

The logo for Gehl's, featuring the brand name in a bold, white, stylized font with a thick black outline. The background of the entire page is a close-up photograph of golden-brown tortilla chips, several slices of green jalapeños, and a small white bowl filled with a smooth, orange-colored cheese sauce.

**WAM**  
FOCUSED PROGRAMS • PROVEN RESULTS



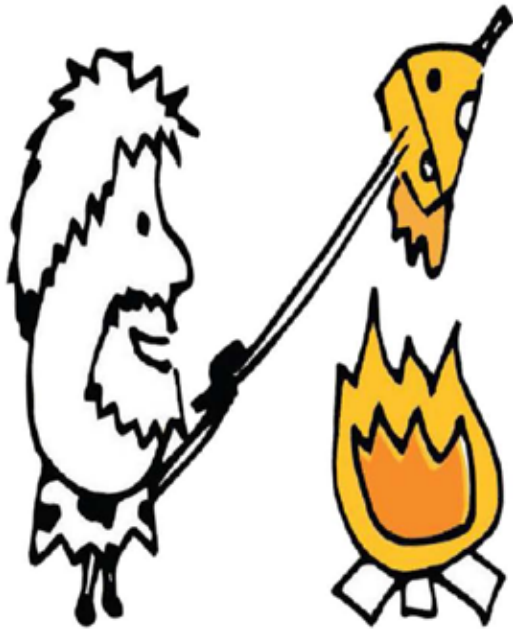
**MERCHANTS GROCERY COMPANY**  
A COMPANY YOU CAN COUNT ON

800 MADDOX DRIVE | CULPEPER, VA 22701  
[WWW.MERCHANTS-GROCERY.COM](http://WWW.MERCHANTS-GROCERY.COM) | 1.877.897.9893



# THE INVENT OF NACHOS

Okay... we may have not “invented” nachos, but we **DID** invent the **1st Bag-in-Box Technology** and the **hot cheese sauce dispenser**. Changing the nacho game **FOREVERMORE**.



- We are **market leaders in dispensed cheese** sauces and patented, hot cheese sauce dispensers. All Made in the USA!
- The hassle free Gehl's dispenser provide **easy loading, fast heating & optimal serving temperature**.
- Sauces are dispensed from an air-tight pouch, designed to seal in **freshness** and keep contaminants out.

## Gehl's Nacho Tortilla Chips

Gehl's Tortilla Chips are a perfect carrier for our creamy cheese sauces. These crispy, crunchy, gluten-free chips are great for those cheese “Super Fans” who layer, dip or dunk.

### Our 3 oz tortilla chip bags:

- Provide a single, fresh serving of nachos with less breakage and waste
- Two tray options: plastic “clam shells” or paper trays for serving
- Chip racks are free with use of Gehl's Tortilla Chips (3-tier side rack & top mount rack available)

### Options:

- G05501: Tortilla Chips with paper trays 36 / 3 oz bags per case



# Gehl's 2.0

\$149



- On-trend flavors to help UPSELL snack items and to create a snacking hotspot!
- Smaller sauce package (only 60 oz!) for fast product turns, fresh flavor and less waste
- Patented technology for faster heating & optimal serving temperature
- Uses minimal counter space – 5.25"W – to offer multiple flavors
- Uses 60% less energy than competitive cheese dispenser



## National Association of Convenience Stores

### 2015 #1 Cool New Product

Visitors scanned more than 290,000 products (1,200 products total) over 4 days, the Gehl's 2.0 dispenser was chosen as the #1 top new product

## Gehl's 2.0 Program



- First case of product FREE
- Comprehensive 3-year Service Plan
- Unmatched Customer Service
- FREE point-of-sale
- FREE parts for life of the dispenser
- Optional FREE Chip Rack

### Trade-In Program

Replace your 3+ year old dispenser with a new one for **only \$99**

Trade-In dispensers are not eligible for the free case of product or chip rack and cannot be combined with any other offer



# Selling Made Easy

With Gehl's FREE Point of Sale Available at [www.Gehls.com/POS](http://www.Gehls.com/POS)

**81%** Of consumers say they like to put cheese sauce on items like fries, chips, pretzels, burgers and tacos.

## Shelf Talkers

Great to put in the chip aisle, on registers and beyond!



## Poster & Window Cling

These 12 x 18" large-format pieces promote cheese sales all over your store.



## Sneeze Guard Cling

Put next to your roller grill, on the fridge doors, windows and more!



# Return on Your Investment

Gehl's provides **1 free case of product** with a 2.0 or HT2 Single, and **2 free cases of product** with a HT2 Dual dispenser.

	Gehl's 2.0	HT2 Dual
Lease Fee	\$249	\$250
Your Free Product	1 case 6/60	2 cases 4/80
# of 3 oz Sauce Servings	120	213
Est. Cost Chips w/Tray	\$.80	\$.80
Average Nacho Sell Price	\$2.49	\$2.49 (Cheese & Chili)
Profit per Serving	\$1.69	\$1.69
Profit on FREE Servings	\$203	\$360
Profit after Lease Fee	-\$46	\$110

\*\* Estimated Pricing Only





# Profit Projections

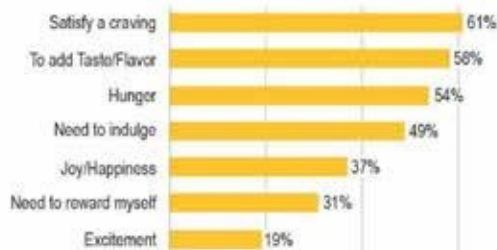
Turn 2 feet of counter space into a profitable snacking destination  
with Gehl's Dispensers, Sauces and Chips!

Profit Projections	2.0 w/ 6/60 oz. Sauce	Single w/ 4/140 oz. Sauce	Dual w/ 4/80 oz. Sauce
Average Sauce Cost Per Serving (3 oz.)	\$.34	\$.30	\$.50 (2 oz. Cheese & 2 oz. Chili)
Est. Cost Chips w/Tray	\$.80	\$.80	\$.80
Total Cost - Food & Packaging	\$1.14	\$1.10	\$1.30
Average Nacho Sell Price	\$2.49	\$2.49	\$2.49 (Cheese & Chili)
<b>Profit per Serving</b>	<b>\$1.35</b>	<b>\$1.39</b>	<b>\$1.19</b>
Annual Servings (based on minimum recommended servings per week)	28X52 =1,456	67X52 = 3,484	37X52 =1,924
<b>Annual Profit</b>	<b>\$1,966</b>	<b>\$4,843</b>	<b>\$2,290</b>

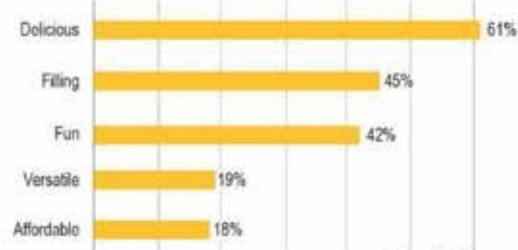
## The Gehl's Cheese Consumer



What drives consumers to order hot cheese sauce  
on top of a food item?



What comes to mind when consumers think about  
Gehl's Cheese Sauce?



©2022 Gehl's Cheese Sauce. Consumer Information Only.

**Gehl's**





## Gehl's 2.0 Sauces

6/60 oz bags with disposable valves – Exclusive to the Gehl's 2.0



### Sharp Cheddar

Item #: 68784

*A bold and creamy cheddar cheese sauce with just the right sharpness*



### Jalapeno

Item #: 68800

*This beloved classic blends jalapeno peppers and cheese for a touch of heat that satisfies the widest range of taste buds*



### Chili

Item #: 68789

*This thick chili sauce is flavored with beef, tomatoes and a kick of spice making it a perfect partner for any of our delicious cheese sauces*



Contact your Food Service Specialist for more information!



# Ooey-Gooey Goodness

## Cheese & Chili Sauces

### Gehl's HT2 Dual Sauces

4/80 oz bags with disposable valves



#### Jalapeno

Item #: 68785

*This beloved classic blends jalapeno peppers and cheese for a touch of heat that satisfies the widest range of taste buds*



#### Sharp Cheddar

Item #: 68786

*A bold and creamy cheddar cheese sauce with just the right sharpness*



#### Chili

Item #: 68788








*This thick chili sauce is flavored with beef, tomatoes and a kick of spice making it a perfect partner for any of our delicious cheese sauces*



**Gehl's**





Description	Size	MGC #
<b>GEHLS TORTILLA CHIPS WITH TRAY</b> 	30 / 3 OZ	#70507
<b>GEHLS CHEESE SAUCE FOR 2.0 DISPENSER</b> 	6/ 60 OZ	#68784
<b>GEHLS CHILI FOR 2.0 DISPENSER</b> 	6/ 60 OZ	#68789
<b>GEHLS JALAPENO CHEESE SAUCE FOR 2.0 DISPENSER</b> 	6/ 60 OZ	#68800
<b>GEHLS JALAPENO CHEESE ORIGINAL SIZE</b> 	6/ 60 OZ	#68785
<b>GEHLS SHARP CHEDDAR CHEESE ORIGINAL</b> 	4/ 80 OZ	#68786
<b>GEHLS CHILI ORIGINAL SIZE</b> 	4/ 80 OZ	#68788



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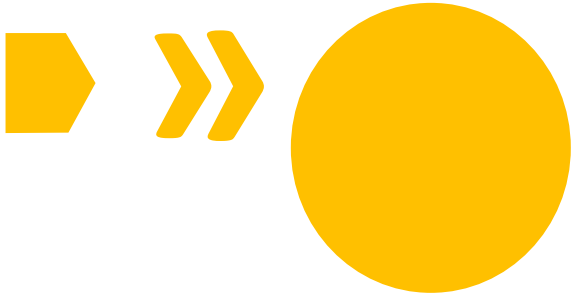
*Every effort made to avoid typographical errors, but we reserve the right to add or amend.  
All prices and weights are subject to manufacturers' price changes and market conditions.*



if you have a customer that is looking for dispenser related troubleshooting or replacement

# Gehl's Customer Service

## Our Customer Service



Dedicated customer service team in-house at HQ in Germantown, WI.  
They're here to help you!

**Hours:** Monday – Friday Call 1-800-521-2873, or \_\_\_\_\_

8:00 am – 5:00 pm CST email [Help@GehlFoods.com](mailto:Help@GehlFoods.com)

Replacement Parts may be ordered via the Gehls website @ [www.gehls.com](http://www.gehls.com)

To access Gehls site, Please Note: retailer must be LOGGED IN as the current dispenser lessee to be able to order parts or POS. If retailer does not have an account on the [www.gehls.com](http://www.gehls.com) site, retailer can log in with zip code and dispenser serial number to get started. For assistance, contact Snack Pros at 800-521-2873.

For assistance with dispenser troubleshooting, maintenance or service, please contact Gehls via email @ [DispenserTechSupport@gehlfoods.com](mailto:DispenserTechSupport@gehlfoods.com)

**Broker Contact:**

Total Convenience Marketing –David Martin 410-598-4666 [david@tcmonline.com](mailto:david@tcmonline.com)





# Gehl's

## GEHL'S 2.0 DISPENSER OPERATING INSTRUCTIONS

### Loading Instructions



**1. Use the puncture tool to pierce the bag**

Place bag on hard surface with the spout upright and the sides of the bag clear from spout. Line the piercing tool with the spout and apply pressure until it punctures the bag.



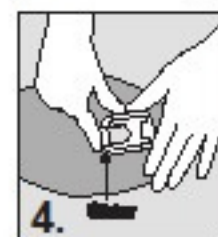
**2. Install the valve**

Keep the bag in the spout up position. Line the curved edge of the valve with the curved edge of the spout. Use thumbs to apply pressure to the valve until it snaps tightly into place.



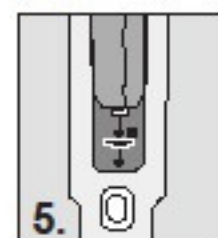
**3. Remove excess air from the bag and test seal**

Slide the valve open and carefully press the excess air out of the bag. Gently pull on the valve to ensure a proper seal.



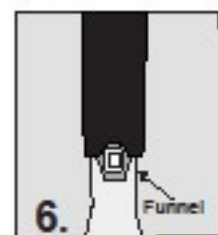
**4. Close the valve**

Sauce will leak from dispenser if not closed completely.



**5. Place Receiving Plate in dispenser and load sauce bag**

To begin dispensing, make sure the Receiving Plate\* is in the bottom of the dispenser. Lower bag into dispenser with spout down and line up with the Receiving Plate.



**6. Place cover on dispenser and install funnel**

To install funnel, slide onto the track below the dispensing button on the front of the machine. Allow machine to heat product for 90-120 minutes or until product reaches 140-145°F.

### Dispenser Parts

Piercing Tool



2.0 Funnel



Receiving Plate



Need FREE replacement parts? Please Call 1-800-521-2873 to talk to one of our Snacking Pros or order online at [www.gehls.com](http://www.gehls.com)

### Product Storage

- Product is aseptically processed and packaged and as sold, it is commercially sterile. Sauce is ready to serve right out of package
- Store in a cool, dry place at ambient temperatures
- Shelf life of unopened product is 12 months from Date of Manufacture

### Helpful Tips

- Be sure to properly date the bags for appropriate heated shelf life. Remember, if you are preheating a second bag, that the preheating time counts in heated shelf life.
  - Chili 7 days
  - Cheese 5 days
- Be sure to "BURP" the bags, when you first insert the valve (step 3 in loading instructions). This will stop condensation from building up in the bag and prevent the sauce from getting watery. Sometimes, if not burped, the excess moisture can leak into the valve and cause stickiness or drips.
- Activate the valve at least once per shift - Just a quick press of the button at the beginning of every shift can keep the valve from getting sticky.

#### IMPORTANT:



Receiving plate must be in place in bottom of dispenser to dispense sauce.





# Save more cheese when you get our cheese



Everyone loves a deal. Almost as much as they love warm, ooey-goey cheese sauce. Use the coupon code below to bring the goodness of Gehl's to your menu at a super-low price.



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## \$50 Off

### Any Gehl's Dispenser

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Order your Gehl's Dispenser at [www.gehls.com](http://www.gehls.com) &  
Use Coupon Code:

**24APE854**

Offer valid thru: 01/01/2024 - 12/31/2024

ORDER TODAY AT [WWW.GEHLS.COM](http://WWW.GEHLS.COM) • 800.521.2873





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