



**MORE** than just products.  
Partners in **GROWTH**.

VOLUME 41 | ISSUE 4 | APRIL 2025



# FUEL DEMAND WITH PROTEIN

*A HIGH-DEMAND CATEGORY THAT DRIVES SALES AND REPEAT PURCHASES.*







# FUEL DEMAND WITH PROTEIN

A HIGH-DEMAND CATEGORY THAT DRIVES SALES AND REPEAT PURCHASES.



VISTAR

DISCRIPTION	PACK	SIZE	VISTAR ID
Quest Protein Chips Nacho Cheese	8 pk	1.1 oz	QUN01029
RxBar Chocolate Sea Salt	6/12 pk	1.83 oz	CG000430
Kind Bar Protein Max Sweet & Salty Caramel Peanut Crisp	6/12 pk	2.2 oz	PHW43475
Wilde Buffalo Chicken Chips	8 pk	1.34 oz	WLB08419
Barebells Chocolate Dough Protein Bar	12/12 pk	1.94 oz	VTN42967
Jack Link's Cold Crafted Beef & Colby Jack	16 pk	1.5 oz	JLB88856
OWYN Protein Shake Vanilla	12 pk	12 oz	OWY00499
Chobani Mixed Berry Greek Yogurt Drink	8 pk	7 oz	AGR01180
Oberto Chicken Teriyaki Bites	5/6 pk	4 oz	SMO63071
Country Archer Original Beef Stick	6/18 pk	1 oz	SGE00647
Sabra Snackers Classic Hummus & Pretzels	12 pk	4.56 oz	FRI01195
Oikos Triple Zero Strawberry Greek Yogurt	12 pk	5.3 oz	DAC00836
P3 Turkey Breast, Colby Jack Cheese and Almonds	2/5 pk	2 oz	GEN70750
Hillshire Genoa Salami Small Plate	12 pk	2.76 oz	JIM20181
Wonderful Pistachios - In Shells	96 pk	1 oz	PAR99009
Blue Diamond Almonds Smokehouse	12/12 pk	1.5 oz	BLU5179

Exclusions may apply. This item may not be available in all regions. Offerings, quantities, and participation may vary by location. Please contact your local Vistar representative for specific details, availability, and terms.

PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.



**NEW!** **DUOS**



# JACK LINK'S DUOS: A BOLD FLAVOR COMBO THAT KEEPS CUSTOMERS COMING BACK!

Jack Link's DUOS offers a unique pairing of flavors in one package, combining sweet and spicy taste for a bold snacking experience. that appeals to operators that are selling to customers.



Buffalo Ranch  
Chicken Stick Duos  
6/10 ct | 1.84 oz  
JLB01559



Original & Teriyaki  
Beef Stick Duos  
6/10 ct | 1.84 oz  
JLB01521

**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**

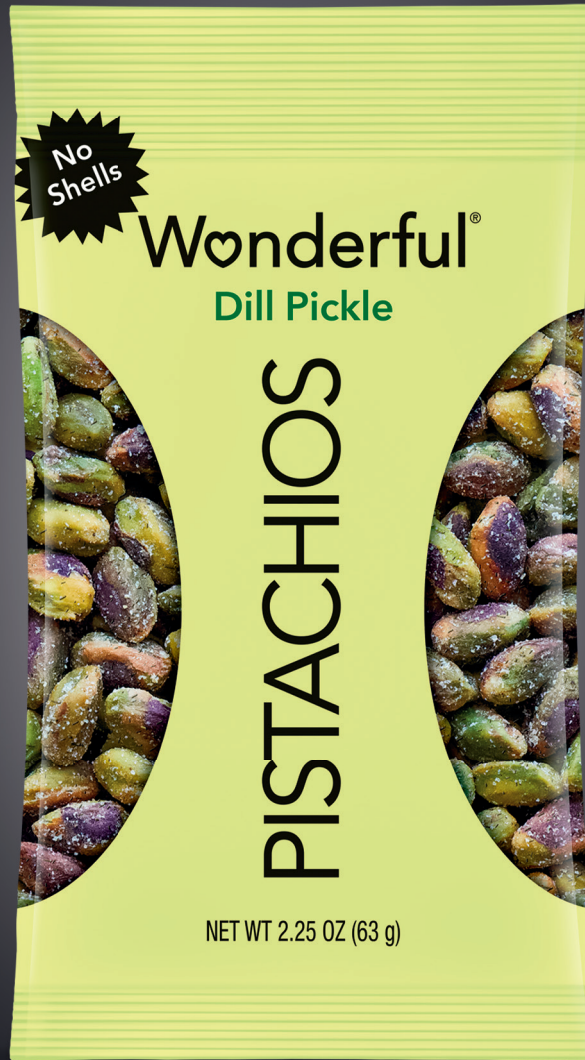


Exclusions may apply. This item may not be available in all regions. Offerings, quantities, and participation may vary by location.  
Please contact your local Vistar representative for specific details, availability, and terms.



**ORDER  
NOW**

# THESE ARE THE REAL DILL



In a snacking pickle? Look no further! Our just-released Wonderful Pistachios No Shells Dill Pickle are a tangy mix of dill, vinegar, salt, and roasted pistachios. They're simply dill-icious.

VISTAR ITEM NUMBER:  
PAR70232 - DILL PICKLE 2.25 OZ

VISTAR™

fit  
pick





**SAVE \$.50<sub>OFF</sub>**  
**PER CASE!**



**New to  
to Foodservice**  
**bibigo™ Chicken & Vegetable  
Steamed Dumplings**

**#1 Asian Snacks and Apps Brand\***

Refrigerator  
Shelf Life 10 Days

**Selling Points**



**Restaurant-Quality Taste**

Steamed dumplings filled with chicken, cabbage, onion, and shiitake mushrooms packed into a wrapper for bold flavor and served with a dipping sauce



**High Versatility**

Perfect for any daypart: snack, lunch, or dinner



**Easy Prep**

Microwave or steam in minutes

**CONTACT YOUR VISTAR  
PREPESNTATIVE  
TODAY!**



SCF54078



**Steamed  
Dumplings**

**Chicken &  
Vegetable**

Dipping Sauce  
Included







6  
Pills  
Cooked  
KEEP FROZEN







## Attract New Customers with On-Trend, Unique Sandwich Varieties

Product Code	Product Description	Net Wt.	Case Count	Shelf Life	Unit UPC Code	Vistar Code
3086	<b>Cuban Style Sandwich</b> Smoked Ham, Pulled Pork, Swiss Cheese, Pickles and Yellow Mustard on a Sub Bun	6.4 oz	8	30-days	0-41433-03086-8	ESW13086
						
3087	<b>BBQ Pulled Pork</b> made with Sweet Baby Ray's®	5.5 oz	10	14-days	0-41433-03087-5	ESW13087
						
3088	<b>Roast Beef &amp; Cheese</b> on an Onion Bun	4.3 oz	10	14-days	0-41433-03088-2	ESW13088
						
3089	<b>Chipotle Chicken Wrap</b> Grilled White Meat Chicken, Pepper Jack Cheese, Chipotle Ranch Dressing & Roasted Poblano Peppers on a Chipotle Flour Tortilla	7.9 oz	8	30-days	0-41433-03089-9	ESW13089
						

Refrigerated shelf life after thawing



# GRAB 'N GO



## HEAT 'N EAT OPTIONS FROM SMITHFIELD CULINARY



**CALZONES**

- Featuring Carando Italian meats
- Microwaveable in less than 2 minutes
- Deliver a crusty exterior with a soft interior
- Ship frozen for merchandising flexibility
- Products have 14 day-shelf life after thaw



**RIP-N-DIPS**

- Fun, ingredient-filled pizza rings
- Featuring Carando Italian meats
- Microwave- or oven-cooked
- Individually wrapped
- Dipping sauce included with each

MICROWAVE | CONVENTIONAL OVEN | CONVECTION OVEN | DEEP FRYER | TURBOCHEF

### HEAT 'N EAT

GTIN	PRODUCT DESCRIPTION	VISTAR
20076033351703	Carando Calzone, Pepperoni,12/6Z,FZ	STF35170
20076033351710	Carando Calzone, Meatball,12/6Z,FZ	STF35171
20076033101964	Carando Pizza Ring Pepp/Cheese,12/8.5Z,FZ	STF10196
20076033101957	Carando Pizza Ring Cheese,12/8.5Z,FZ	STF10195

For information on all these Grab 'N Go items, or any other Smithfield Culinary products, please contact Michelle Young at 816-591-8413 or [mjyoung@smithfield.com](mailto:mjyoung@smithfield.com) or visit [www.SmithfieldCulinary.com](http://www.SmithfieldCulinary.com).







**AVAILABLE NOW!**



INTRODUCING  
*Our Newest Innovations*



**From Market Sandwich and  
Deli Express**







**We elevate snacking,  
with superior ingredients  
& bold flavors,  
featuring consumers' favorite brands**



### Exclusive Partnerships



Tajin is the #1  
Chili Powder  
brand in the US!'



43% HHP, the  
most for any Ranch  
dressing brand<sup>2</sup>



Hot Ones is a  
phenomenon with:  
2.3B+ lifetime views<sup>3</sup>

### Premium Branded Ingredients



#1 most popular candy in America  
is now in our best-selling trail mixes<sup>4</sup>

### Options Across Top Snacking Categories

Item Description	SC Item Number	UPC-CS	Vistar Item #	SRP
TAJIN WATERMELON RINGS 5oz/6	1721610	087076296100	WSK29610	\$3.99
ENERGIZER TRAIL MIX 6.75oz/6	1721459	087076294595	CSU29459	\$3.99
HOT ONES TANGY CHILI SNACK MIX 4.5oz/6	1721916	087076299163	WSK29916	\$3.99
HIDDEN VALLEY RANCH PEANUTS 4.5oz/6	1721704	087076297046	WSK29704	\$3.99

gummy  
candy



trail  
mix



snack  
mix & corn



snack  
nuts



SOURCE: 1. IRI DATABASE 52 WEEKS ENDING 12/01/2024 - TOTAL US MULO+C; NON-CHOCOLATE CANDY, BRAND FRANCHISE, MINIMUM ACV >= 102.  
HHP Data: IRI Panel, NBD Dollar Adjusted, 52wks ending 12/26/2021; historical #s for Total HVR Franchise, HVR Seasonings and Shakers adjusted due to  
add.3. HOT ONES BRAND DECK 4. yougov.com Public Opinion Poll

Contact  
your Vistar rep  
for all Snak Club  
options



VISTAR<sup>SM</sup>

SAVE \$2.00  
PER CASE

Sparkling Ice<sup>®</sup> STARBURST<sup>™</sup> & Sparkling Ice Caffeine 16 oz cans

ANYTHING  
BUT SUBTLE<sup>™</sup>

TLK95996

TLK95383

TLK95385

STRAWBERRY

SPARKLING  
ICE<sup>®</sup>

Starburst<sup>™</sup>



**ZERO SUGAR**

with VITAMINS and  
ANTIOXIDANTS

BLUE RASPBERRY

SPARKLING  
ICE<sup>®</sup>  
CAFFEINE



**ZERO SUGAR**

with VITAMINS and  
ANTIOXIDANTS

BLACK RASPBERRY

SPARKLING  
ICE<sup>®</sup>  
CAFFEINE



**ZERO SUGAR**

with VITAMINS and  
ANTIOXIDANTS





VISTAR<sup>SM</sup>

**FLAVORED  
PREBIOTIC  
SODA**

**SAVE \$2.50** PER CASE

**POPWELL<sup>TM</sup> 12 oz CANS**



**TLK95969**



**TLK95971**



**TLK95967**





poppi

soda's back,  
but better

save  
**\$1.60**  
per case



Cherry Limeade  
XNA71008



Alpine Blast  
XNA71170



Classic Cola  
XNA71036

✦ contact your local representative today ✦

# HIGH-KEY HYDRATION, LOW-KEY FLAVOUR

## SMOOTH AS ICE

Introducing PRIME ICE Hydration, a toned-down take on our iconic Hydration Drink. Consumers thirsting for a lighter, crisper take on the beverage that broke the internet are in for an icy cool quench. Uncap your potential—let's break the ICE.

## SO LIGHT, IT'S LIT

- + PRIME ICE is built upon bringing new consumers to the portfolio who are health and flavor conscious
- + Nearly half of millennials and Gen-Z are seeking less sweet options
- + Gatorade Frost appeals to consumers seeking less sweet flavors and is #5 in their portfolio behind well established core flavors
- + 1/3 of consumers lapse on Hydration because of taste profile



**PRH12549**

### FLAVOR DESCRIPTION —

With crisp splashes of pineapple, cherry, and orange, Red Chill tastes like a light polar punch.



**PRH12679**

### FLAVOR DESCRIPTION —

A lighter twist on a popsicle, Orange blends refreshing citrus with a chill hint of cream.



**PRH12547**

### FLAVOR DESCRIPTION —

Brisk and refreshing, Blue Chill combines light citrus with just a drop of juicy blueberry.

**\$1 OFF PER CASE**

**CONTACT YOUR VISTAR REP TODAY!**





# BIGGER IS BETTER

## FAST FACTS

- ⚡ THE RIGHT AUDIENCE —**  
PRIME Energy and 16oz energy buyers have similar profiles
- ⚡ THE RIGHT FLAVORS —**  
All our bestselling PRIME Energy flavors in a larger size
- ⚡ THE RIGHT FORMULA —**  
PRIME Energy has 200mg of caffeine & 300mg of electrolytes

## THE PRIME ENERGY FAM

- ⚡** The PRIME Energy audience is an older, more mature version of our iconic hydration consumer, with edgier marketing targeted to 18+ audiences.
- ⚡** They embrace the attitude and lifestyle of PRIME, but they're looking for fuel for everything from a workout to a night out.

### DRIPSICLE

A refreshing blend of sweet cherries, sour lime and blue raspberry.



PRH12721

### ORIGINAL

Light yet tangy with a hint of lime followed by a punch of pink grapefruit.



PRH12723

### DREAM POP

Far-out orange swirls with dreamy vanilla for the ultimate flavor trip



PRH12719

### CHERRY LIMEADE

Vibrant cherry collides with tangy lime for a high voltage flavor experience



PRH12717

**\$2 OFF PER CASE**

**CONTACT YOUR VISTAR REP TODAY!**



# MADE WITH FRUITS & VEGGIES



POWER PROFITS  
WITH FLAVORS  
CUSTOMERS CRAVE!

CAM27633

VISTAR.

**ORDER  
TODAY**

Contact your Vistar or Campbell's Foodservice vending sales representative for more information and to order V8 +Energy® Sparkling Orange Pineapple 11.5 oz. (CAM27633)

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*Campbell's*  
**Foodservice**



# WIINGS

WITH THE TASTE OF WILD BERRIES.

NOW WITH AND WITHOUT SUGAR.



**Red Bull**

VITALIZES BODY AND MIND®.

VISTAR.

# steaz®

ANTIOXIDANT BREW®

## ORGANIC GREEN TEA



VISTAR™



A NEW BREW OF TEA  
THAT **REFRESHES** THE  
MIND, BODY, & SOUL.





# Snack Sales Just got Sweeter!

Kar's Sweet & Salty Mix is a top-selling must-have, and now, with new Dunkin' flavors like Frosted Donuts & Sprinkles and Caramel Cold Brew, these exciting additions are set to drive growth and increase repeat purchases.



**NEW!**

**Kar's Dunkin Frosted  
Donut & Sprinkles**  
12 ct | 2 oz | KAR07165



**Kar's Sweet 'n Salty**  
72 ct | 2 oz | KAR08987  
42 ct | 3.5 oz | KAR08997



**NEW!**

**Kar's Dunkin  
Caramel Cold Brew**  
12 ct | 2 oz | KAR07168

*Exclusions may apply. This item may not be available in all regions. Offerings, quantities, and participation may vary by location. Please contact your local Vistar representative for specific details, availability, and terms.*



**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**



Real Fruit  
Goodness From

FARMER-OWNED  
**TREE TOP**  
SINCE 1960

**SAVE**  
**\$4 OFF**  
per case

\$4.00 off per case through BBI

April 1st, 2025 to June 30th, 2025

\*some exclusions may apply

**Farmer Grown.**  
**Farmer Owned.**



**TRE85250**

Contact Your Local Representative Today

**VISTAR**



# La COLOMBE®

**\$1  
OFF**

**PURCHASE OF ANY  
LA COLOMBE CASE**

Valid April 1-June 30, 2025



Item Description	Pack	Size	Item ID
La Colombe Oat Milk Vanilla	12	11 oz	LCT00521
La Colombe Vanilla Latte	12	11 oz	LCT30502
La Colombe Caramel Latte	12	11 oz	LCT00499
La Colombe Mocha Latte	12	11 oz	LCT00500
La Colombe Cold Brew	12	11 oz	LCT00535
La Colombe Triple Latte	12	11 oz	LCT00501

**CONTACT YOUR LOCAL VISTAR REPRESENTATIVE TODAY!**





# Cold Drinks Boost Consumption

Flavia accounts with hot & cold drinks saw  
11% more consumption vs. hot-only.\*



Contact Lavazza for any  
equipment needs.

\*2024 Flavia IQ Data, All Active Machines with Chill vs. No Chill.







# Starbucks® coffee: crafted for every taste



SBK49195

SBK11017871

SBK11017854

SBK51755

Contact your local representative today







Nestlé  
Professional  
Solutions

# Quality Coffee Meets Irresistible Creamers!

Seattle's Best Coffee offers the perfect blend of bold and smooth, while Coffee mate brings a variety of flavors to satisfy every coffee lover.



Item Description	Pack	Size	Item ID
Coffee mate Original Liquid Creamer Singles	4/50	.375 fl oz	NES35110
Coffee mate French Vanilla Liquid Creamer Singles	4/50	.375 fl oz	NES35170
Coffee mate Hazelnut Liquid Creamer Singles	4/50	.375 fl oz	NES35180
Seattle's Best Coffee Portside Blend Portion Pack	72	2 oz	SBK11008558
Seattle's Best Coffee Pier 70	72	2 oz	SBK11008556

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**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**





# SPICE UP YOUR SALES WITH TAKIS AND POPCORNOPOLIS FUEGO!

A fan-favorite snack that flies off the shelves—Takis & Popcornopolis Fuego brings the heat, the flavor, and the repeat business you want.



Item Description	Pack	Size	Item ID
Takis Hot Nuts Fuego Double-Crunch Peanuts	36 ct	3.2 oz	BAR00894
Takis Hot Nuts Fuego Double-Crunch Peanuts	12 ct	1.75 oz	BAR04368
Takis Stix Fuego Corn Chips	20 ct	4 oz	BAR01060
Takis Waves Fuego Wavy Potato Chips	20 ct	2.5 oz	BAR126496
Takis Kettlez Fuego Kettle-Cooked Potato Chips	20 ct	2.5 oz	BAR04636
Takis Crisps Fuego Canister	15 ct	5.5 oz	BAR04668
Takis Rolls Fuego Tortilla Chips	20 ct	3.25 oz	BAR04807
Takis Fuego Mix	18 ct	2.5 oz	BAR05126
Takis Rolls Fuego Takis To Go	20 ct	3.25 oz	BAR05144
Popcornopolis Takis Fuego Bag	12 ct	2 oz	BAR01636

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**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**





**Nerds Rainbow Gummy Clusters**  
12 pk | 5 oz | FER08073

**Nerds Very Berry Gummy Clusters**  
12 pk | 5 oz | FER06067





# Bold Flavor, **BIG SALES!**

Garden of Eatin's, Bugles, and Chex Mix Original are top-selling classics, and the new Bugles Tabasco flavor adds an exciting twist to fuel sales and increase demand.

## Chex Mix Traditional

8 pk | 4.5 oz | GEM21494  
60 pk | 1.75 oz | GEM1240

## Bugles Original

36 pk | 1.5 oz | GEM3681  
6 pk | 3 oz | GEM14834



## Garden of Eatin's SnackMix Original

36 pk | 2.5 oz | GEM1474  
60 pk | 1.75 oz | GAR20026

**NEW!**

## NEW! Bugles Tabasco

6 pk | 3 oz | GEM22563

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**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**



# HARIBO

## A Golden Opportunity Awaits

From the #1 gummy brand, bring in proven best-sellers and exciting new varieties to boost your sales.



Haribo GoldBears Vending Pack  
64 pk | 2 oz | HAR25164

Haribo GoldBears  
12 pk | 5 oz | HAR30220

Haribo Sour GoldBears  
12 pk | 4.5 oz | HAR31220

Haribo Wild Berry GoldBears  
12 pk | 4 oz | HAR30240

PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.





# Better Snacking *Starts Here!*

Elevate your snack selection with better-for-you options that deliver great taste and satisfying crunch!



DESCRIPTION	PACK	SIZE	ITEM ID	\$ OFF PER CASE
Garden Veggie Ranch Chips	12 pk	2 oz	HFG32647	\$3.00
Garden Veggie Nacho Chips	12 pk	2 oz	HFG32655	\$3.00
Garden Veggie Wavy Chips	6 pk	2.25 oz	HFG32626	\$2.00
Garden Veggie Apple Cinnamon Straws	6 pk	2.25 oz	HFG32575	\$2.00
Garden of Eatin' Red Hot Blue Chips	12 pk	5.5 oz	HFG09679	\$4.00
Garden of Eatin' Blue Chips	24 pk	1.5 oz	HFGG00600	\$3.00
Garden of Eatin' Yellow Chips	12 pk	16 oz	HFG00825	\$4.00
Garden of Eatin' Blue Chips	12 pk	5.5 oz	HFG09682	\$4.00
Garden Veggie Ranch Straws	24 pk	1 oz	HFGHG30007	\$3.00
Garden Veggie Sea Salt Straws	24 pk	1 oz	HFGHG30057	\$3.00
Garden Veggie Wavy Chips	24 pk	1 oz	HFGHG30059	\$3.00
Garden Veggie Apple Cinnamon Straws	24 pk	1 oz	HFG32403	\$3.00
Garden Veggie Screaming Hot Straws	6 pk	2.25 oz	HFG32365	\$2.00
Garden Veggie Screaming Hot Straws	12 pk	4.25 oz	HFG32362	\$4.00
Garden Veggie Screaming Hot Straws	24 pk	0.75 oz	HFG32413	\$3.00
Garden Veggie Ranch	6 pk	2.25 oz	HFG32289	\$2.00
Garden Veggie Sea Salt Straws	6 pk	2.75 oz	HFG32288	\$2.00
Garden Veggie Apple Cinnamon Straws	12 pk	4.25 oz	HFG30281	\$4.00
Garden Veggie Sea Salt Straws	12 pk	5 oz	HFG30210	\$4.00
Garden Veggie Stack Chips	12 pk	5 oz	HFG32198	\$4.00
Garden Veggie Stack Sea Salt Chips	12 pk	5 oz	HFG32130	\$4.00
Terra Chips Sweets N Beets Chips	24 pk	1.2 oz	HFGT34561	\$4.00
Terra Chips Crinkle Chips	8 pk	2 oz	HFG13458	\$2.00
Terra Chips Sweets N Beets Chips	12 pk	5 oz	HFG01315	\$4.00
Terra Chips Crinkle Chips	12 pk	5 oz	HFG01431	\$4.00
Terra Orginal Chips	24 pk	1 oz	HFG12345	\$4.00
Terra Chips Orginal	12 pk	5 oz	HFG01450	\$4.00
Terra Chips Orginal	24 pk	1.5 oz	HFG91345	\$5.00
Terra Chips Orginal	8 pk	1.5 oz	HFG13456	\$2.00
Terra Blue Chips	24 pk	1 oz	HFGT78920	\$4.00

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PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY. **VISTAR**

# LIGHT, CRUNCHY, & **DELICIOUS**

SkinnyPop offers a guilt-free snacking experience with simple ingredients and no artificial flavors, making it the perfect grab-and-go option for health-conscious consumers.



12 pk | 1 oz  
SKP00408

Exclusions may apply. This item may not be available in all regions. Offerings, quantities, and participation may vary by location. Please contact your local Vistar representative for specific details, availability, and terms.



**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**







# ZAPP'S® VOODOO®

TANGY,  
SWEET,  
& BOLD!



Zapp01005

Contact your Vistar representative today!





# BBQ SNACKS THAT DRIVE SALES!

Sweet, smoky, and seriously profitable! These best-selling Doritos BBQ Sweet & Tangy XVL and Fritos Honey BBQ Twists XVL are must-haves for increasing basket size and boosting sales.

**\$2.70 OFF PER CASE**

March 17 - April 30, 2025



Fritos  
Honey BBQ Twists XVL  
26 pk | 3.25 oz | FRI76638



Doritos  
BBQ Sweet and Tangy XVL  
24 pk | 2.5 oz | FRI77291

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**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**

 **VISTAR**



# m&m's

# A Legendary Duo

Peanut butter lovers, rejoice!  
PB&J joins M&M'S® to drive  
even bigger sales!



## MARS

M&M's Peanut  
Butter and Jelly  
Singles

12/24 pk | 1.63 oz  
MMM60555

M&M's Peanut  
Butter and Jelly  
Share Size

16/24 pk | 2.83 oz  
MMM60561



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your local Vistar representative for specific details, availability, and terms.

**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**

**VISTAR**

# *Irresistible* **CLASSICS**

Your customers crave the brands they love—stock up on these iconic snacks to keep them coming back for more!

**SWEDISH FISH PEG BAG**  
12 pk | 3.6 oz | MOZ00660



**SOUR PATCH KIDS WATERMELON PEG BAG**  
12 pk | 3.6 oz | MOZ00660



**SOUR PATCH KIDS PEG BAG**  
12 pk | 3.6 oz | MOZ00659



**CHIPS AHOY!**  
**MINI COOKIES BIG BAG**  
36 pk | 3 oz | GEN00043



**CHIPS AHOY!**  
**COOKIES SHARE SIZE**  
60 pk | 2 oz | NFG015480

Exclusions may apply. This item may not be available in all regions. Offerings, quantities, and participation may vary by location. Please contact your local Vistar representative for specific details, availability, and terms.

**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**





# FUEL SALES WITH CLIF

Stock the trusted CLIF core items your customers love while driving excitement with the delicious new Cookies & Creme flavor.  
More variety, more sales, more satisfaction!



Item Description	Pack	Size	Item ID
Clif Chocolate Chip	16/12	2.4 oz	CCC160004
Clif Crunchy Peanut Butter	16/12	2.4 oz	CCC50120
Clif White Chocolate Macadamia	16/12	2.4 oz	CCC161009
Clif Builders Choc Peanut Butter	16/12	2.4 oz	CCC160041
<b>NEW!</b> Clif Cookies & Creme	16/12	2.4 oz	CCC06944

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Please contact your local Vistar representative for specific details, availability, and terms.

**PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.**





# AMERICA'S FAVORITE FRUIT SNACKS®

**Welch's**  
FAMILY FARMER OWNED

*Fruit  
Snacks*

PIM05092

PIM05098

PIM05091



**SAVE \$1.50<sup>OFF</sup>  
PER CASE!**

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CONTACT YOUR VISTAR REPRESENTATIVE TODAY!

**VISTAR**<sup>SM</sup>



# CHEERS TO ✦ POSITIVE ✦ ✦ ENERGY ✦



**ALA51310**



**ALA51307**



**ALA51383**



**ALA51850**

**\$3 OFF PER CASE!**

**Contact Your Vistar Rep Today!**



# stock craveable snacks from lovable brands



CAM13539

KTL12279



**ORDER  
TODAY**

Contact your Vistar or Campbell's Foodservice sales representative for more information and to order Kettle Brand® Jalapeño Potato Chips (KTL12279) and Goldfish® Baked Snack Crackers (CAM13539).

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**Campbell's  
Foodservice**

VISTAR



KARMA STICK PACKS ARE NOW AVAILABLE IN ALL 21 VISTAR OPCOS

# KARMA<sup>®</sup>

## PROBIOTIC STICKPACKS

### HEALTHY HYDRATION ANYWHERE, ANYTIME



#### DIGESTIVE HEALTH

2 BILLION ACTIVE  
PROBIOTIC CULTURES

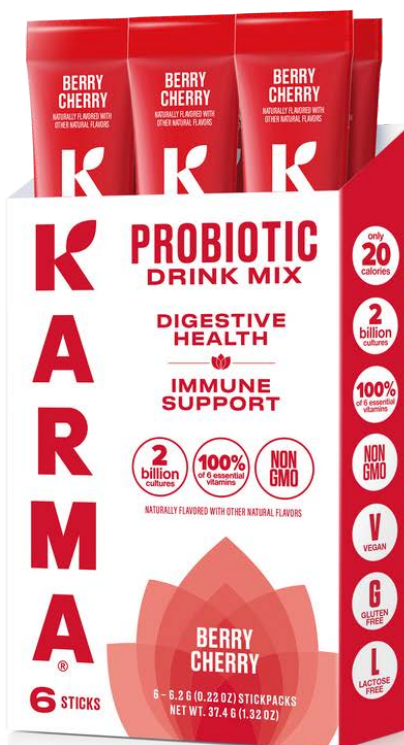


#### IMMUNE SUPPORT

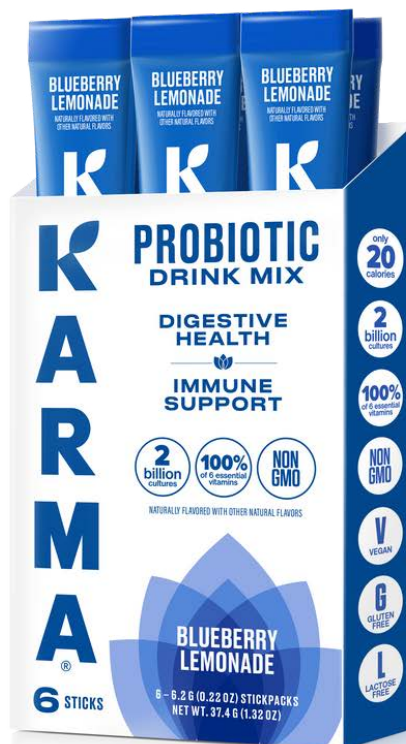
100% of SIX  
ESSENTIAL VITAMINS



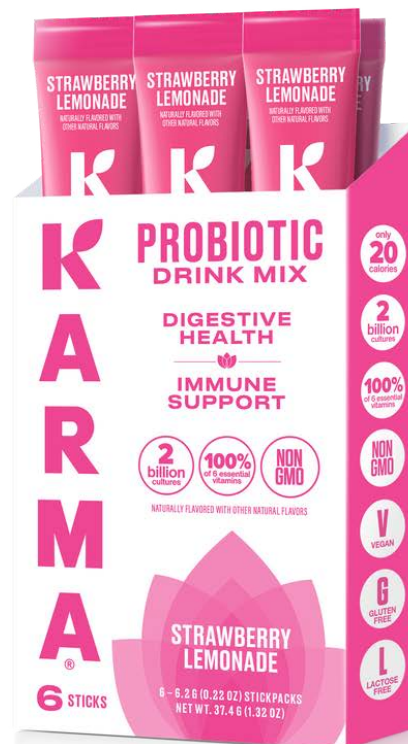
**NEW PRODUCT!**



**BERRY CHERRY**  
**KAC55016**



**BLUEBERRY LEMONADE**  
**KAC55015**



**STRAWBERRY LEMONADE**  
**KAC55017**



non-gmo



gluten free



vegan



low sugar



kosher

[www.drinkKARMA.com](http://www.drinkKARMA.com)

VISTAR<sup>®</sup>



# pop. tarts®

## CRUNCHY

### POPPERS



Get ready to bring some *Crazy Good* crunch to snack-time with the first-ever crunchy, bite-sized snack from Pop-Tarts®!

Introducing NEW Pop-Tarts® Crunchy Poppers, a sweet snackable munch with a crispy crunch, tasty filling and coated in frosting and sprinkles. Pop-Tarts® Crunchy Poppers are available in two *Crazy Good* flavors: Frosted Strawberry Crunch and Frosted Brownie Crunch.

VISTAR.

CASE UPC	PRODUCT DESCRIPTION	OZ.	MFG#	VISTAR CODE
38000299308	Pop-Tarts® Crunchy Poppers Frosted Brownie	2.1 oz.	38000-29930	KEE29930
38000299346	Pop-Tarts® Crunchy Poppers Frosted Strawberry Crunch	2.1 oz.	38000-29934	KEE29934

For more information, contact your Kellanova Sales Representative, or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)





# Classic - COOKIE -

THE COOKIES STUDENTS CRAVE!



\*CONTACT YOUR VISTAR REPRESENTATIVE TODAY!



January 1 –  
June 30, 2025

# BACK.BETTER. BIGGER.

Save up to 0.15¢ off-invoice per unit!



**0.15¢**  
OFF PER UNIT

**Chocolate Mini Donuts** - 6/12/3.3oz. (Fresh VISTAR#: FLO48030620 | FOA VISTAR#: FLO48030622FOA)  
**Powdered Mini Donuts** - 6/12/3oz. (Fresh VISTAR#: FLO48030630 | FOA VISTAR#: FLO48030632FOA)  
**Crunch Mini Donuts** - 6/12/3.4oz. (Fresh VISTAR#: FLO48030970 | FOA VISTAR#: FLO48030972FOA)  
**Chocolate Cupcakes 2 Pack** - 6/6/4oz. (Fresh VISTAR#: FLO48055131 | FOA VISTAR#: FLO5115513)

**0.10¢**  
OFF PER UNIT

**Glazed Donut Sticks 2 Pack** - 6/12/2.75oz. (Fresh VISTAR#: FLO00433 | FOA VISTAR#: FLO04337)  
**Brown Sugar Cinnamon Donut Sticks 2 Pack** - 6/12/2.75oz. (Fresh VISTAR#: FLO00721 | FOA VISTAR#: FLO07215)  
**Blueberry Donut Sticks 2 Pack** - 6/12/2.75oz. (Fresh VISTAR#: FLO00776 | FOA VISTAR#: FLO07765)  
**Deluxe Reese's® Peanut Butter Cupcakes 2 Pack** - 6/6/4.5oz. (Fresh VISTAR#: FLO02038)  
**Deluxe Hershey's® Triple Chocolate Cakes 2 Pack** - 6/8/3.5oz. (Fresh VISTAR#: FLO00767)  
**Deluxe Hershey's® Cookies n Crème Cakes 2 Pack** - 6/8/3.5oz. (Fresh VISTAR#: FLO91641)  
**Deluxe Oreo® Brownie** - 6/8/3oz. (Fresh VISTAR#: FLO05107 | FOA VISTAR#: FLO51075)

**0.02¢**  
OFF PER UNIT

**4oz Glazed Honey Bun** - 36/4oz. (Fresh VISTAR#: FLO48036990 | FOA VISTAR#: FLO48036992FOA)

FOR MORE INFORMATION CONTACT YOUR LOCAL G & J MARKETING AND SALES  
REPRESENTATIVE OR FLOWERS REGIONAL SALES MANAGER.

G & J Marketing and Sales | 727.785.0066 | [orderentry@gandj.com](mailto:orderentry@gandj.com)

VISTAR.

Flowers  
FOODS



# MASTER SNACK SALES

## WITH 2 NEW FLAVORS

Peanut Butter  
& Raspberry  
on Wheat



Peanut Butter &  
Honey on Wheat

The Best Part of the Sandwich™ is crushing even more cravings with new flavors – and now, a 7-day refrigerated shelf life.

-  **NEW** 7-day refrigerated shelf life
-  48-ct. cases with 8-ct. inner cartons
-  9-month frozen shelf life
-  9 grams of protein

PRODUCT CODE	VISTAR ID	DESCRIPTION	PACK/SIZE
5150064803	SMU64803	Smucker's® Uncrustables® Peanut Butter & Grape Jelly on Wheat	6/8ct/2.6oz
5150030033	SMU30033	Smucker's® Uncrustables® Peanut Butter & Strawberry Jam on Wheat	6/8ct/2.6oz
5150034206	SMU34206	Smucker's® Uncrustables® Peanut Butter & Raspberry Spread on Wheat	6/8ct/2.6oz
5150001598	SMU01598	Smucker's® Uncrustables® Peanut Butter & Honey Spread on Wheat	6/8ct/2.6oz

To learn more, contact your Smucker Away From Home Sales Rep or visit [www.SmuckerAwayFromHome.com](http://www.SmuckerAwayFromHome.com)

 **VISTAR**



THE J.M. SMUCKER Co  
Away From Home

Little Debbie

# Mini MADNESS

**\$1 OFF PER CASE**  
March 1 - 31, 2025



**Mini Donuts - Powdered**  
Vistar Number: #MCK89021  
Net Weight: 3.0 oz. | Case Count: 72 (6/12's)  
Shelf Life: 45 Days | Sell by Date Coded



**Mini Donuts - Glazed**  
Vistar Number: #MCK89026  
Net Weight: 3.0 oz. | Case Count: 72 (6/12's)  
Shelf Life: 40 Days | Sell by Date Coded



**Mini Donuts - Frosted**  
Vistar Number: #MCK90208  
Net Weight: 3.1 oz. | Case Count: 72 (6/12's)  
Shelf Life: 40 Days | Sell by Date Coded

## DID YOU KNOW\*

- Little Debbie Is America's Favorite Snack Cake\*
- We Have Fill Rates You Can Count On
- Donuts Have Long Been a Beloved Treat for Consumers of All Ages
- Little Debbie Snacks are Known for Quality and Value

\*The Nielsen Company, SCANTRACK, Total US Convenience, 52 Weeks Ending 10/01/2023. Baked SweetGoods Category, ranked on unit sales.

## ★ PERFECT FOR:

- Vending ◦ Micro Markets ◦ Pantries
- Catering ◦ Cafeterias

Contact Your **VISTAR** Sale Person Today!

McKeeFoodservice.com | FoodService@McKee.com

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**McKee**  
A FAMILY BAKERY



# Kellogg's RICE KRISPIES TREATS®

CRISPY RICE SQUARES

## Chocolatey Peanut Butter BARS



Introducing Rice Krispies Treats®  
Chocolatey Peanut Butter crispy rice  
squares are delicious snacks for  
everyday moments; Perfectly sized,  
ready-to-enjoy treat.



Chocolatey Peanut Butter is the  
TOP REQUESTED FLAVOR by  
Rice Krispies Treats® consumers  
and made at home by millions.\*

15% of consumers enter  
Rice Krispies Treats® through flavors  
AND they drive 32% of repeat  
purchases across the portfolio.\*



CASE UPC	PRODUCT DESCRIPTION	OZ.	MFG#	VISTAR CODE
3800030312	RICE KRISPIES TREATS® CHOCOLATEY PEANUT BUTTER	1.5 OZ.	38000-30312	KEE30312

FOR MORE INFORMATION, CONTACT YOUR  
KELLANOVA SALES REPRESENTATIVE,  
OR VISIT [KELLANOVAAWAYFROMHOME.COM](http://KELLANOVAAWAYFROMHOME.COM)

\*NielsenIQ Homescan Panel Data, Lates 52 WE 3/24/24.  
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# Kellanova

VISTAR



# SWEETEN UP THEIR DAY

with the #1 single-serve brand<sup>1</sup>



Vistar Item #	Smucker SKU (Frozen)	Item Description	Case Pack
HOS01254	8810902154	Hostess® Powdered Donettes 6-pack - Single Serve	6/10 pk/3 oz
HOS02152	8810902152	Hostess® Chocolate Donettes 6-pack - Single Serve	6/10 pk/3 oz
HOS02018	8810902018	Hostess® Crunch Donettes 6-pack - Single Serve	6/10 pk/4 oz
HOS21233	8810921233	Hostess® Powdered Donettes Bags	6/10 oz
HOS02001	8810902001	Hostess® Chocolate Cupcakes 2-pack - Single Serve	6/6 pk/3.17 oz
HOS02151	8810902151	Hostess® Twinkies 2-pack - Single Serve	6/6 pk/2.7 oz
HOS02011	8810902011	Hostess® Vanilla Zingers - Single Serve	6/6 pk/3.81 oz
HOS02005	8810902005	Hostess® Chocolate Zingers - Single Serve	6/6 pk/3.81 oz
HOS25311	8810925311	Hostess® Jumbo Honey Bun - Single Serve	6/6 pk/4 oz
HOS02004	8810902004	Hostess® Cinnamon Streusel Coffee Cakes 2-pack - Single Serve	6/8 pk/2.89 oz
HOS25235	8810925235	Hostess® Ding Dongs 2-pack - Single Serve	6/6 pk/2.55 oz
HOS02153	8810902153	Hostess® Ho Hos 3-pack - Single Serve	6/6 pk/3 oz

Total Frozen Shelf Life: 270 Days. • Total Thawed Shelf Life: 60-70 Days.

**Make Hostess a Part of Your Snacking Assortment.  
Contact Your Smucker Away From Home Rep.**



THE J.M. SMUCKER Co  
Away From Home

<sup>1</sup>NielsenIQ Scan Data 52W/E 3-9-24

08\_71643 08/07/24 | ©/TM/© The J.M. Smucker Company



Little Debbie®

# SPRINKLED with TASTINESS



**\$1 OFF PER CASE**  
April 1 - 30, 2025

Cosmic Brownie  
Fresh: MCK89186 | FOA: MCK89586  
Net Wt. 4.0 oz | Case Ct. 60 (10/6's)  
Shelf Life: 75 Days

## Did You Know\*

- In convenience stores, Cosmic Brownies are the #6 most sold item in all of the baked sweet goods category.
- Cosmic Brownies are #1 brownies in the category.
- Little Debbie Is America's Favorite Snack Cake
- We Have Fill Rates You Can Count On

\*The Nielsen Company, SCANTRACK, Total US - Convenience, 52 Weeks Ending 11/30/2024. Baked Sweet Goods Category, ranked on unit sales

## Perfect For:

- Vending • Micro Markets • Pantries
- Catering • Cafeterias

Contact Your **VISTAR** Sale Person Today!

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VISTAR

**McKee**  
A FAMILY BAKERY



## RED BARON QUALITY IN A SAFE, CONVENIENT, INDIVIDUALLY WRAPPED PACKAGE

*A brand customers know and love, packaged for grab-and-go.*

### FEATURES & BENEFITS

- FLAVORFUL 5" DEEP-DISH CRUST
- SAUCE MADE FROM REAL TOMATOES
- 100% REAL CHEESE
- VERSATILE ACROSS ALL DAYPARTS
- ZERO OPERATOR LABOR
- MICROWAVE OR OVEN BAKE
- READY IN LESS THAN 4 MINUTES
- INDIVIDUALLY WRAPPED FOR VENDING AND RETAIL OPERATIONS

Refrigerator Shelf Life 7 Days



**SAVE \$.50 off  
PER CASE**

LIT73069



CONTACT YOUR VISTAR  
REPRESENTATIVE TODAY!







Great  
NEW Flavors  
& Brand



Welch's Grape 16oz 12pck – CAD52820  
Sour Patch Kids Blue Raspberry 16oz 12pck – CAD29601  
Orange Cream 16oz 12pck – CAD81219  
Cherry Limeade 16oz 12pck – CAD29895

**Contact your local Vistar Representative today!**



Ghost (16oz) – All Flavors

**\$1.00**

*Off per case*

**4/1/25 – 6/30/25**