

# Introducing... **NEW Chili Starters**



**a seasoned Crushed and Diced Tomato blend – perfect for Chili!**

Chili Starter perfectly balances the right amount of **Crushed and Diced tomatoes, Vegetables and Robust Chili Seasonings** to create a great tasting chili

## CONSUMER & CATEGORY INSIGHTS

- 56% of the population makes Chili on an annual basis, and 40% of the population makes Chili multiple times per year <sup>1</sup>
- Diced and Crushed Tomatoes are the #1 and #2 canned tomatoes used by cooks to make Chili <sup>2</sup>
- Private Brand Chili Seasoned Tomato SKUs are up 7.3% vs. YA <sup>3</sup>

## ORGANIC INSIGHTS

- New organic tomato products encourage additional purchases and increase basket size
- Private Brand Organic Canned Tomatoes are up 20.4% vs. YA <sup>1</sup>



**Basket Builder**



**Just Add Beans & Meat**

# All the Right Ingredients in One Can!

Chili Starter is the perfect blend of Diced and Crushed tomatoes with Vegetables and Seasoning – just add beans and your choice of meat for great tasting chili!



- ✓ Crushed and Diced Tomatoes
- ✓ Chili Pepper
- ✓ Dried Onion
- ✓ Cumin
- ✓ Dried Garlic
- ✓ Dried Green Bell Pepper

Bursting  
with  
**Chili  
Flavor!**

# Your Shopper's Best Homemade Chili Starts Here!

- ✓ Beginning Chili Cooks can just add beans and your choice of protein for a great tasting chili



Just Add  
Beans & Meat



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

