

New Family of Organic Meal Solutions

YOUR BRAND 10oz Organic Meal Starters provides organic alternatives for everyday meals



EZO Pull Tops

Give your shoppers Organic Innovation

Category Insights

- ✓ Organic Tomato Based Products are Growing Faster than the Category
- ✓ Taco, Fajita, and Enchilada Sauce are the top 3 Tex-Mex Cooking Sauces
- ✓ 9 to 12oz is the #1 Size Range for Cooking Sauces³
- ✓ Organic Canned Tomatoes Shoppers Have an Average Basket Size 13.2% Greater Than Non-Organic Shoppers²
- ✓ Shoppers are Trying More Organic Products and Strengthening Their Positive Beliefs About Organic Foods¹

Retailer Benefits

- ✓ New Organic Meal Solutions Increase Center Store Shopping
- ✓ Larger Shopping Baskets
- ✓ Opportunity For Higher Margins
- ✓ Expanded Organic Assortment For Your Brand

Premium Organic Ingredients at a Value your Shoppers will Appreciate

RED GOLD

PRIVATE BRANDS
ALL THINGS TOMATO



These flavorful sauces are crafted with premium ingredients for a one of a kind taste your shoppers will love!

- ✓ Organic Chili Pepper
- ✓ Organic Dried Green Bell Peppers
- ✓ Organic Chipotle Pepper
- ✓ Organic Lime Juice
- ✓ Organic Dried Onion
- ✓ Organic Dried Garlic

- ✓ Organic Ancho Chili Pepper
- ✓ Organic Dried Garlic
- ✓ Organic Chili Pepper

- ✓ Organic Chili Pepper
- ✓ Organic Extra Virgin Olive Oil
- ✓ Organic Dried Onion
- ✓ Organic Dried Garlic
- ✓ Organic Chipotle Pepper

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

New Organic Meal Solutions Offer Exceptional Value and Cooking Convenience



Good Value

Retail Price/ Value Axis



Non-organic dry ingredients. Shopper must add oil and water to make a sauce



Innovative, Great Value and Easy to Use!



Non-organic, Easy to use, less value

Ease of Use Axis

Easy to Use

Organic Beef Tacos



MAKES 5 SERVINGS (2 TACOS PER SERVING)

PREPARATION TIME: 10 MINUTES ♦ COOKING TIME: 10-12 MINUTES

Ingredients

- 1lb Organic Ground Beef
- 1 10oz can Organic Taco Cooking Sauce
- 10 Corn Taco Shells
- Shredded lettuce
- Shredded Cheese
- Diced Tomatoes
- Salsa



Recipe
Available
for
Customer
Use on
Labels, web,
etc.

Directions

In a 10" skillet over medium-high heat, cook 1 lb. of ground beef stirring occasionally, until thoroughly cooked. Drain beef. Stir in 1 can Organic Taco Cooking Sauce. Bring to a simmer and reduce heat. Cook for 4-6 minutes. Serve with your favorite taco shells and garnish with shredded lettuce, cheese, diced tomato and salsa and serve.

Organic Chicken Fajitas



MAKES 6 SERVINGS (2 FAJITAS PER SERVING)

PREPARATION TIME: 20 MINUTES ♦ COOKING TIME: 30-35 MINUTES

Ingredients

- 1 ½ lb. Organic Boneless Skinless Chicken Breast- cut into ½ in strips
- 1 Medium Yellow Bell Pepper-seeded and sliced into ½ in strips
- 1 Medium Red Bell Pepper- seeded and sliced into ½ in strips
- 1 Medium Yellow Onion- peeled, halved and cut into ½ in strips
- 3 Tablespoons Vegetable Oil-divided
- Salt/Pepper for seasoning chicken
- 1 10 oz can Organic Fajita Cooking Sauce
- 12 6" Flour tortillas



Recipe
Available
for
Customer
Use on
Labels, web,
etc.

Directions

In a large non-stick skillet add 2 Tablespoons vegetable oil and heat over medium high heat.

Add peppers and onions and cook, tossing vegetables occasionally for 3-5 minutes. Remove from pan and reserve.

Lightly season chicken strips with salt and pepper. Add remaining 1 Tablespoon of oil to skillet and heat over medium high heat. Add chicken strips and cook for 5-7 minutes until chicken is no longer pink. Add the sautéed vegetable strips back to pan. Pour 1 can of Organic Fajita Cooking Sauce to pan and mix to combine. Cook over medium high heat for an additional 5-7 minutes until sauce has reduced a bit and chicken is fully cooked.

Serve with warm flour tortillas and extra garnishes of your choice.

Organic Beef Enchiladas



MAKES 5 SERVINGS (2 ENCHILADAS PER SERVING)

PREPARATION TIME: 10 MINUTES ♦ COOKING TIME: 20-25 MINUTES

Ingredients

- 1lb Organic Ground Beef
- 2 10 oz can Organic Enchilada Cooking Sauce
- 1 ½ c shredded cheese (6 oz)
- 10 6" Flour tortillas

Directions

Preheat oven to 375°F.

Lightly grease a 9 x 13 baking dish. In a 10" skillet over medium-high heat, cook 1 lb. of ground beef stirring occasionally, until thoroughly cooked. Drain beef. Stir in ¾ cup of Organic Enchilada Cooking Sauce and 1 cup of shredded cheese.

Spoon enchilada filing onto tortillas, roll up and place seam side down in baking dish.

Pour remaining Organic Enchilada Cooking Sauce over the top. Sprinkle with remaining ½ c of cheese. Bake for 20-25 minutes or until hot.



Recipe Available for Customer Use on Labels, web, etc.