



POS



Suggested full service case set.



Suggested self service case set.



POS ITEMS

Case Headers

| | <i>ITEM #</i> |
|--------------------------------|---------------|
| Beef Only Option 40" x 12" | 16967 |
| Beef and Pork Option 40" x 12" | 16970 |
| Pork Only Option 40" x 12" | 17094 |



Chain and magnet strip included for hanging

Logo Sign

| | |
|---|--------------|
| 30.8" x 22.7" | 16969 |
| To be hung on the wall behind the meat case | |



STRIP STEAK

POS ITEMS

ITEM #

Static Cling

16966

24.25" x 3.75"

To be applied to the glass on the meat case

Dial A Price

16965

4" x 8.5"

Product identifier tags

Dial A Price inserts

10569

4" x 8.5"

Available for all 18 cuts

Floor Cling Beef or Pork

32" x 19.6"

Beef 16962

Decal to be applied to the floor

Pork 17021





POS ITEMS

ITEM #

Case Dividers and Extrusion Base

Snaps into plastic t-bases

Small – 14" x 5.5"

16964

(adjustable height to 4.5")

Large – 28" x 5.5"

16963

(adjustable height to 4.5")

To adjust height: carefully bend along perforated line to remove the 1" extender along the bottom



Rail Strips

16968

24" x 1.25"

Slide into rail slots

Literature and Tip Card Holder

16971

Countertop or Wall Hanger



Tip Cards

6.25" x 4" packs of 100

Beef General 16972

Beef Steaks 16973

Beef Roasts 16974

Canadian Beef General 80062

Pork All Natural 16975

Pork Premium 16976

Present helpful product information or useful culinary tips from Sterling Silver® Signature Chefs

Pork Chops 16977

Pork Roasts 16978



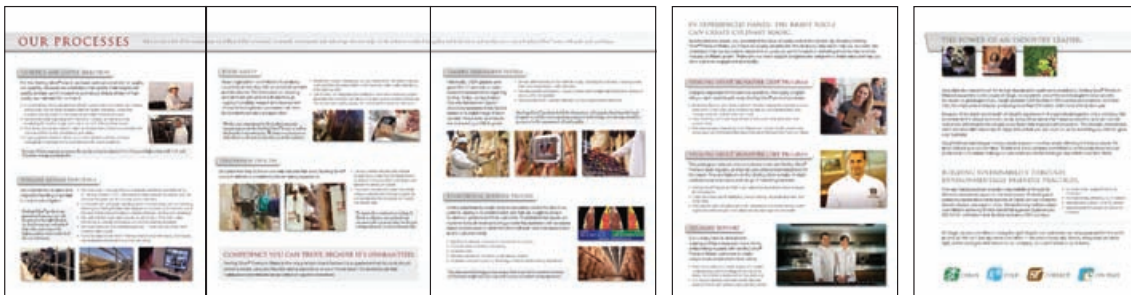
BROCHURES
Consumer Brochure

ITEM #
USA 80046
CA 80047



Why Sterling Silver® The Brand the Experience

80049



Rope Banner

80038

3' x 8'

*Disclaimer - Needs Brand Coordinator Approval (return shipping may be required)





POSTERS: 22" x 28"

ITEM #

Enjoy the Culinary Experience In Your Own Kitchen

16979



Enjoy a Culinary Experience at Home

17014



The Experience of Dining Out Comes Home

17012

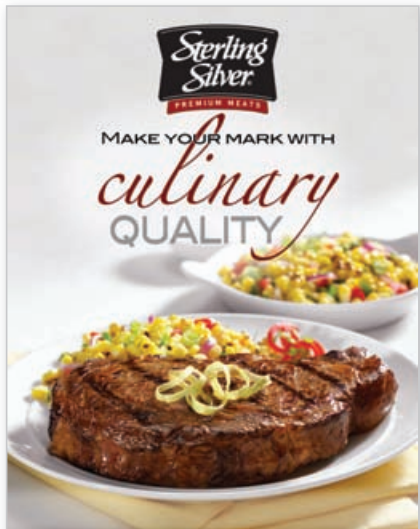


POSTERS: 22" x 28"

ITEM #

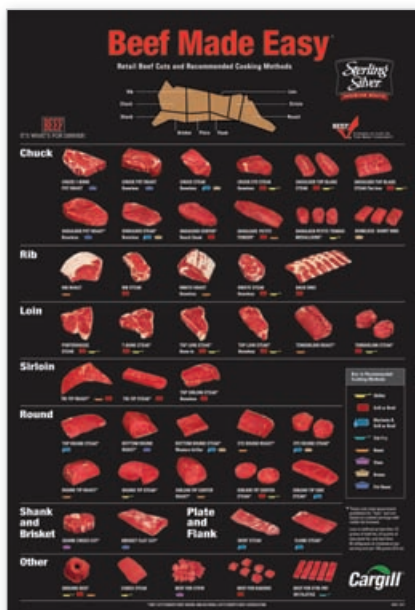
Capture the Culinary Experience in Your Kitchen

17013



Make Your Mark With Culinary Quality

17015

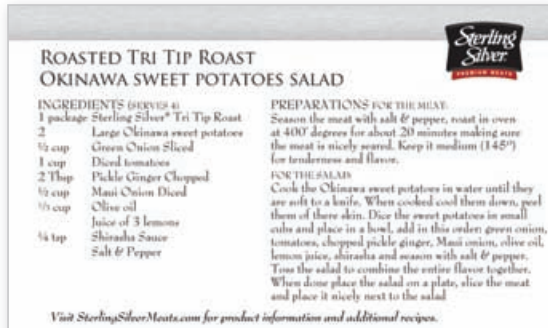


NCBA Cut Chart poster

10501

38" x 27"

Please limit one/order



RECIPES

ITEM #

- Grilled Sirloin Tri-Tip*
- Roasted Tri-Tip*
- Ginger & Garlic NY Strip*
- Pepper Marinated Bone-in Ribeye*
- Marinated Top Sirloin*
- Top Sirloin Stir Fried Kim Chee*
- Tri-Tip Roast*
- Top Sirloin Italian Beef Sandwich*
- Smokey Bourbon Marinated Top Sirloin*
- Sugar and Spice Strip Loin*
- Thai-Style Tri-Tip Salad*

- Pack of 100
- 16639**
- 16640**
- 80050**
- 80051**
- 80052**
- 80053**
- 80054**
- 80055**
- 80056**
- 80057**
- 80058**

CANADIAN RECIPES – SOBEYS COMPLIMENTS

ITEM #

- Outside Round Pot Roast*
- Top Sirloin Steaks*
- Top Sirloin Medallions*
- T-Bone Steaks*
- Beef Butt Tenderloin*

- Pack of 100
- 17122**
- 17123**
- 17124**
- 17125**
- 17126**

PREMIUM RETAIL ITEMS

ITEM #



Aprons

10583

Embroidered logo on front



Baseball Cap

10578

Embroidered logo on front

Pens

80037

Includes logo and website