

FIRST CHOICE CONSUMER NEWS

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89¢

FIRST CHOICE
Frozen Orange Juice
12 oz. can



Try Me Sale – A Hit!

Consumers Stock Up On First Choice

It's the second big week of the First Choice Try Me Sale! Consumers are still taking advantage of the extra savings on many quality First Choice products including frozen orange juice, margarine and peanut butter, and are coming back for more great values.

First Choice offers consumers an affordable alternative to higher priced national brands with equal, or better, quality. Customers are impressed with First Choice quality and low prices, report store managers, and they are stocking up.

"First Choice products are a lot cheaper than national brands," says consumer Nanci Franzo, "...and the quality is just as good. I can't

tell the difference!"

Each First Choice product is guaranteed for total satisfaction. If, for any reason, a customer is dissatisfied with a First Choice product, it can be returned to the place of purchase for replacement or full refund.

The range of quality First Choice products includes items such as frozen foods, canned fruits and vegetables, condiments, soft drinks, cleaning products, paper products, pet supplies and more.

Shoppers can take advantage of the Try Me Sale savings to try new First Choice products and to stock up on their First Choice favorites.



Eat Light, Eat Right

The evidence is in: rich diets loaded with fat and cholesterol can be hazardous to your health.

Across the nation, Americans are listening and changing their eating habits. Rich, high-fat, high-cholesterol meals are being replaced by lighter, healthier foods.

Fruits, vegetables, starches and whole-grains are in high demand. Not only are they free of cholesterol and low in fat, they are also abundant sources of vitamins, minerals and fiber.

Here are a few quick tips to help you pick and prepare foods lower in saturated fat and cholesterol.

- Use skim or low-fat milk.
- Buy lean cuts of meat and trim visible fat.

- Prepare mixed dishes that combine meat with vegetables, whole-grains or starches (vegetable stew or pasta, for example.)
- Eat more fish, poultry (without skin), and dried peas and beans.
- Broil, bake or roast meat, fish and poultry instead of pan-frying or deep-fat frying.

Some First Choice foods that can be part of a healthier "light" diet include First Choice green beans, First Choice cut corn, First Choice spinach, First Choice sliced carrots, First Choice mixed vegetables, First Choice red kidney beans, First Choice spaghetti, First Choice long grain rice, First Choice vegetable oil and First Choice Raisin Bran.

Trim the Fat Off Your Budget

With today's skyrocketing prices, most food budgets need serious trimming. Consumers buying First Choice products have found a sure-fire way to get their budgets back in shape without compromising on quality.

First Choice offers consumers price reductions of up to 50% over national brands, with equal, or better, quality. That means substantial

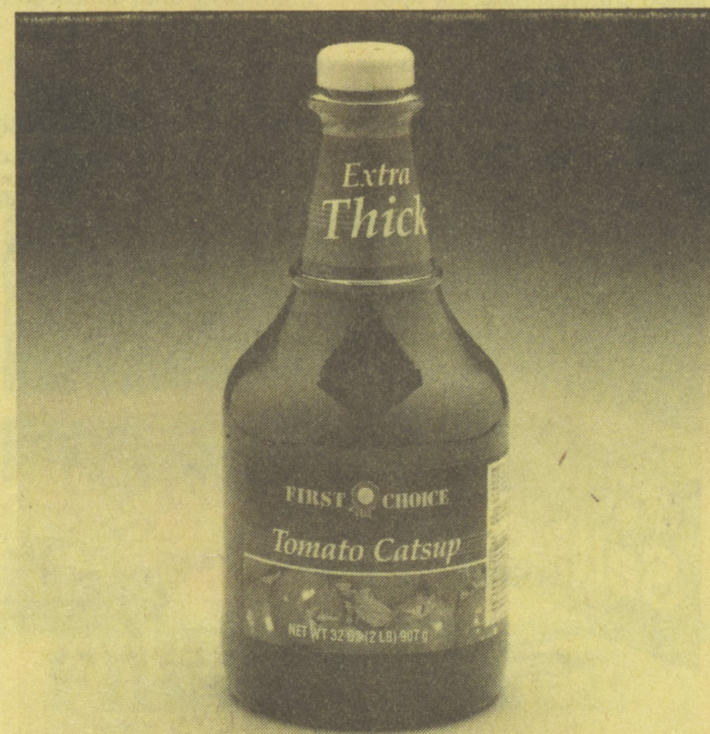
savings at the check-out on grocery items, frozen foods, household and cleaning products, paper products, pet supplies, and more.

Household products alone account for at least 20% of the grocery budget. By taking advantage of First Choice savings on these items, consumers can cut their budgets significantly.

In the grocery section, First Choice peanut butter is priced 40% lower than national brands. This frequently purchased item is a good example of how First Choice makes a difference

on food budgets.

This week, during the Try Me Sale, budget-conscious shoppers can benefit from extra savings on First Choice quality foods and products.



TRY ME!

FIRST CHOICE
Margarine
1 lb. qtrs.

3/100

TRY ME!

FIRST CHOICE
Catsup
32 oz. btl.

79¢

TRY ME!

FIRST CHOICE
Cut Green Beans
16 oz. can
Limit 4 with your \$10
purchase or more.

4/100