



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

Merchandising and Serving Instructions

“Rips” are shelf stable and should be stored at room temperature (60-80 degrees)

Place in freezer **2 days** prior to serving to allow for complete freezing (mark date 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 meal service and bring to serving area

Suggestions for display of “Rips” in serving area:

- Milk chest or cooler
- Serve right out of shipping box or display in food storage container on serving line (pouches will stay frozen when stacked tightly together)
- Sample pouches placed next to registers are good for creating impulse purchases. Visibility of colorful packaging is key to generating sales (out of sight, out of mind)

Recommended sell price for “Rips” Pouch Pack is **\$1.00-\$1.25**

Poster and product usage flyer (“Squish, Rip and Sip”) will be available through Cool Tropics distributor

“Rips” can be placed back into storage and re-frozen as needed. The shelf life is one year.

