

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, gluten-free, packed in puree not juice.



No added salt, sugars, citric acid, calcium chloride, or basil leaf.

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>

IDENTIFY PURCHASING FACTORS & ORDER OF IMPORTANCE



1 GREAT TASTE & FLAVOR



2 EASE OF USE



3 NATURAL, ORGANIC, & GREEN



4 NUTRITION



5 LOYALTY



6 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

COMPARE FINISHED YIELD

Carmelina brings value & equals less \$\$\$ per plate when factoring finished yield.

90%

54%