

HIRZEL CANNING CO. & FARMS



A White Paper: Fresh Prepared Foods Insights & Solutions...

Based on your current path to Market



THE GROWTH OF FRESH PREPARED FOODS

Aided by Trends and Technology,
while constrained by Choices

TRENDS

Fresh, natural
Bold, ethnic
Transparent
Convenient
Flavorful
Snacking vs Meals



TECHNOLOGY



Irradiation
Aseptic
HPP
Peracetic Acid
Modified Atmospheric Packaging
Automated Fresh Cut
Supply Chain Improvements

CHOICES/PAIN

Labor & Capital
Safety & Consistency
Scale
Shrink
Commodity Costing



Dei Fratelli



RETAILER CHOICES

IN FRESH PREPARED FOODS

FRESH CUT/ FILL IN STORE

BENEFITS

FRESHNESS
DIFFERENTIATION

IMPLICATIONS

LABOR
QUALITY
CONSISTENCY
SHRINK
SOURCING
SAFETY

COMMISSARY

BENEFITS

CONSISTENCY
IMPROVED EFFICIENCY
REDUCED FOOD SAFETY RISK

IMPLICATIONS

CAPITAL
SOURCING
SHRINK
AVAILABILITY
EXPERTISE

THIRD PARTY VENDOR RESOURCE

BENEFITS

FURTHER REDUCED SAFETY RISK
QUALITY
CONSISTENCY

IMPLICATIONS

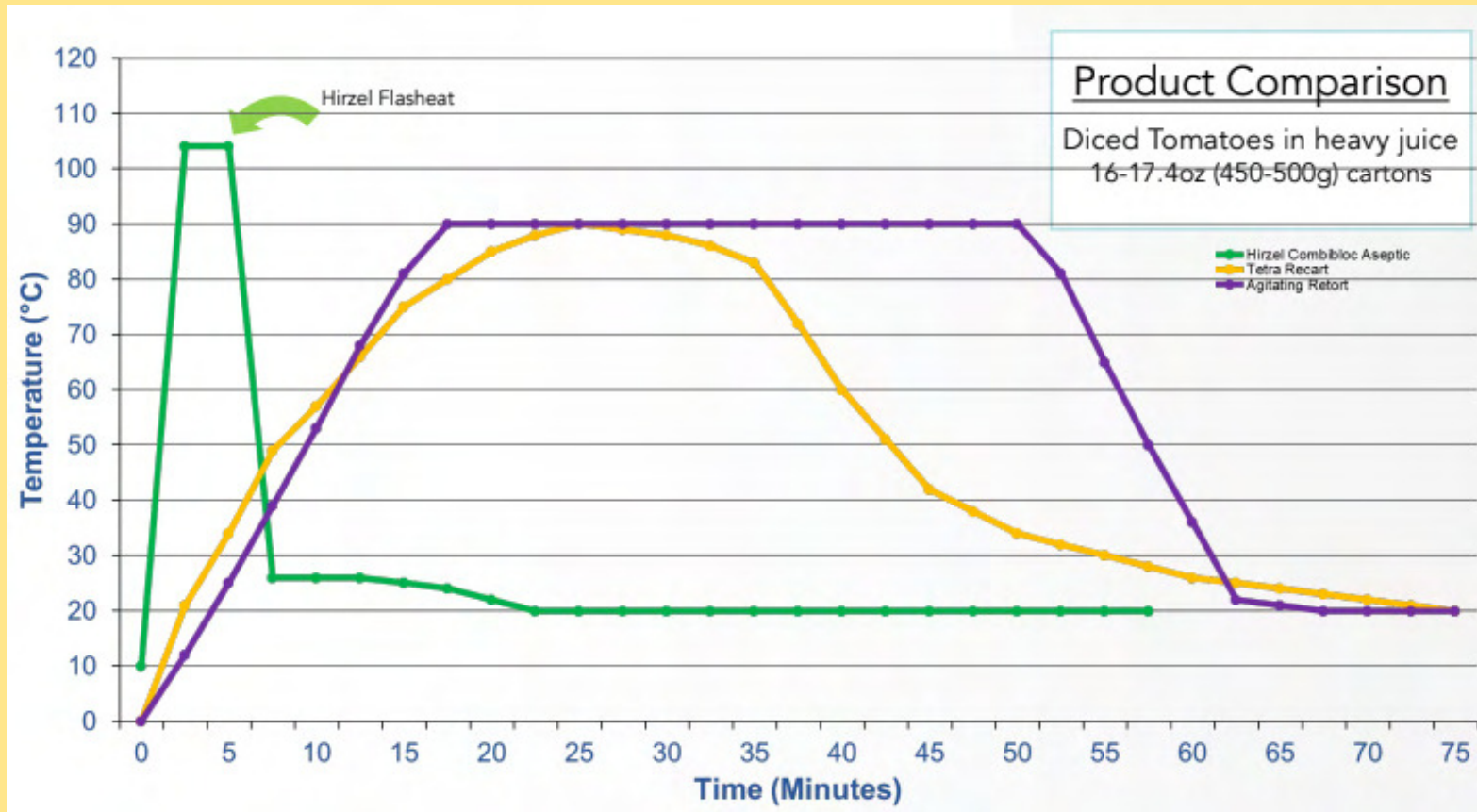
DIFFERENTIATION
COST
LOW CEILING INNOVATION



NO MATTER HOW YOU GO TO MARKET IN FPF
HIRZEL FLASH HEAT

PROVIDES SIGNIFICANT VALUE

PRESERVING THE FLAVOR, COLOR, TEXTURE & NUTRITIONAL INTEGRITY OF THE PRODUCT



FLAVOR

FOOD SAFETY



SHELF LIFE

* Recart cook times are generalized averages for technology comparison purposes only - small variances by different suppliers may apply. Retort and Aseptic times are for Hirzel cooking processes.



HOW

HIRZEL FLASH HEAT

PROVIDES SIGNIFICANT VALUE

FRESH CUT/ FILL IN STORE

SHELF STABLE FRESHNESS/FLEXIBLE BATCHING

CONSISTENCY/"RIP & DRIP"

FOOD SAFETY

"FINISH" IN STORE/SPEED SCRATCH CULINARY

"GOLD STANDARD" CUSTOMIZATION

COMMISSARY

IDENTICAL PRODUCT AVAILABLE IN LARGER SIZES (SHELF STABLE 3 GALLON BAG OR 55 GALLON DRUM) FOR SCALE

CAN CREATE "FRESH CUT BLENDS"

CAN BE "FINISHED" AT THE COMMISSARY THE SAME WAY AS IN-STORE

THIRD PARTY VENDOR RESOURCE

IDENTICAL PRODUCT AVAILABLE IN SHELF STABLE 55 GALLON DRUM AND 300 GALLON TOTES FOR MOST EFFICIENCIES

PRODUCT CAN BE TOLLED THROUGH EXISTING SUPPLIERS

PRODUCT CAN BE "FINISHED" AT THE THIRD PARTY VENDOR JUST AS IN-STORE OR COMMISSARY



HIRZEL CANNING CO. & FARMS



HIRZEL CANNING COMPANY

feeds people. Through quality food, innovation, stewardship of resources and resourcefulness, this family conviction endures

Ottawa Facility

Fresh Packed Tomatoes
Shelf Stable Aseptic Drum, Totes
Aseptic 750 ml and 1 Liter Cartons



Northwood Facility

Fresh Packed Tomatoes & Sauerkraut
Retail Canned & Jarred Products
Foodservice #10 Cans & Plastic 1 Gallon Jugs
Aseptic Drums & 3-Gallon Bags

Pemberville Facility

Fresh Packed Tomatoes
Retail Canned Tomatoes
Brined Bulk Peppers



Innovation Kitchen

Technical Support
Culinary Expertise
Marketing Resources
Sample Creation

Distribution Center

Close Proximity to major Mid-West Highways



Hirzel Farms

Agri-Research
Organic Seed Cleaning
Organic Composting

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THE (R)EVOLUTION OF FPF

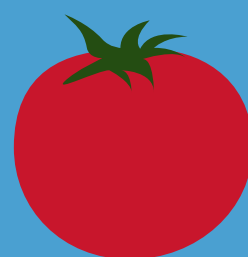
SHELF STABLE

VERSUS

FRESH CUT



Cost-effective while remaining true to flavor



Paying a higher amount for the freshness

Flavor and taste will remain consistent throughout

Flavor and taste are affected by season, region, availability, etc.

Extended Shelf Life

Labor

Food Safety

Food Safety



WHAT GROCERY RETAILERS NEED TO KNOW ABOUT PREPARED FOODS



WHY MILLENNIALS ARE LEADING THE WAY IN PREPARED FOODS



SMALL GROCERS SAY THEY HAVE AN AMAZON-SIZED ADVANTAGE IN PREPARED FOODS



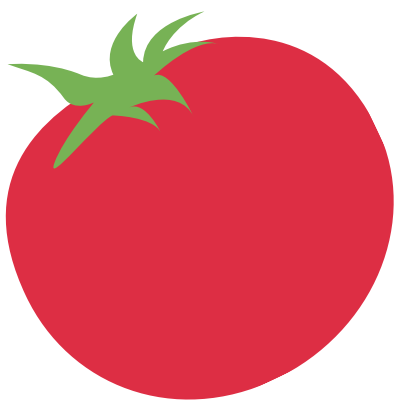
SMALL GROCERS ARE WINNING WITH SERVICE AND PREPARED FOODS



USDA: MILLENNIALS SPEND MORE ON PREPARED FOODS THAN OTHER GENERATIONS



EASY EATING: CONVENIENCE FOODS ARE VITAL IN AN ON-THE-GO WORLD



Different ways that Third Party Vendors **ADDRESS FPF**

HIGHEST QUALITY

HPP Total Package
Aseptic Tomatoes

HIGH QUALITY

Aseptic Tomatoes
HPP Ingredients
Some Packaged Ingredients

GOOD QUALITY

Canned Tomatoes
Canned Ingredients
Pre-Made Sauces
Acid Bath

ALL FRESH CUT

Pico De Gallo

Dei Fratelli[®]



"RIP & DRIP"

FRESH PREPARED FOODS PRODUCT BASES

Open up a bag of one of our
Simple Tomato Bases and
add these aromatic options!



Fire Roasted Salsa

cilantro
onion
jalapeno



Pizza Sauce

basil
garlic
oregano



Bruschetta

garlic
basil
parmesan



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