



Thank you for your purchase of “RiPS” 100% Juice Slush from Cool Tropics!

Merchandising and Serving Instructions

“RiPS” are shelf stable for 15 months and should be stored at room temperature
(no more than 80 degrees)

FREEZING:

- Place in freezer **2 days** prior to serving. If possible, do not stack boxes on top of each other and open top to allow for circulation. (Mark date is on label)
- Freezing time can be reduced to 1 day if product is laid out on sheet pan individually
- Remove “RiPS” from freezer **10 minutes** prior to serving. This will make the product easier for kids to manipulate into “slush”
- Unsold RiPS can be placed back into storage and re-frozen as needed.

DISPLAYING/SERVING:

- Placing pouches in baskets or food storage containers next to registers is good for creating impulse purchases. Visibility of colorful packaging is key to generating sales. Each student will see RiPS as they pass by the register.
- Milk chest or cooler
- RiPS do not need to be displayed in a freezer – when placed together in a basket, they will stay frozen through the lunch period

PRICING:

- Recommended sell price for “RiPS” Pouch Pack is **\$1.00**

PROMOTIONAL IDEAS:

- Posters and product brochures will be available through Cool Tropics distributor
- Menu the item once a month and give away on tray line. RiPS can be used as a reimbursable fruit exchange and will increase your lunch participation for the day.

