



MGC PRODUCT NEWS

DO YOURSELF A
FLAVOR



AUGUST 2021

TALK TO YOUR FOODSERVICE SPECIALIST TODAY TO SIGN UP FOR FRAZIL'S FREE MACHINE PROGRAM!

REASONS RETAILERS LOVE FRAZIL

- Frazil provides the equipment and service at ***no cost to the store!***
- Stores start making money on DAY 1
- Frazil tastes and looks incredible
- Frazil is the #1 slush program across the US



DON'T MISS OUT ON YOUR
FROZEN BEVERAGE SALES.

CONTACT US TODAY!

877.897.9893

HMEANS@MERCHANTS-GROCERY.COM

Watch our program intro



OnPoint

Convenience Store Data Solutions

Developed specifically to help independent and small chain convenience stores be more competitive and drive profits. We provide you with the programs and tools you need to compete against the larger chains.

Our powerful scan data solution allows you to take advantage of the tobacco programs and center-store promotions from the best brands.

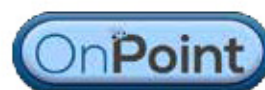
- OnPoint is compatible with most POS terminals and works seamlessly with your existing back office system. No hardware is required. There are no contracts, the setup is free, and getting started only takes minutes.
- To learn more, simply talk to your WAM distributor sales rep or visit www.onpointds.com.

Earn in 3 Ways

1. OnPoint Scan Allowances
2. Promo\$ense Allowances
3. Ongoing WAM rebates

Scan Promotions

Upcoming OnPoint promotions are identified by the OnPoint logo on the Promo\$ense page. These items are not required for participation in the program, but are available to support the promotion and maximize potential earnings.



POS Support

A variety of Point of Sale materials is available to support and communicate each promotion, including push bar clings and shelf talkers.





Cheyenne

INTERNATIONAL, LLC


CHEYENNE FF 100 BOX CIGARS

10 / 20 PK

#1673



Save:\$1.00 per case


CHEYENNE CLASSIC 100 BOX CIGARS

10 / 20 PK

#1674



Save:\$1.00 per case


CHEYENNE MENTHOL 100 BOX CIGARS

10 / 20 PK

#1675



Save:\$1.00 per case


CHEYENNE CHERRY 100 BOX CIGARS

10 / 20 PK

#1676



Save:\$1.00 per case


CHEYENNE PEACH 100 BOX CIGARS

10 / 20 PK

#1677



Save:\$1.00 per case


CHEYENNE XTRM M 100 BOX CIGARS

10 / 20 PK

#1788



Save:\$1.00 per case


CHEYENNE GRAPE 100 BOX CIGARS

10 / 20 PK

#1789



Save:\$1.00 per case


CHEYENNE STRAWBERRY 100 BOX CIGARS

10 / 20 PK

#1807



Save:\$1.00 per case

PRE-FILLED Leap Pods

Shop Now



LEAP GO SMOOTH TOBACCO E-CIG 5%

5 / 2 PCK #98431

Save:\$2.50 per case



LEAP GO FRESH MANGO E-CIG 5%

5 / 2 PCK #98433

Save:\$2.50 per case



LEAP GO COOL MINT E-CIG 5%

5 / 2 PCK #98446

Save:\$2.50 per case



LEAP GEORGIA TOBACCO 4.8% DISPOSABLE

5 / 2 PCK #98435

Save:\$2.50 per case



LEAP CAROLINA TOBACCO PODS 4.8% DISPOSABLE

5 / 2 PCK #98436

Save:\$2.50 per case



LEAP MENTHOL PODS 4.8% DISPOSABLE

5 / 2 PCK #98437

Save:\$2.50 per case



LEAP KENTUCKY MENTHOL 4.8% DISPOSABLE

5 / 2 PCK #98443

Save:\$2.50 per case



LEAP KENTUCKY TOBACCO 4.8% DISPOSABLE

5 / 2 PCK #98444

Save:\$2.50 per case

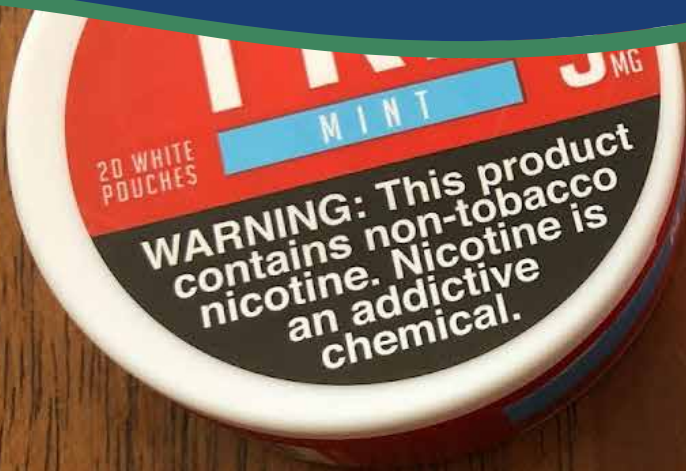


LEAP ROUGH CUT TOBACCO 4.8% DISPOSABLE

5 / 2 PCK #98445

Save:\$2.50 per case



**FRE WINTERGREEN POUCH 9MG**

5 / 20 CT #3301

Save:\$1.00 per case**FRE WINTERGREEN POUCHES 12MG**

5 / 20 CT #3306

Save:\$1.00 per case**FRE MINT POUCH 9MG**

5 / 20 CT #3302

Save:\$1.00 per case**FRE MINT POUCHES 12MG**

5 / 20 CT #3307

Save:\$1.00 per case**FRE LUSH POUCH 9MG**

5 / 20 CT #3303

Save:\$1.00 per case**FRE LUSH POUCHES 12MG**

5 / 20 CT #3308

Save:\$1.00 per case**FRE SWEET POUCH 9MG**

5 / 20 CT #3304

Save:\$1.00 per case**FRE SWEET POUCHES 12MG**

5 / 20 CT #3315

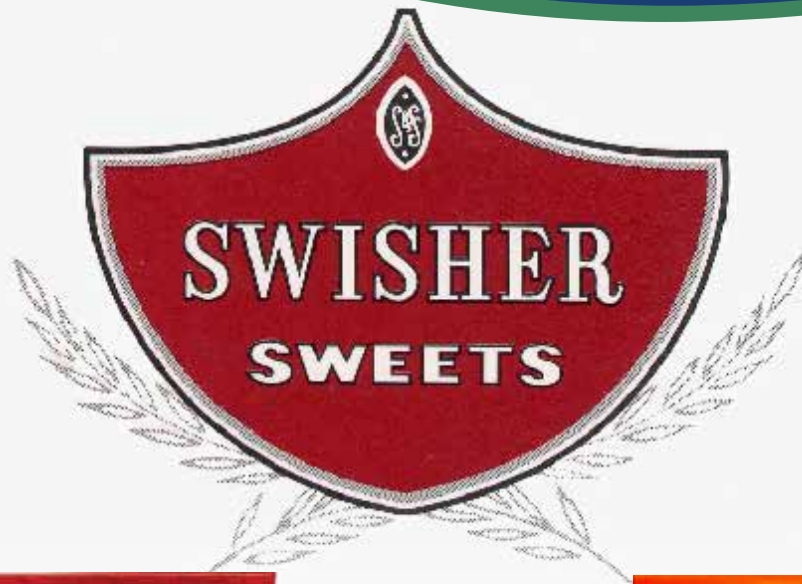
Save:\$1.00 per case**FRE MOCHA POUCH 9MG**

5 / 20 CT #3305

Save:\$1.00 per case**FRE MOCHA POUCHES 12MG**

5 / 20 CT #3319

Save:\$1.00 per case



STARR SCRAP CHEW TOBACCO \$1.98

12 / 3 OZ #98315



STARR SCRAP CHEW TOBACCO PEACH \$1.98

12 / 3 OZ #98319



ONE BAR BIRTHDAY CAKE

12 / 2.12 OZ #3808

Save: \$1.50 per box



ONE BAR MAPLE GLAZED DOUGHNUT

12 / 2.12 OZ #3801

Save: \$1.50 per box





NBC RITZ KING SIZE
10 / 2.28 OZ #5722
Save: \$0.50 per case



COW TALES



GOETZE COW TALE ORIGINAL COMBO
100 CT #2747

Save:\$1.00 per case



GOETZE COW TALES CARAMEL APPLE (LTO)
100 CT #2743

Save:\$1.00 per case



GOETZE COW TALE BROWNIE TUMBLER
100 CT #2748

Save:\$1.00 per case




KIT KAT FRUITY CEREAL (LTO)

24/ REG #3372

Save: \$1.00 per case

ICE BREAKERS CHERRY LIMEADE

8/ 1.5 OZ #3366


KIT KAT

36/ REG #2790

Save: \$1.00 per box

ICE CUBES CHERRY LIMEADE GUM BOTLE

6/ 40 CT #3367


KIT KAT WHITE

24/ REG #2797

Save: \$1.00 per box

ICE CUBES THIN PACK PEPPERMINT

6/ 20 CUBE #3632

Save: \$0.50 per box

KIT KAT DUOS DARK CHOCOLATE MINT

24/ REG #2817

Save: \$1.00 per box

ICE CUBES THIN PACK SPEARMINT

6/ 20 CUBE #3633

Save: \$0.50 per box

KIT KAT BIG KAT STANDARD

24/ REG #2821

Save: \$1.00 per box

ICE CUBES THIN PACK CINNAMON

6/ 20 CUBE #3641

Save: \$0.50 per box

KIT KAT DUOS MOCHA

24/ REG #3083

Save: \$1.00 per box

ICE CUBES THIN PACK GRAPE

6/ 20 CUBE #3642

Save: \$0.50 per box


Pre-Order Items



Call customer service to pre-order
these items today!



FROOTIES FRUIT PUNCH (SO)

360 CT #2401

Call customer service to place your order.



FROOTIES GRAPE (SO)

360 CT #2402

Call customer service to place your order.



FROOTIES STRAWBERRY (SO)

360 CT #2403

Call customer service to place your order.



FROOTIES BLUE RASPBERRY (SO)

360 CT #2404

Call customer service to place your order.



FROOTIES WATERMELON (SO)

360 CT #2405

Call customer service to place your order.



FROOTIES GREEN APPLE (SO)

360 CT #2409

Call customer service to place your order.



FROOTIES LEMON LIME (SO)

360 CT #2412

Call customer service to place your order.



FROOTIES SOUR CHERRY (SO)

360 CT #2413

Call customer service to place your order.



FROOTIES STRAWBERRY LEMONADE (SO)

360 CT #2414

Call customer service to place your order.



FROOTIES MANGO (SO)

360 CT #2415

Call customer service to place your order.





Description

Size

MGC #

ELMHURST OAT MILK CHOCOLATE

12/ 12 OZ

#8615

ELMHURST OAT MILK BLUEBERRY

12/ 12 OZ

#8616

ELMHURST OAT LATTE MATCHA

12/ 12 OZ

#8617

ELMHURST OAT LATTE FLASH BREW

12/ 12 OZ

#8618

Pre-Order Items

Call customer service to pre-order
these items today!

FOOD SERVICE

What can our foodservice team do for you?



Who Are We?

Our team is comprised of 5 specialists with a combined 175 years of experience. They are committed to seeing your profits increase. Through “hot shots” and personal connections, you will always feel that your needs are our priority.



What Programs Does MGC Offer?

We offer more than 12 programs that vary from Champs Chicken to Blue Taco. Whichever program will best serve your customer base, our team will be there to assist you. From coordinating demos and menu prep to helping you set up portion control to increase your profit margins, our team is there for your success. For a full list of programs, please see your foodservice specialist.



What Makes MGC Different?

Our memberships with Unipro, WAM, and many other organizations give us excellent resources, purchasing power, and vendor relationships on a national level. Many of our over 500 customers receive annual rebates from these associations.

Call us today to learn more about the growing foodservice category at Merchants Grocery Company.
We look forward to being the “Company You Can Count On.”

1.877.897.9893



Pre-Order Items

Call customer service to pre-order these items today!



SWEET EARTH BOWLS CAULIFLOWER MAC

8 / 9 OZ #55000

Call customer service to place your order.



SWEET EARTH BOWLS GEN TSO TOFU

8 / 9 OZ #55001

Call customer service to place your order.



SWEET EARTH BOWLS KYOTO STIR FRY

8 / 9 OZ #55002

Call customer service to place your order.



SWEET EARTH BOWLS BEAN & MANGO CUBANO

8 / 9 OZ #55003

Call customer service to place your order.



SWEET EARTH BOWLS PAD THAI

8 / 9 OZ #55004

Call customer service to place your order.



SWEET EARTH BIG SUR BURRITO

12 / 5.5 OZ #55005

Call customer service to place your order.



SWEET EARTH CURRY TIGER BURRITO

12 / 5.5 OZ #55006

Call customer service to place your order.













FOODSERVICE SPOTLIGHT

THE PERFECT TRIPLE DECKER BLT SAMMIE

DIRECTIONS:

Toast bread (optional), spread mayo on bottom slice, add shredded lettuce, 3 slices of bacon, 2 sliced tomatoes (salt/pepper), add another sliced of bread, spread with mayo, add tomatoes (salt/pepper), 3 slices of bacon, shredded lettuce. Slice (optional) package and serve.

Description	Size	MGC #	Barcode:
ROTELLA SOUR DOUGH BREAD	6 EA	#75220	
KUNZLER SLAB BACON	1/ 10 LB	#53900	
LETTUCE ICEBURG	24 EA	#54630	
TOMATO	1/ 25 LB	#54685	
MAYONNAISE	4/ 1 GAL	#68008	
WRAP CUSHION FOLD	1K/ 14X16	#64100	



Description	Size	MGC #	Allowance
HORMEL 114128 BACON FC 1/2 SLICES 18/22 [Barcode]	576 SLC	#71851	\$8.00 per case
HORMEL SLI SMOKED HAM WA 1/2 OZ [Barcode]	6/ 2 #	#71761	\$5.00 per case
HORMEL TURKEY SLI SMOKED 2/3 OZ [Barcode]	6/ 2 #	#71763	\$5.00 per case
HORMEL TURKEY SLI OVENROAST 1/2 OZ [Barcode]	6/ 2 #	#71764	\$5.00 per case
HORMEL SLICED ROAST BEEF 1/2 OZ [Barcode]	6/ 2 #	#71767	\$5.00 per case
HORMEL SLICED CORNED BEEF 2/3 OZ [Barcode]	6/ 2 #	#71768	\$5.00 per case
HORMEL BACON FULLY COOKED [Barcode]	300 SLC	#71879	\$5.00 per case



Description	Size	MGC #	Allowance
COFFEE CAKE MARBLE MADNESS BAKE N JOY [Barcode]	6/ 24 OZ	#75148	\$2.00 per case
LOAF LEMON BAKE N JOY DSO [Barcode]	18/ 18 OZ	#75155	\$2.00 per case
MUFFIN TRIPLE BERRY BAKE JOY DSO [Barcode]	75/ 6.25 OZ	#75157	\$2.00 per case
COOKIE CHOCOLATE CHUNK BAKE DSO [Barcode]	126/ 3.25 OZ	#75160	\$2.00 per case

Chef Pierre®



ASK YOUR FOOD SERVICE SPECIALIST FOR A REBATE FORM!

CHEF PIERRE PEACH PIE HI PIE

6/ 47 OZ #73002

MAIL IN REBATE: \$5.00 per case



CHEF PIERRE COOKIE & CREAM PIE

4/ 38 OZ #72738

MAIL IN REBATE: \$3.00 per case



MONTHLY TIP

from foodservice specialist, Cliff Yager



Do you think that because the temperature on your heated foodservice cabinet thermometer reads 150 degrees that the food inside is at 150 degrees? Not So! The temperature gauge only indicates the internal temperature of the cabinet itself. Not the internal temperature of the food. The only way to assure the internal temperature of the food inside the cabinet is to test it with a calibrated thermometer that is designed to take internal temperatures of food. The thermometer should be cleaned and sanitized, then inserted up to the dimple on the stem and get a reading of a minimum of 135 degrees or up. Train your staff, make this a daily habit on each shift that serves food.





**COFFEEMATE LIQUID
FRENCH VANILLA CREAMER**

6 / 16 OZ #8024

Save: \$0.30 per box



NEW ITEMS

AVAILABLE NOW

Description	Size	MGC #
SG DIRT PUDDING DESSERT (SO)	1/ 6 #	#76655
SG SEAFOOD SALAD W/BLEU CRAB/SHRIMP (SO)	1/ 5# EA	#76718
PORK BUTT BONELESS (SO)	1/ 3 PC	#77778





Pre-Order Items
Call customer service to pre-order
these items today!



Description	Size	MGC #	Allowance
DELI EXP TURK SAUSAGE CHEESE FOCACCIA ROLL [Barcode]	8/ 6.7 OZ	#51173	\$1.20 per case
DELI EXP WRAP BACON EGG CHEDDER [Barcode]	12/ 6.1 OZ	#51187	\$1.80 per case
DELI EXP BURRITO SAUSAGE EGG CHEDDER [Barcode]	12/ 6.2 OZ	#51188	\$1.80 per case
DELI EXP KAISER SMOKED HAM CHEESE [Barcode]	10/ 4.4 OZ	#51189	\$1.50 per case
DELI EXP KAISER BBQ DELUXE [Barcode]	10/ 5 OZ	#51212	\$1.50 per case
DELI EXP MUFFIN SAUSAGE EGG CHEESE [Barcode]	12/ 5.4 OZ	#51213	\$1.80 per case
DELI EXP BISCUIT SAUSAGE [Barcode]	14/ 3.9 OZ	#51214	\$2.10 per case
DELI EXP MARKET TURKEY BACON HAM CHEDDAR [Barcode]	8/ 8 OZ	#51215	\$1.20 per case
DELI EXP HTG PHILLY BEEF CHEESE SUB [Barcode]	8/ 6.1 OZ	#51216	\$1.20 per case
DELI EXP HTG BISCUIT CHICKEN [Barcode]	10/ 5.3 OZ	#51217	\$1.50 per case
DELI EXP HTG CHEESE BURGER [Barcode]	12/ 4.5 OZ	#51218	\$1.80 per case
DELI EXP HTG PANCAKE SAUSAGE EGG CHEESE [Barcode]	12/ 5.7 OZ	#51219	\$1.80 per case
DELI EXP HTG MUFFIN HAM EGG CHEESE [Barcode]	14/ 4.9 OZ	#51220	\$2.10 per case
DELI EXP CATTLEMAN DOUBLE CHEESEBURGER [Barcode]	8/ 8 OZ	#51221	\$1.20 per case



WONDERMEAT PRODUCT LIST:

Description	Size	MGC #	Allowance
BURGER 80/20 4OZ HS WONDERMEATS 	1/ 10 #	#71072	\$0.50 per case
BURGER 75/25 5.3OZ HS WONDERMEATS 	1/ 10 #	#71073	\$0.50 per case
BURGER XL 3OZ 80/20 WONDERMEATS 	1/ 10 #	#72248	\$0.50 per case
CHICKEN STEAK MARINATED 4OZ B&M 	1/ 10 #	#72232	\$0.50 per case

SELF-SERVE SAFE DISPENSER

1 EA #RLF1513

Call customer service to place your order.

SELF-SERVE SAFE CARTRIDGE FORK

1 EA #RLF1514

Call customer service to place your order.

SELF-SERVE SAFE CARTRIDGE KNIFE

1 EA #RLF1515

Call customer service to place your order.

SELF-SERVE SAFE CARTRIDGE SPOON

1 EA #RLF1516

Call customer service to place your order.

**BIC EZ REACH SNOOP DOGG LIGHTER**











40/ TRAY #84113

Save: \$2.00 per tray**BIC EZ REACH BOB MARLEY LIGHTER**

40/ TRAY #84118

Save: \$2.00 per box



Description	Size	MGC #	Allowance
VICKS NYQUIL DEX LIQUIDCAPS COLD & FLU 	25/ 2 CT	#45127	\$0.50 per case
TYLENOL XSTRENGTH SINGLE DOSE BOX 	50/ 2 CT	#45122	\$0.50 per case
ALEVE SINGLE DOSE BOX 	50/ 1 CT	#45099	\$0.50 per case
BENADRYL ULTRA TABLETS 	25/ 2 TAB	#45300	\$0.25 per case
STACKER 3 FAT BURNER 4 CT CAPSULES 	24/ 4 CT	#48728	\$1.20 per case
STACKER 3 XPLC 4 CT CAPSULES 	24/ 4 CT	#48741	\$1.20 per case
STACKER 2 FAT BURNER 4 CT CAPSULES 	24/ 4 CT	#48768	\$1.20 per case
YELLOW SWARM 4 CT CAPSULES 	24/ 4 CT	#48757	\$1.20 per case
SNAP FIX A FLAT WITH HOSE 	6/ 16 OZ	#39655	\$0.60 per case
BARS CONC RADIATOR STOP LEAK 	6/ 6 OZ	#39646	\$0.60 per case

**MAG1 2 CYCLE OIL 50:1**

12/ 8 OZ #39900

Save: \$1.50 per box**MAG1 FUEL INJECTOR / CARB CLEANER**

12/ 12 OZ #39915

Save: \$1.80 per box**MAG1 OCTANE BOOST**

12/ 12 OZ #39919

Save: \$1.80 per box**MAG1 POWER STEERING FLUID**

12/ 12 OZ #39930

Save: \$1.44 per box**MAG1 DOT 3 BRAKE FLUID**

12/ 12 OZ #39933

Save: \$1.44 per box**MAG1 AP 2 CYCLE TC-W3 MOTOR OIL**

6/ QUART #39903

Save: \$1.50 per box

MERCHANTS GROCERY COMPANY

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FALL TRADE SHOW



JOIN US FOR AMAZING DEALS

AUGUST 2ND - AUGUST 29TH

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TRADE SHOW**

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AMAZING PRIZES.

Order Now!

While Supplies Last!

877.897.9893



NOTICE: Every effort was made to ensure the accuracy of the information on these sheets. We must, however, reserve the right to make corrections of any typographical errors. Allowances are available while quantities last. Prices for August may change due to market conditions.