



November 20, 2004

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Company Overview

- Giovanni Food's has crafted the world's greatest tastes for nearly 70 years.
- Our authentic, premium quality sauces -- Pasta Sauce, Pizza Sauce, Salsa and other tomato-based products -- are the heart and soul of the most popular ethnic cuisine in America.
- Since we started crafting the World's favorite sauces in 1930 in Oswego, New York, we have used original recipes.
- We craft our sauces in small batches from the freshest ingredients available; like the big juicy California tomatoes we use from the largest, most technologically advanced independent packer in the heart of California's Fresno Valley.
- Our spices come from the best in the industry, McCormick & Company Inc.
- All Giovanni Food's products are crafted-to-order, hot-filled in different size jars or cans and are shipped "same day" to our customers, so consumers enjoy only the freshest, highest quality sauces.
- All our products are processed under Kosher supervision and are certified OU Pareve. In addition, we produce Kosher for Passover products for select customers.

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Why Giovanni Foods

USDA APPROVED

Our facility is certified by the USDA as meeting all guidelines for good manufacturing practices and we use ingredients grown from U.S. soil. Ingredients used in our products meet USDA guidelines for domestic origin.

ONLY THE FINEST INGREDIENTS

Only the finest, cleanest ingredients ~ from McCormick Spices.
California Tomatoes – all of the products we produce are manufactured with 100% California tomatoes.
All of our products are Kosher, certified OU Pareve.

QUALITY OF PRODUCT

We pride ourselves in presenting to our customers the very best product at a fair price. We pride ourselves on value to the Customer

COMMITMENT TO RELATIONSHIP

Our staff is empowered to do whatever it takes to achieve 100% Customer satisfaction.
We will work with you to develop the very best product at the correct price point without sacrificing quality or taste.
We view this as a true partnership. Giovanni Foods will produce the product and you sell it to the end consumer, with a mutual goal of customer satisfaction and loyalty.

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PROPOSED OFFERINGS

SKU DESCRIPTION	UPC CODE	PK	SZ
Existing Products:			
Maria Angelina Original Family Recipe	7226803126	12	26oz
Maria Angelina Meat Flavored	7226803226	12	26oz
Maria Angelina Mushroom	7226803326	12	26oz
Maria Angelina Traditional ~ Tomato Basil	7503900667	12	26oz
Maria Angelina Traditional ~ Mushroom	7503900668	12	26oz
Maria Angelina Traditional ~ Roasted Garlic	7503900669	12	26oz
Maria Angelina Traditional ~ Spicy Tomato	7503900670	12	26oz
Luigi Giovanni Spag Sauce-Plain	7503900126	12	26oz
Luigi Giovanni Spag Sauce-Meat Flav	7503900226	12	26oz
Luigi Giovanni Spag Sauce-Mushroom	7503900326	12	26oz
Proposed Private Label Products:			
Thick & Chunky Pasta Sauce-Tomato Basil	TBD	12	26oz
Thick & Chunky Pasta Sauce-Roasted Garlic	TBD	12	26oz
Low Carb Pasta Sauce Tomato Basil	TBD	12	26oz
Low Carb Pasta Sauce Roasted Garlic	TBD	12	26oz
Low Carb Pasta Sauce Meat Flavored	TBD	12	26oz
Low Carb Pasta Sauce Spicy			
Bruschetta - Traditional	TBD	12	14oz
Bruschetta - Roasted Garlic	TBD	12	14oz
Bruschetta - Kalamata Olive	TBD	12	14oz
Bruschetta - Artichoke	TBD	12	14oz
Salsa - Mild	TBD	12	16oz
Salsa - Medium	TBD	12	16oz
Salsa - Hot	TBD	12	16oz

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Original Family Recipe



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Traditional Pasta Sauce



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Luigi Giovanni Spaghetti Sauce



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Salsa



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Maria Angelina Traditional Pasta Sauce



Nutrition Facts			
Serving Size	½ cup (125g)		
Servings Per Container:	About 6		
Amount Per Serving			
Calories	80	Calories from Fat 25	
% Daily Value*			
Total Fat	2.5g		4%
Saturated Fat	0g		0%
Cholesterol	0mg		0%
Sodium	560mg		23%
Total Carbohydrate	15g		5%
Dietary Fiber	less than 2g		8%
Sugars	8g		
Protein	2g		
Vitamin A	20%	Vitamin C	30%
Calcium	2%	Iron	8%

Product Specification

General Description:

Maria Angelina Spaghetti Sauce is formulated and processed using a very special recipe. All products are produced from 100% Grade “A” California Tomatoes. All of our ingredients follow the USDA guidelines for being produced from crops of domestic origin. The product is all natural, kosher, made with the finest herbs and spices available. It is specifically cooked in smaller batches while adding ingredients in a special sequence and timing. This process produces a unique intensity of flavor that has not been duplicated by others.

Appearance:	A thick, rich spaghetti sauce that is slightly sweet, with great appetite appeal.		
Color:	A typical red tomato color.		
Solids:	13% (+/- 1%)		
Specific Gravity:	1.04 to 1.08		
Consistency:	8.5 cm. max. (Bostwick)		
pH:	4.3 (+/- 0.2)		
Packaging:	12 / 26 oz.		
Flavors:	Tomato Basil	7503900667	
	Mushroom	7503900668	
	Roasted Garlic	7503900669	
	Spicy Tomato	7503900670	

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Luigi Giovanni Italian Style Pasta Sauce



Nutrition Facts			
Serving Size		½ cup (125g)	
Servings Per Container:		About 6	
Amount Per Serving			
Calories 60		Calories from Fat 10	
		% Daily Value*	
Total Fat 1g		2%	
Saturated Fat 0g		0%	
Cholesterol 0mg		0%	
Sodium 790mg		33%	
Total Carbohydrate 11g		4%	
Dietary Fiber 2g		8%	
Sugars 6g			
Protein 1g			
Vitamin A	10%	Vitamin C	0%
Calcium	0%	Iron	4%

Product Specification

General Description:

Luigi Giovanni Spaghetti Sauce is formulated and processed using a very special recipe. All products are produced from 100% Grade “A” California Tomatoes. All of our ingredients follow the USDA guidelines for being produced from crops of domestic origin. The product is all natural, kosher, made with the finest herbs and spices available. It is specifically cooked in smaller batches while adding ingredients in a special sequence and timing. This process produces a unique intensity of flavor that has not been duplicated by others.

Appearance:	A thick and smooth spaghetti sauce with great appetite appeal.
Color:	A typical red-orange tomato color.
Solids:	12% (+/- 2%)
Sodium Chloride:	Less than 2%.
Specific Gravity:	1.04 to 1.08
Consistency:	no more than 10 (Bostwick)
pH:	4.2 (+/- 0.2)
Packaging:	26 and 66 oz. glass jars
	Other sizes available by request for an additional charge.

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References

Due to our loyalty to our current private label customer base, we keep this list confidential. We can however tell you that we manufacture private label products for some of the largest store chains in the country.

- We have several nationally and internationally distributed items that we are currently private labeling.
- Giovanni Foods is the largest manufacturer of Spaghetti Sauce for the USDA Food for Kids program and Needy Families program.
- We manufacture Kosher for Passover products for the largest distributor of Kosher products in the world.
- Currently, we manufacture salsa for one of the largest dollar store chains in the country.

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