

NEW

NO SUGAR ADDED

Ketchup



*The Newest
Innovation in
Ketchup*



There's an Appetite for No Sugar Added

Consumers Highlight Need for a Better-for-you Ketchup

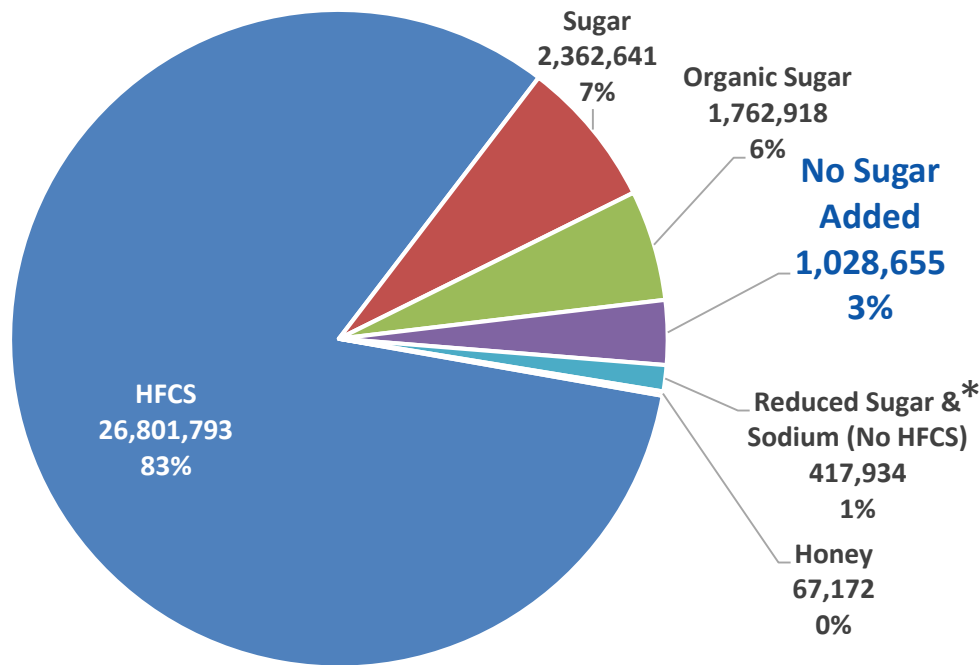
- Ketchups claiming “no sugar added” are up over 43%³
- 71% of consumers read labels for Sugar content¹
- 34% of consumers would buy more Ketchup if it claimed No Artificial Ingredients/ Preservatives²
- About half (46%) of consumers strongly want to reduce their consumption of sugar¹
- 51% of consumers are reviewing the type of sweetening agent when reading labels¹
- 75% percent of all consumers avoid specific ingredients in food¹
- 19-23% of All US Consumers have stated that No Sugar Added, Sugar Free, and No Artificial Sweeteners claims have positive impacts on their purchase decisions⁵
- Younger consumers are making proactive dietary choices while older shoppers are seeking to avoid perceived negatives in food products⁴



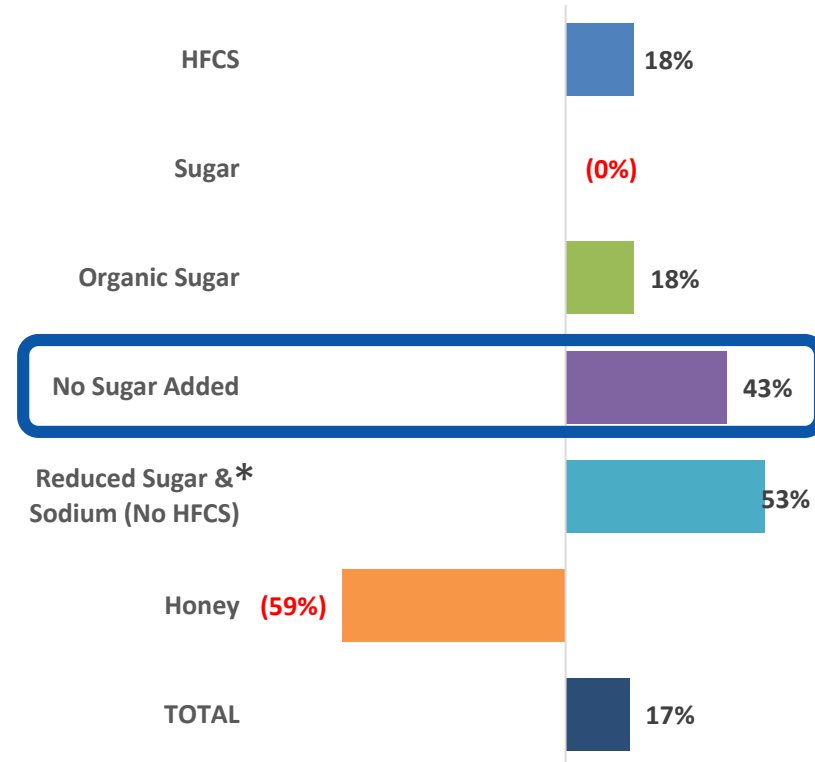
No Sugar Added Ketchup Sales are up 237% in the last 5 years

- ✓ Total No Sugar Added Ketchup sales are growing 43% vs YA¹
- ✓ No Sugar Added Ketchup is made up of Artificial Sweetened and Unsweetened products
- ✓ 68% of shoppers actively look for label claims that avoid negatives when purchasing food products²

Ketchup 12pk Sales by Sweetener



% Change vs YA



Current No Sugar Added Ketchups are either higher priced or contain sucralose

- ✓ No Sugar Added Ketchups vary in formulation, flavor, sweeteners used, and overall quality
- ✓ Our *New* No Sugar Added Ketchup includes Stevia because it is the #1 natural sweetener that can be labeled as no sugar added²
- ✓ No Sugar added, no artificial preservatives... *just great tasting ketchup innovation!*

Sweetened with Sucralose



13oz
G Hughes
Sugar Free

13oz Heinz
No Sugar Added

Sweetened with Stevia and Fruit



19oz
YOUR BRAND No Sugar Added Ketchup

Higher Priced



11.3oz
Primal
Kitchen

13oz
Westbrae

10oz
Tessemae's