



DOWNLOAD THE CARMELINA DIFFERENCE VIDEOS
Demonstrates Tomato Quality & Value

2 VIDEOS AVAILABLE ON CARMELINABRANDS.COM



IDENTIFY PURCHASING FACTORS

- ✔ Great Taste & Flavor
- ✔ Ease of Use
- ✔ Natural, Organic & Green
- ✔ Nutrition
- ✔ Loyalty
- ✔ Price



OPEN CANS = MORE SALES

We Eat with Our Eyes
Compare Products Side by Side



QUALITY DIFFERENCE IN YIELD

Move Mindset From:

"Case Cost" to "Cost Per Usable Ounce"



DEMONSTRATE THE ALA MINUTE TEST

Side by side cook comparison with competitor

Carmelina 'e... San Marzano®

Clean, Quality Ingredients = Perfect Sauce *in a Minute*



100% SATISFACTION GUARANTEED

Carmelina Commitment
Guaranteed Sale!

EUROPEAN
— IMPORTS —
a Sysco company

