

# Simply Organic® Vanilla Extracts

## New Merchandising Trays

*Premium organic vanilla deserves premium shelf placement.*

New "caddies" now available to ensure Simply Organic Vanilla Extracts merchandise well on shelf.

### Merchandising Tray Details

- Frontier/Simply Organic Item #17943
- Dimensions:  
2 oz – 13.6" L x 1.4" W  
4 oz – 13.6" L x 1.8" W
- Holds:  
2 oz – holds 10 bottles  
4 oz – holds 8 bottles
- Made of lightweight material (RPET) with foam tape on bottom (to keep tray from moving on shelf)

| UPC/Item #      | Description                           | Weight | Units/Case | MSRP   |
|-----------------|---------------------------------------|--------|------------|--------|
| 0-89836-18531-0 | Vanilla Extract 2 oz                  | 2.0    | 6          | \$5.59 |
| 0-89836-18532-7 | Vanilla Extract 4 oz                  | 4.0    | 6          | \$9.69 |
| 17943           | Vanilla Merchandising Tray (Set of 2) | —      | —          | —      |

All products are certified Organic (QAI) and Kosher (KSA)



\*\* Tray does not come with product; product needs to be ordered separately

### Examples of merchandising improvement opportunities.

