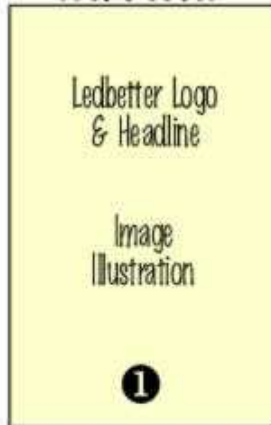




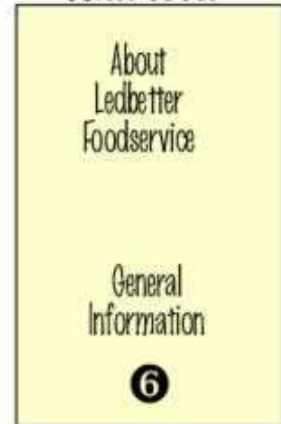
**Foodservice 3-fold Brochure**  
**Page Allocation - Page Views**

**Front Cover**



**View 1** Brochure Closed  
 Front and Back Covers are viewed separately.

**Back Cover**



**Inside A**



**Inside Flap**

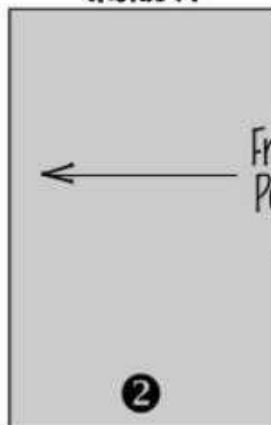


**View 2** Front Cover Opened  
 When Front Cover is opened pages 2 and 5 are adjacent.

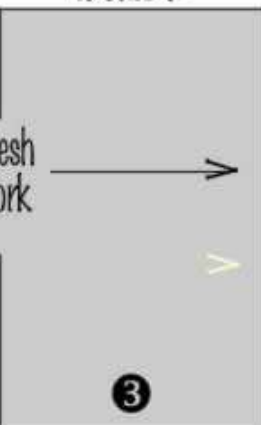
Pages 2 and 5 visually relate and give an overall impression of all the product categories.

Information and graphics on page 2 imply continuation onto page 3, yet stand 'alone' when page 3 is hidden.

**Inside A**



**Inside B**



**Inside C**



**View 3** Fully Opened

All three pages seen at once.

The three pages visually relate even though pages 2 and 3 are a continuation and page 4 is separate.