



SMITTY'S CANADA INC.

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BULLETIN #100/21

DATE: June 7, 2021
TO: All Franchisees and Corporate Managers
FROM: John Arthurs
RE: **New & Improved Strawberry & Blueberry Toppings**

Hello everyone,

Based on your feedback on the BakeMark Strawberry and Blueberry Toppings, we have worked with BakeMark to improve their offerings. We have:

- Thinned the slurry in the Blueberry Topping to make it less like a pie filling.
- Increased the berry content in the Strawberry Topping to give better coverage of berries on a plate.
- Decreased the maximum size of the strawberries in the Strawberry Topping to give a more consistent result and have better coverage of berries on a plate.
- Reduced the size of the pail to allow you to turn over your restaurant's toppings more frequently.

Old product					
Brand	Description	Pack	Size	Item #	Price
BAKEMARK	TOPPING STRAWBERRY BREAKFAST	1	12 KG	5518541	\$54.50
BAKEMARK	TOPPING BLUEBERRY BREAKFAST	1	12 KG	5518537	\$54.50
New product					
BAKEMARK	TOPPING STRAWBERRY BKFST	1	7 KG	5543135	\$40.99
BAKEMARK	TOPPING BLUEBERRY BKFST	1	7 KG	5464447	\$40.99

This transition will occur as the new toppings arrive in your OPCO.

We will be shipping your restaurant a pail of each of the new and improved products as soon as they become available in your Sysco OPCO.

Please do not hesitate to contact me directly should you have any questions or concerns at jarthurs@smittys.ca or 403-930-8745.

Yours truly,
SMITTY'S CANADA INC.

John Arthurs
Purchasing Analyst