



*The Carmelina® Difference*

QUALITY DOESN'T COST . . . IT PAYS™

# THE SUPER 6

TRIED AND TRUE ACTIONS TO  
ALWAYS WIN TOMATO CUTTINGS



# About Mangia, Inc™

- ✎ Inspired by Italy's culture and food, **Mangia, Inc.'s** mission is to bring **authentic, clean, quality** ingredients to North America and beyond
- ✎ Producer and Importer/Exporter, founded in 1996 with headquarters in Irvine, CA – Celebrating our 25<sup>th</sup> year!
- ✎ Six domestic forwarding warehouses in key regions of the country to support North American customers – New Mangia, Inc, NJ Warehouse!
- ✎ Mangia, Inc services Foodservice, Retail, Industrial/Manufacturing, Private Label, and Global Trade Channels
- ✎ Mangia, Inc. and trusted Supply Chain Partners follow strict standards to ensure food safety and quality
  - C-TPAT Validated
  - ISO and BRC Certified, FDA Registered, HACCP and FSMA/FSVP Compliant, On staff PCQI
  - 100% USDA Organic available

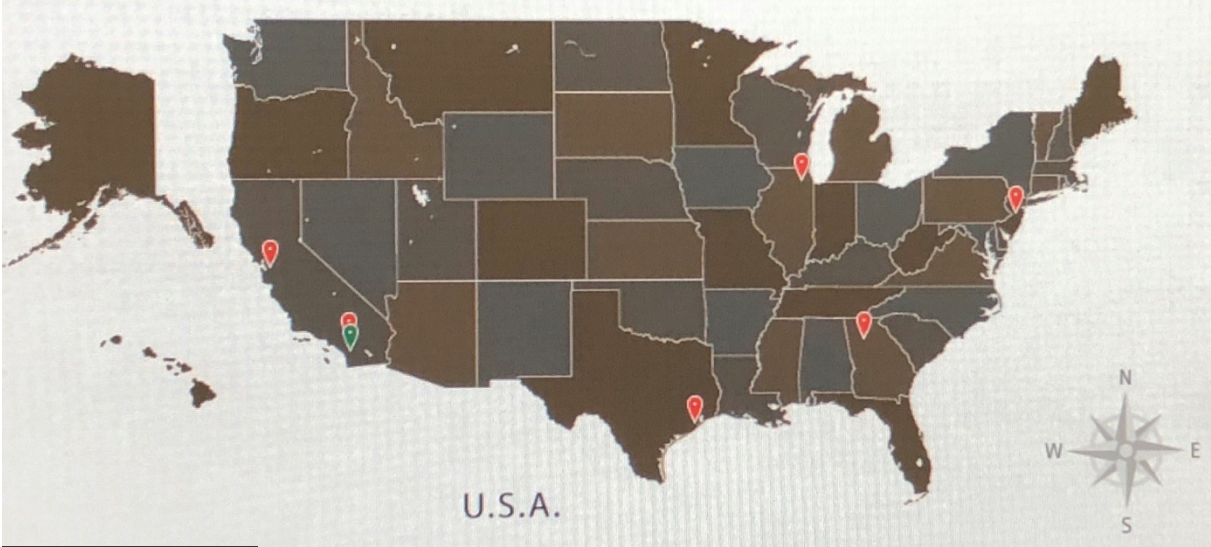
# About Carmelina 'e...San Marzano® and Carmelina Brands®

- ∞ All products produced and imported direct from Italy;
  - Sold through Foodservice and Retail Distributors nationwide
  - Products available in Foodservice (91 oz), Retail (28 and 14.28 oz), and Industrial sizes (drums)
- ∞ All **Carmelina 'e... San Marzano®** and **Carmelina Brands®**
  - Produced and Imported from Italy
  - All-Natural, Preservative-Free
    - No added citric acid, calcium chloride, EDTA, salt or sugars
      - Clean flavor profile
      - Integrity of product (texture/flavor) not compromised by added preservatives
    - Simply tomatoes packed in own puree
    - Simply beans packed in water
  - Organic line available
  - Non-GMO Project Verified
  - Certified Kosher
  - Gluten-Free
  - BPA-Free
- ∞ Private Label Program



# Global Distribution

## Mangia Headquarters and 6 Domestic Warehouse Facilities



\*\*6 Domestic Warehouses across the country provide our clients with assurance of inventory and support

\*\*99.9% Demand Rate Satisfaction (DRS) globally



## 10 Italian Production Facilities and 8 Growing Regions

\*\* Global Reach; 26 countries, including in Europe, Middle East, North Africa, Asia, and Australia

\*\* Strategic, long-term partnerships with Co-Packers, Shipping Lines, and Freight Forwarders to assist with sourcing, logistics, warehousing, and cost savings



# Step 1: Download the Carmelina Difference Video

## ∞ Share Carmelina Difference Video with Operators

- Tool to demonstrate tomato QUALITY and VALUE (finished yield)
- 2 videos available online at CarmelinaBrands.com
- Plays on a cell phone, tablet or computer

### Carmelina Difference 1:

Compares Domestic Products, Alta Cucina and San Benito

<https://youtu.be/i86ZevDgSVA>



### Carmelina Difference 2:

Compares Domestic & Imported Products, Alta Cucina and Ciao

<https://youtu.be/lji-Wlh1RT4>



# Step 2: Identify Purchasing Factors

## ∞ Identify Operator's Purchasing Factors:

- 
- 1 Great Taste & Flavor
  - 6 Ease of Use
  - 5 Natural, Organic & Green
  - 4 Nutrition
  - 3 Loyalty
  - 2 Price



# Step 3: Open Cans = More Sales

## ☞ Compare Product Side by Side – We Eat with our Eyes!

## ☞ Compare Product Features:

- Imported or Domestic?
- Non-GMO Project Verified?
- Kosher Certified
- BPA-Free Lining

## ☞ Compare Ingredients:

- Type of tomato – Italian long? Round? Roma?
- Packed in puree, juice or water?
- Clean ingredient statement?
- Are there additives like basil, salt, sugar, citric acid, calcium chloride?

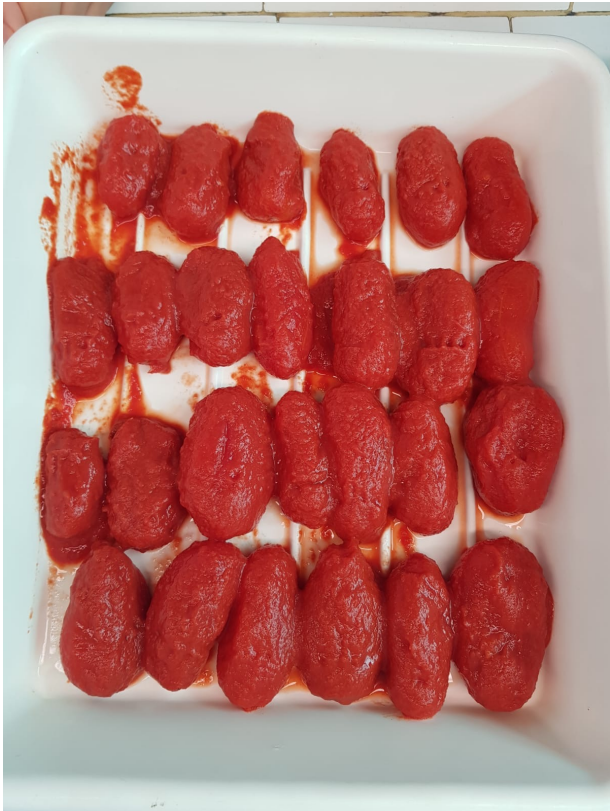
## ☞ Compare Nutrition Statement:

- How much sodium? (i.e. Carmelina 'e...San Marzano® 10 mg vs. Alta Cucina 330 mg)





- ☞ Uniform in shape and color
- ☞ Vibrant red tomatoes
- ☞ No basil
- ☞ Less seeds



**VS**



- ☞ No consistency in shape and color
- ☞ Yellow tomatoes
- ☞ Old, discolored basil
- ☞ Lots of seeds





# Step 4: Quality Difference in Yield

- ∞ Moving mindset from simple “Case Cost” to actual “Cost Per Useable Ounce”
- ∞ Pay close attention to yield % of net weight when comparing products especially vs. tomato products packed in juice/water
  - PACKED IN PUREE: How much is paid out for water because product is packed in juice or water vs puree?
  - HOW MUCH COOK TIME?:
    - How much extra time is needed on the fire (additional energy costs)?
    - How long do tomatoes have to cook to properly break down because of additives like calcium chloride?
      - Will they ever properly emulsify to become a smooth sauce?
      - Will sauce retain vibrant, fresh “red” color or turn “rusty” after cooking too long
    - How much extra is spent on labor?



# Step 4: Quality Difference in Yield

*Carmelina*  
*'e ... San Marzano®*

**ANTICO CASALE  
FRANZESE**

**CENTO "CERTIFIED"  
SAN MARZANO**

**STANISLAUS  
ALTA CUCINA**

## PRODUCT FEATURES

IMPORTED	YES	YES	YES	NO
NON-GMO PROJECT VERIFIED	YES	NO	NO	NO
CERTIFIED KOSHER	YES	NO	YES	NO
BPA-FREE	YES	YES	YES	NO

## INGREDIENTS

PACKED IN PUREE	YES	YES	YES	NO
BASIL	NO	YES	YES	YES
CITRIC ACID	NO	YES	NO	YES
CALCIUM CHLORIDE	NO	NO	NO	NO

## NUTRITIONAL VALUE

SODIUM LEVELS	10 MG	114 MG	40 MG	360 MG
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## YIELD TEST

PERCENT YIELD	<b>90%</b>	<b>67%</b>	<b>71%</b>	<b>54%</b>
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# Step 5: Demonstrate the Ala Minute Test

☞ “Ala Minute”: To prepare very quickly

☞ Carmelina Ala Minute Test:

- Side by side cook comparison with competitor
- Carmelina ‘e...San Marzano® Italian Tomatoes break down easily and under a minute to form a luscious, velvety sauce
  - Tomatoes are vine ripened to maturity and packed only at their peak
  - No preservatives like calcium chloride which harden tomatoes

<https://youtu.be/yK8Zy5gaSMQ>



# Step 6: 100% Satisfaction Guaranteed

## ☞ Carmelina Commitment

- Have operator buy a couple cases to try product
- Mangia, Inc. will credit operator 100% of cost if not 100% satisfied with product
- Guaranteed Sale!



# WIIFM

## ☞ WHAT'S IN IT FOR ME?

- Always Win a Tomato Cutting - Sell More Tomatoes!
- More Money in Your Pocket (More Sales = Higher Commission)



# Sales Contacts

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# QUESTIONS?

*Carmelina Brands®*

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'e ... San Marzano®*

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