

Introducing... **NEW Your Brand Fry Sauce**

The Best Thing to happen to Fries & Burgers since Ketchup!



Fry Sauce perfectly combines the tanginess of ketchup with the rich, creaminess of mayonnaise to create the ultimate condiment for dipping, dunking, and drizzling on almost everything!

- ✓ Dunk it
- ✓ Dip it
- ✓ Spread it
- ✓ Drizzle it

Restaurant Inspired!

Not National Brand Inspired

Sweetened with Real Sugar – No HFCS

12pk/17oz Valve CAP

Restaurant Inspired Dipping Sauces have High Purchase Potential at Retail

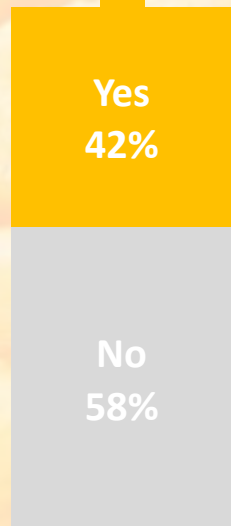


Signature sauces are expected to become increasingly bankable

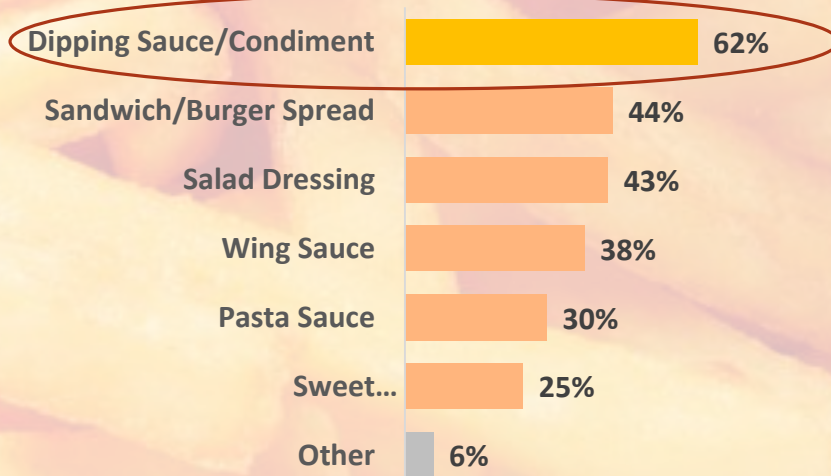
- 42% of consumers say they look forward to the signature sauces served at a particular restaurant
- 9 out of 10 of them say they would likely buy a retail version if available. Fast Food chains had the most top-of-mind signature sauces, led by Taco Bell's sauces and **McDonald's Big Mac special sauce**
- 45% of consumers say that they look forward to at least one signature sauce in restaurants; **91% of those consumers are likely to buy their favorite signature condiments, sauces, or dressings at retail.**

Consumer Approach to Signature Sauces, Condiments, & Dressings

Are there any signature sauces that you look forward to?



What kinds of sauces do you look forward to?



How likely are you to buy sauces at retail?

91%

Are extremely or somewhat likely to buy their favorite signature sauces at retail

SOURCE: DATA ESSENTIALS CONDIMENTS RESEARCH, 2019, % of survey respondents selecting

PrivateBrandTomatoes.com contact your Red Gold Sales Representative or call 765-557-5500 x1310

At Last, A Fry Sauce for Ketchup Lovers, but what's the difference?

Fry Sauce

- Ketchup Forward Flavor
- Ideal for Dipping & Dunking

Heinz MayoChup

- Mayo Forward Flavor
- Ideal for Spreading on sandwich

Burger Sauce

- Relish Forward
- Ideal for Hamburgers

Restaurant Inspired



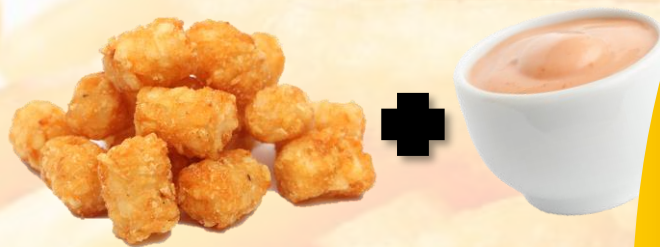
Blended with more ketchup vs. mayo to give ketchup lovers a familiar "Fry Dipping" experience at home!

Great for Fries and More...

Inspired by Dipping & Dunking at Restaurants Across the US

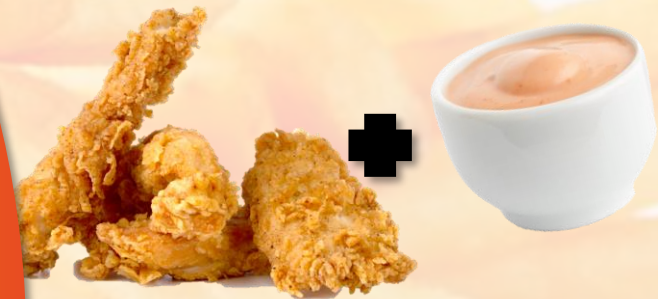
Dipping

- Fries
- Tots



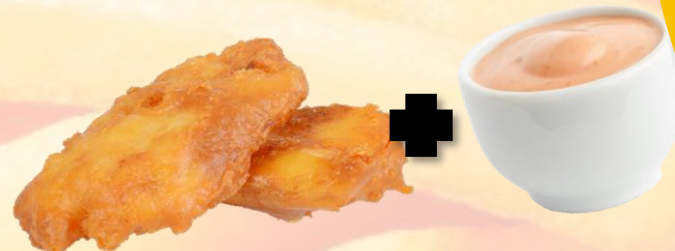
Dunking

- Chicken Strips
- Wings



Drizzling

- Appetizers
- Main Dishes



Spreading

- Burgers
- Sandwiches

