

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



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

COMPARE FINISHED YIELD

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

90%

54%

