SELECTING QUALITY INGREDIENTS WHAT CHEFS LOOK FOR



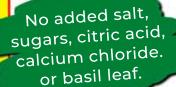
CLEAN INGREDIENT STATEMENT

Italian tomatoes, tomato puree. Carmelina provides a blank canvas for chefs to season on their own.



CLEAN NUTRITION STATEMENT

Check sodium levels!



FEATURES & BENEFITS

Original Product of Italy, Non-GMO Project Verified, OU Kosher, glutenfree, packed in puree not juice.



LET'S TALK INSIDE THE CAN TOMATOES SHOULD HAVE:



- Uniform deep red color, shape and size
- Fresh tomato aroma
- Few skins, seeds or necrosis (too many seeds can make a sauce bitter)
- Balanced flavor: sweet, rich, not too acidic
- Packed in puree, not water
- Firm, but not too firm texture need to break down easily when cooking

For More Information: http://bit.ly/MangiaInc



The Carmelina Difference QUALITY DOESN'T COST...IT PAYS

IDENTIFY PURCHASING FACTORS & ORDER OF IMPORTANCE



GREAT TASTE & FLAVOR



EASE OF USE



NATURAL, ORGANIC, & GREEN



NUTRITION



LOYALTY



PRODUCT COST

PRODUCT CUTTINGS OPEN MORE CANS!

Carmelina 'e ... San Marzano°

COMPETITOR A

COMPARE INGREDIENT & NUTRITION STATEMENTS

10 MG SODIUM LEVELS 360 MG

NO CITRIC ACID, CALCIUM CHLORIDE & BASIL YES

COMPARE PRODUCT FEATURES SIDE BY SIDE

YES NON-GMO PROJECT VERIFIED NO

YES IMPORTED NO

YES KOSHER NO

YES PACKED IN PUREE NO

Carmelina control cont

less \$\$\$ per plate when factoring finished yield.

COMPARE FINISHED YIELD

90%

54%

