

# TODAY'S GROCER

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THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

## 10 Grocery

### An Innovative First Launched

## Year-Round “Off the Cob” Fresh Kernel Corn



Supreme Cuts, a processor and distributor of high quality pre-cut vegetables, has become the first company to manufacture fresh “off the cob” corn. The new product, “Off the Cob” Fresh Kernel Corn, is the brand name for fresh kernel corn cut off the cob with a 14-day shelf life. This innovative new product will be an important new option for super-

market operators and the food service industry – who will now be able to offer customers the benefits of fresh kernel corn year-round, in convenient (and unprecedented) “off the cob” packaging.

Prior to this unique new product from Supreme Cuts, the only way to preserve the fresh taste of kernel corn was to freeze it. However, new “Off the Cob” Fresh Kernel Corn is able to offer fresh kernel corn for a full 14-day shelf life, and for an extended year-long season. As the first fresh kernel corn product on the market, Supreme Cuts “Off the Cob” corn will fill a previously unmet need for supermarket/food service professionals who will welcome the fact that they will now be able to offer customers fresh kernel corn throughout the year. In addition, its unique “off the cob” packaging will be a significant value-added convenience for the food service industry as well as supermarket customers – by eliminating the need to have to “husk and shuck” fresh corn to obtain fresh corn kernels. The corn is preparation-ready – it comes triple washed and is microwavable within the package bag.

“Off the Cob” corn will be sold in convenient package sizes with a retail price of \$2.99 - \$3.20 per 12 ounce bag. For distributors, there will be 2 ½ pound bags available at \$1.85 - \$1.95 per pound. The product will also be available in larger packaging for club stores.