## The Carmelina Difference Quality Doesn't Cost...it pays

# SELECTING QUALITY INGREDIENTS WHAT CHEFS LOOK FOR



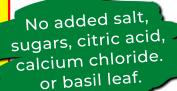
#### **CLEAN INGREDIENT STATEMENT**

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 orings value & equals

finished yield.

less \$\$\$ per plate
when factoring

COMPARE FINISHED YIELD

90% 54%

