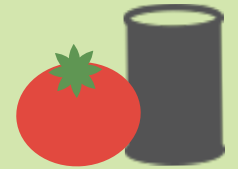




RESTAURANT PROS

Thoughts on Canned Tomatoes



1 THEY **LOVE** CANNED TOMATOES



2 THEIR SALES PERSON MEANS A LOT TO THEM



3 USA vs ITALY is all about PERCEPTION



4

GLUTEN FREE IS IMPORTANT TO RESTAURANTS

TOMATOES ARE TO A RESTAURANTUER WHAT MILK IS TO A BABY

5

A SUSTAINABLE MARKET DOES MATTER



6 CONSISTENCY



KEY

7



RESTAURANTS LOVE CANNED TOMATOES BUT DO NOT ADVERTISE THAT THEY USE THEM

8

WOULD LIKE TO SEE "FAMILY FARMS" and "GROWN IN THE USA" MARKETING ON LABELS

