OZ	4.99	5.49	4.99	5.49	4.99	5.49	4.99	5.49	5.99	6.49
010827	74236541600	HRZON ORG SALTED BTR	18	16 OZ	7.19	7.59	6.59	6.89	6.99	7.39	7.19	7.59	8.19	8.69
010835	74236541620	HRZON ORG UNSALTED BTR	18	16 OZ	7.19	7.59	6.59	6.89	6.99	7.39	7.19	7.59	8.19	8.69
013474	71514111269	EGGLANDS BEST EGG WHITS	06	16 OZ			3.49	3.19						
048413	07480704813	WR HEAVY CREAM PTS	12	16 FL	2.99	3.19	2.69	2.79	2.89	2.99	2.99	3.19	2.69	2.79
048421	07480704821	WR 1/2 & 1/2 QTS	12	32 FL	2.59	2.69	2.59	2.69	2.59	2.69	2.59	2.69	2.89	2.99
048686	07060000036	TUSCAN HALF N HALF	12	32 FL	3.29	3.49	2.89	3.19	2.99	3.19	3.49	3.69	3.79	3.99
048694	07060000034	TUSCAN LIGHT CREAM	12	16 FL	2.39	2.49	1.99	2.29	2.19	2.29	2.49	2.59	2.59	2.79
048710	07060000035	TUSCAN HALF N HALF	06	64 FL	5.99	6.29	5.59	5.89	5.99	6.29	5.99	6.29	6.99	7.49
048736	07060000026	TUSCAN HVY CRM QTS	12	32 FL	6.19	6.99	5.69	6.19	5.99	6.29	6.29	6.99	6.69	7.29
048827	07060000027	TUSCAN HVY CRM PTS	12	16 FL	3.29	3.59	3.29	3.59	2.99	3.29	3.29	3.59	3.69	3.99
048835	07060000028	TUSCAN HVY CRM	12	8 FL	1.79	1.99	1.59	1.69	1.59	1.69	1.59	1.99	1.99	2.19
048843	07060000037	TUSCAN HALF N HALF PT	12	16 FL	1.69	1.79	1.59	1.69	1.59	1.69	1.79	1.89	1.99	2.19
049809	74236521670	HRZON ORG HALF & HALF	12	16 FL	2.69	2.79	2.29	2.39	2.59	2.69	2.89	2.99	2.99	3.19
049817	74236521685	HRZON ORG HWY WHIP CRM	12	16 FL	4.49	4.69	4.09	4.29	4.09	4.29	4.69	4.99	5.19	5.49
050005	07480700028	WR HEAVY CREAM 8OZ	12	8 FL	1.49	1.59	1.59	1.69	1.49	1.59	1.49	1.59	1.59	1.69
050567	07342000024	DAISY SOUR CREAM	06	24 OZ	3.99	4.19	3.79	3.89	3.89	3.99	4.19	4.29	4.69	4.79
050575	07342000006	DAISY SOUR CREAM 8OZ	12	8 OZ	1.79	1.89	1.59	1.69	1.69	1.79	1.89	1.99	1.99	2.19
050583	07342000005	DAISY LT SOUR CRM 8OZ	12	8 OZ	1.79	1.89	1.59	1.69	1.69	1.79	1.89	1.99	1.99	2.19
054304	74236526415	HRZON ORG UP 1% MILK	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
054312	74236526425	HRZON ORG UP 2% MILK	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
054320	74236526405	HRZON ORG UP FF MILK	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
054338	74236526445	HRZON ORG UP WH MILK	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
054346	74236526435	HRZON ORG 2% MLK&DHA	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
054353	74236500329	HRZON ORG FF MLK&DHA	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
054361	74236526447	HRZON ORG WH MLK&DHA	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
054379	74236526480	HRZON ORG 1% CHOC MILK	06	64 FL	4.99	5.29	4.99	5.29	4.99	5.29	4.99	5.29	5.99	6.29
059725	07170048182	AXELROD FF ST BAN YOG	12	6 OZ			.85	.89						
070300	74236560710	HRZON ORG AMER CHZ SL	12	8 OZ	5.39	5.69	4.79	4.99	5.39	5.69	5.39	5.69	6.19	6.49
080028	07480709301	WR SWISS DOMESTIC SIC	24	8 OZ	3.69	3.89			3.69	3.89	3.69	3.89		
100909	74236560645	HRZON ORG COLBY CH STK	12	6 OZ	5.39	5.69	4.79	4.99	5.39	5.69	5.39	5.69	6.19	6.49
100917	74236560635	HRZON ORG PS MOZZ STRG	12	6 OZ	5.39	5.69	5.09	5.29	5.39	5.69	5.39	5.69	6.19	6.49
119685	01800044738	PILL FROZEN CHRSTMS CK	12	11 OZ			3.89	3.69			3.69	3.99		4.49
150094	07480715009	WR WHIPPED CREAM	12	7 OZ	2.69	2.89	2.39	2.59	2.69	2.89	2.69	2.89	2.69	2.89
150151	07480715015	WR WHIP CREAM XTRA CRMY	12	7 OZ	2.69	2.89	2.39	2.59	2.69	2.89	2.69	2.89	2.69	2.89
169706	07024712309	FRMLND BACON HICRRY	24	16 OZ	6.59	6.99	5.69	6.19	6.59	6.99	6.19	7.29	6.99	7.59
169714	07024713411	FRMLND BACON LOW SALT	24	16 OZ	6.59	6.99	5.69	6.19	6.59	6.99	6.19	7.29	6.99	7.59
169722	07024712311	FRMLND THICK SL BACON	24	16 OZ	6.59	6.99	5.69	6.19	6.59	6.99	6.19	7.29	6.99	7.59
171173	04470002268	OM CENTER CUT BACON	16	12 OZ			3.79	3.99	8.29	7.99	8.29	7.99	8.99	8.69
171314	07187100038	OM SELECT TRY BACON	16	11 OZ					3.69	3.99			8.99	8.69
171322	04470002328	OM CNTR CUT THCK BACON	16	12 OZ					8.29	7.99	8.29	7.99	8.99	8.69

WHITE ROSE SUGGESTED PRICE CHANGES - WEEK OF 08/08/14

ITEM NUMBER	UPC NUMBER	DESCRIPTION	PK	SIZE	ZONE 01		ZONE 47		ZONE 76		ZONE 77		ZONE 78	
					OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW
172437	07187154860	OM TURKEY BACON	16	12 OZ	3.79	3.99			3.69	3.99			5.19	5.39
173385	04450031947	HSHIRE THICK SL OR TKY	09	9 OZ									5.19	5.39
173393	04450031948	HSHIRE THK SL HNY TKY	09	9 OZ									5.19	5.39
173401	04450031945	HSHIRE THK SL HNY HAM	09	9 OZ									5.19	5.39
185124	20615600000	MCCADAM MUENSTER CW	18	3.06 C			5.99	5.89						
188425	20574600000	HORMEL PREM DELI HAM	26	2.13 L			3.99	4.19						
190629	20587000000	BEST CORNED BEEF RO CW	11	2.05 C			7.99	8.29						
190744	20587600000	BEST PASTRAMI ROUND CW	12	2.06 C			7.99	8.29						
195230	11111111111	BEST BLKANGUS RSTBE CW	14	2.07 C			7.99	9.29						
202796	20615500000	MCCADAM JALAP MUENS CW	12	2.06 C			5.99	5.89						

