

HOT BRAND.
HOT SALES.
HOT DOG!

Ball Park
BRAND

NET WT 3.9 OZ (111g)

KEEP REFRIGERATED
MAY BE FROZEN
FULLY COOKED

SINGLE SERVE

Hot Dog

ALL BEEF

ALL BEEF FRANK IN A BUN



SINGLE SERVE HOT DOGS

from the family of 



THE TASTE & QUALITY AMERICA LOVES

Offer America's best-selling hot dog! Made of 100% pure beef and no fillers, high-quality Ball Park® hot dogs deliver the delicious taste consumers prefer. Plus, their great value and high-impact packaging builds impulse sales. These hot dogs couldn't get any hotter!



BALL PARK IS THE #1 SELLING HOT DOG!¹

FEATURES	BENEFITS
<ul style="list-style-type: none"> • Leading brand consumers know and trust. • Premium-quality, all-beef hot dogs. • New high-impact packaging. • Quick and convenient on the go. 	<ul style="list-style-type: none"> • Featuring brands can increase sales by 10%.² • Patrons prefer the delicious taste of quality. • Spurs more impulse sales. • Easy for patrons to prepare and eat with little mess.

Code	UPC	Product	Unit Wt. (oz.)	Case Pack	Case Wt. (lbs.)	Case Dimensions (Inches) D x W x H	Ship	Frozen Shelf Life (Days)
10082	5450010082-1	Ball Park Single Serve Hot Dog	3.9	18	4.38	13.25 x 9.25 x 5.5	FRZ	180

HEATING INSTRUCTIONS (also on package):

1. Remove plastic film & wrap product in paper towel or napkin. 2. Heat in 1000-watt microwave for approximately 40 seconds.

Nobody Doesn't Like Sara Lee.®

For more information, call 1-800-682-SARA (7272)



¹ IRI Panel Data for 52 weeks ending 06/01/03

² 2004 Product & Evaluation Brand Power Assessment

