

A VERSATILE LINE-UP WITH SOMETHING FOR EVERYONE

With these private label brands from CVP, you can offer attractive prices to your customers while keeping your gross margins and profits high. Add in advantageous rebate programs that put money back in your pocket, and you can count on seeing the results in your bottom line. Additionally, if you're interested in creating your own store brand with one of our product lines, CVP can work with you to create your own brand.



CVP® family of products are designed to provide a value alternative for retailers. Categories include health, beauty and wellness, household essentials, and general merchandise.



Beau Dacious™ is a premier pet line that offers quality canine products for our furry friends. Treats in assorted flavors, leashes, bowls and other products create a complete line.



Hometown Market® offers a wide-range snacks like nuts and trail mixes and coffee program items like creamer and sugar canisters, and sweetener packets.



Road-Tech® accelerate your retail performance with a complete line of value-driven automotive chemicals, additives and lubricants, and accessories.



YumBees® appease the sweet-tooth with hard candies, fruit snacks, and gummy products, as well as packaged name-brands like Blow-Pop® and Atomic Fireballs®.



Work Fare® all-purpose gloves provide the perfect fit for any merchandise mix. These quality, durable gloves come in a variety of styles for different work scenarios.



Fly Guys™ Pizzas are made with premium toppings on a self-rising crust. Pizzas arrive frozen and fully packaged for retail sale, or they are a perfect addition to your hot foodservice offerings.



TO FIND OUT HOW CVP CAN HELP INCREASE YOUR PROFITS, CONTACT YOUR McLANE REPRESENTATIVE TODAY OR VISIT CVPPRODUCTS.COM/INFO