



SAHARAS®

THEY'RE NUTS

INTRODUCING A CRACKER OF A NUT!



Saharas Hot Nuts are created using only the finest quality peanuts. The nuts are enveloped in a crisp, wheat-based coating with a sweet chilli flavour. Delicious and utterly more-ish, they provide customers with the perfect compliment to a drink... and the enticing savoury flavour will encourage a continuous thirst!

Saharas are tasty, crunchy, coated peanuts, served hot and fresh in open cups. The scrumptious appearance in the dispenser draws customers to the nuts - and the delicious taste keeps them coming back for more.

Introducing a super-nut

Saharas is a Hot Nut of superior quality. The concept behind Saharas Hot Nuts was to create a fun and tasty snack that people can enjoy together. The snack is especially popular in pubs, bars and leisure outlets, and the open cups are ideal for sharing.

Saharas Hot Nuts are manufactured under the most stringent health and safety conditions. The nuts are coated electrostatically, which makes the coating highly consistent at each production. Using far less oil than other coating systems helps to prolong shelf life and make the Hot Nuts less greasy to touch. Saharas Hot Nuts are made using only natural ingredients and contain no GM products.

NUT CASE



Always in style

The smart Saharas dispenser has been designed to look equally at home in traditional pubs or modern bars. It is tall and slim, taking up a minimum of valuable bar space.

Always fresh

14 years of continuous research and development has enabled the Saharas dispenser to keep the Hot Nuts in perfect condition for longer.

Only the nuts at the bottom of the dispenser are kept heated, ensuring the rest remain in peak condition. Its ingenious design ensures that the heated nuts at the bottom of the dispenser are always used first.

The dispenser is simply refilled from the top, obtaining a natural continuing stock rotation.

Always easy

The Saharas Scoop & Serve dispenser couldn't be easier to use; simply open the rear panel, retrieve the scoop from its hook, fill the cup with nuts and serve them to the customer. The Saharas dispenser requires a minimum of maintenance, with cleaning taking just a few minutes.

Minimum cost

The Saharas dispenser is installed and loaned to you free of charge. All you have to do is place your order for the Saharas Hot Nuts and cups you require.

Maximum profit

Saharas maximise profit all the way through the value chain, but with particular emphasis on retailer margins.



Profit per portion – an example for retailers

Retail price	125 units
Cost price	55 units
Gross profit	70 units = 56% GP

This example is for illustrative purposes only, as we operate in several different currencies. Prices and margins may vary.

Maximum sales

The addictive Saharas Hot Nuts will keep people munching, enjoying themselves for longer. The more of this delicious savoury snack they eat... the more they will also want to drink!

NO NEED TO SHELL OUT



EASY TO USE,
SMALL TO STORE,
WITH MINIMUM EXPENDITURE
AND MAXIMUM PROFIT...

WHAT HAVE YOU GOT TO LOSE?

NUTS ABOUT SERVICE

With an international network of distributors – SAHARAS International Ltd. will make sure that you have everything you need, and all the support you require, to make the most of the Saharas Hot Nut Concept.

Delivery

We will provide Saharas dispensers in your outlets free on loan. Our distributors will install the machines for you and take care of all your maintenance and delivery requirements.

Saharas are delivered as follows:

1 case constitutes:

Portions:

100 portions
@ 60g per portion

Packing:

4 x 1.5kg foil packs

Total weight: 6kg

Marketing support

We support all our customers with ongoing marketing material for use at all retail outlets. Promotional items can be supplied to you to further raise customer awareness and thus increase sales.



Pens

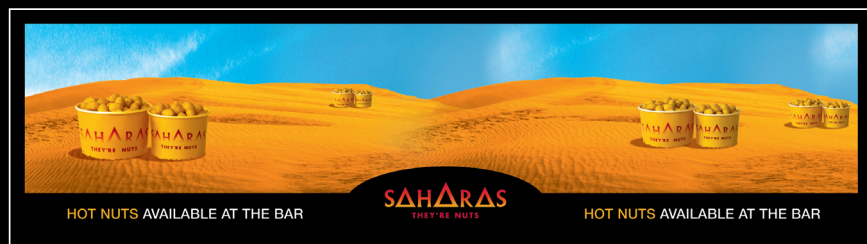
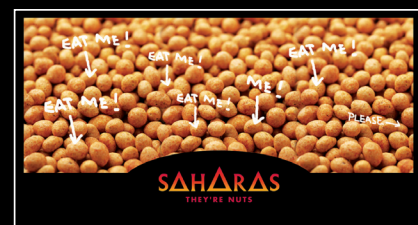


Poster



Beermats

Table displays



Bar Runners

MARKETING OPTIONS

GO NUTS

The benefits speak for themselves:

- A delicious alternative to traditional bar snacks
- Extremely profitable
- No initial outlay
– dispenser free on loan
- Regular deliveries ensure fresh supplies at all times
- Special coating makes Saharas Hot Nuts less dense and turn-over more profitable per portion
- Takes up minimal space on bar
- Refills of nuts and cups take up little storage space
- Quick and easy to serve
- Quick and easy to clean
- High customer appeal
- Supported by marketing promotions
- Promotes fun and festivity
- More-ish flavour
- Encourage customers' thirst



YOU KNOW IT MAKES CENTS!

PROFESSIONAL NUTTERS

CALL US NOW!

T +44 (0) 1235 771 242 (UK)
T +45 98 10 91 22 (Europe)

Already well established

The Saharas Hot Nut Concept is managed by SAHARAS International Limited, who has distributed Saharas Hot Nuts internationally for the past 14 years.

You will find Saharas dispensers in thousands of outlets in countries including the Baltic, Denmark, Finland, Germany, Hungary, Northern Ireland, Norway, Republic of Ireland, Spain, Sweden and United Kingdom.

These outlets include traditional and modern pubs, Wine Bars, Theme Bars, Hotels, Cinemas, Golf Clubs, Holiday Resorts, Ferries, Airports, Bowling Clubs, Bingo Clubs, Petrol Station shops – and almost anywhere people stop for a break, have a waiting period, or gather to relax with something to eat and drink.

Supporting our retailers

A key element in the success of the Saharas Concept is the support given to our Retailers through our comprehensive network of dedicated distributors.

Saharas distributors provide retailers with marketing support in the form of point-of-sale and promotional materials and advice on how to utilise the Saharas Concept to maximise net profit.

More profit for the Retailer – at no cost!

All you have to do to take advantage of this, is to make full use of our free professional point-of-sales offered to you – and with your commitment, the profits will roll in...

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