

Now Offering Your Brand... Year Round Organic Production



Year round organic production of tomato products is enabling Red Gold to offer organic innovation. Making select products from organic paste year round allows Red Gold to offer a consistent and dependable source of products, giving retailers an alternative supplier for the growing organic segment.



6oz Organic
Tomato Paste

15oz Organic
Chili Starter

6oz Portion Perfect™
Organic Tomato
Paste in a Pouch

8oz & 15oz Organic Tomato
Sauce

NEW Organic Chili Starter

a seasoned Crushed and Diced Tomato blend – perfect for chili!

Organic Chili Starter is a specially crafted thick sauce made from crushed and diced tomatoes, seasoned with robust chili seasonings that create a mildly spicy flavor



Organic Innovation Builds Bigger Shopping Baskets And Increases Category Dollars

- New organic tomato products encourage additional purchases and increase basket size
- Organic canned tomatoes are up 8.6%; non organic down -1% vs. YA*
- Shoppers purchasing organic canned tomatoes have an average basket size 13.2% greater than shoppers purchasing non-organic tomatoes***
- Diced and crushed tomatoes are the #1 and #2 canned tomato used in chili**

All the Right Ingredients in One Can



Organic Chili Starter is seasoned with a perfect blend of organic vegetables, organic spices, and sea salt to create a great tasting chili!

Your Best Homemade Chili Starts Here

- ✓ Beginning Chili Cooks can just add beans and ground beef for a great tasting chili



- ✓ More advanced cooks can use the Chili Starter as a base for their own custom chili creations



- ✓ Organic Chili Pepper
- ✓ Organic Dried Onion
- ✓ Organic Cumin
- ✓ Organic Dried Garlic
- ✓ Organic Dried Green Bell Pepper
- ✓ Organic Paprika
- ✓ Sea Salt



Add Red Gold as an Organic Supplier for your growing organic category

New

Portion PERFECT™ ORGANIC Tomato Paste in POUCHES!

Each pouch has 2 tablespoons of organic tomato paste so you have the right amount, every time. Just open, squeeze, and add fresh tomato flavor to any dish. No need for a can opener or spoon. No more wasted paste!

Retailer Benefits:

- First tomato paste in a pouch for YOUR BRAND
- Drive new dollars to your paste category
- Opportunity to provide center store innovation

Category Insights:

- Organic tomato paste up 2.5% - growing faster than the tomato paste category
- Private Brands is #1 Organic Paste with 68% share



easy tear



Innovation: The Right Amount of Paste, every time!



Case Pack: 6oz (4x2Tbsp/1.5oz)

Target Consumer

- Paste consumers (60% female)
- Organic consumers
- Private brand loyal consumers (68% share of organic paste)
- Smaller households (1-3 member households represent 76% of paste consumers)
- Intermediate to advance cooks (94% of paste consumers)

Consumer Benefits:

- Portion perfect™ 2 tablespoon pouches make using the right amount of paste easy with no waste
- Easy tear pouch
- Directional spout for ease of use
- Appealing to busy families & individuals for everyday meals