



# Introducing Carando Hand Helds: Calzones & Rip 'n Dip

December 2020

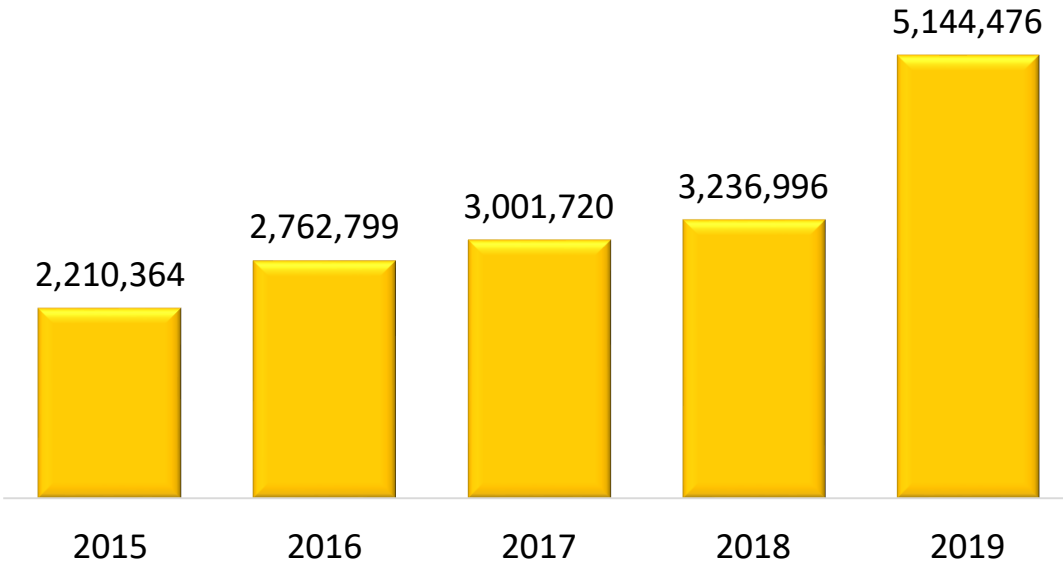


# RFG Calzone - 5 Year Trends

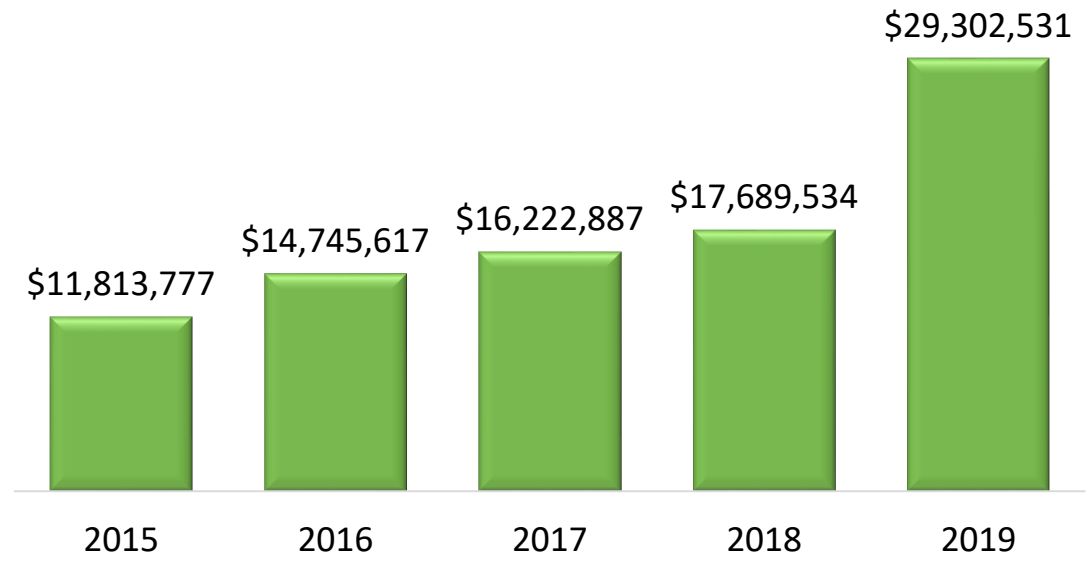


- 5 Year growth for RFG Calzones has out-paced the Category in both LBS and \$.

**Volume**



**\$**



**5 Year CAGR: +23.5%**

RFG Handheld Non Breakfast Category: +6.9%

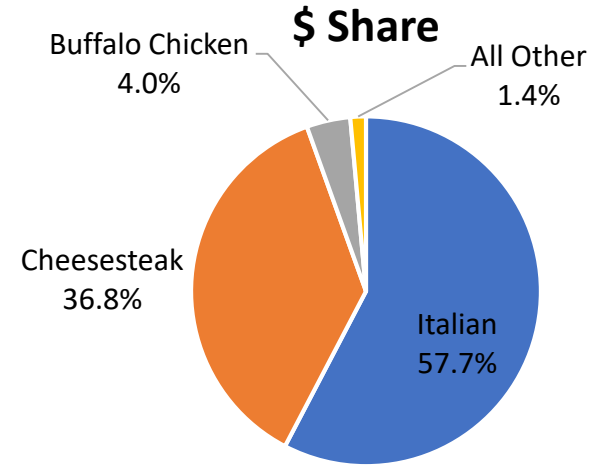
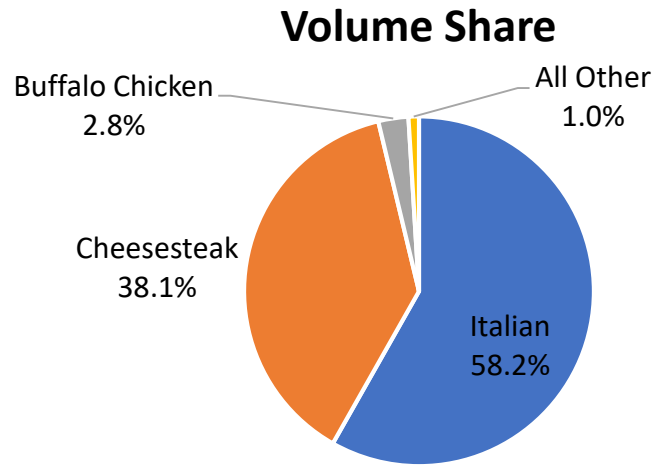
**5 Year CAGR: +25.5%**

RFG Handheld Non Breakfast Category: +12.2%

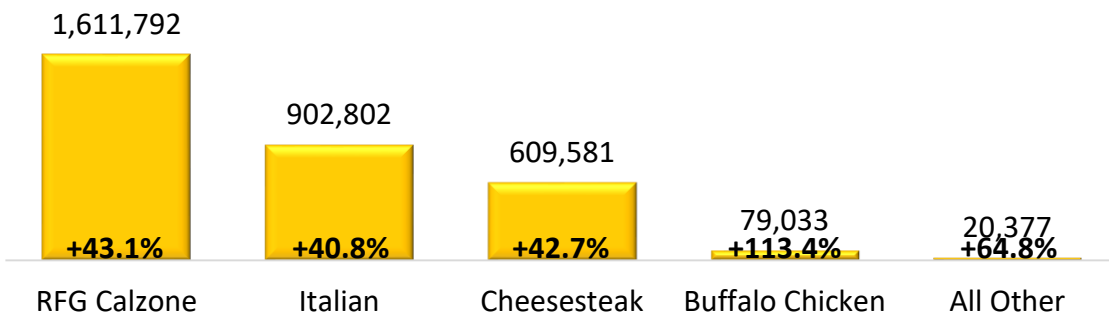
# RFG Calzone – Performance by Flavor Group



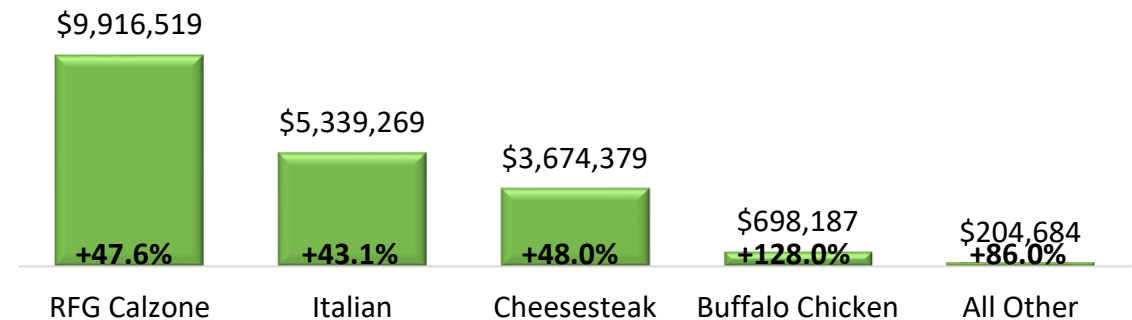
- Italian is the dominant Flavor Group with over 58% of the Volume and 57% of the \$. With absolute growth of +903K LBS and +\$5.3MM, Italian accounts for over half of Total Calzone growth.



### Volume Change vs. YAG



### \$ Change vs. YAG

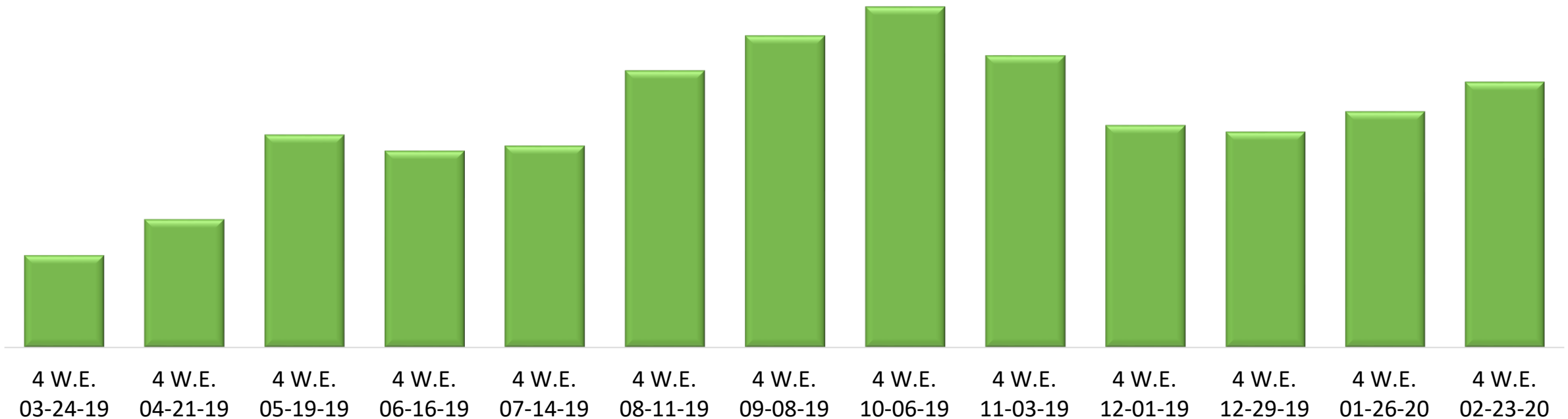


# RFG Calzone – Seasonality



- Calzones peak during the Back-to-School and Fall periods.

**RFG Calzone Seasonality Index - Based on Volume**

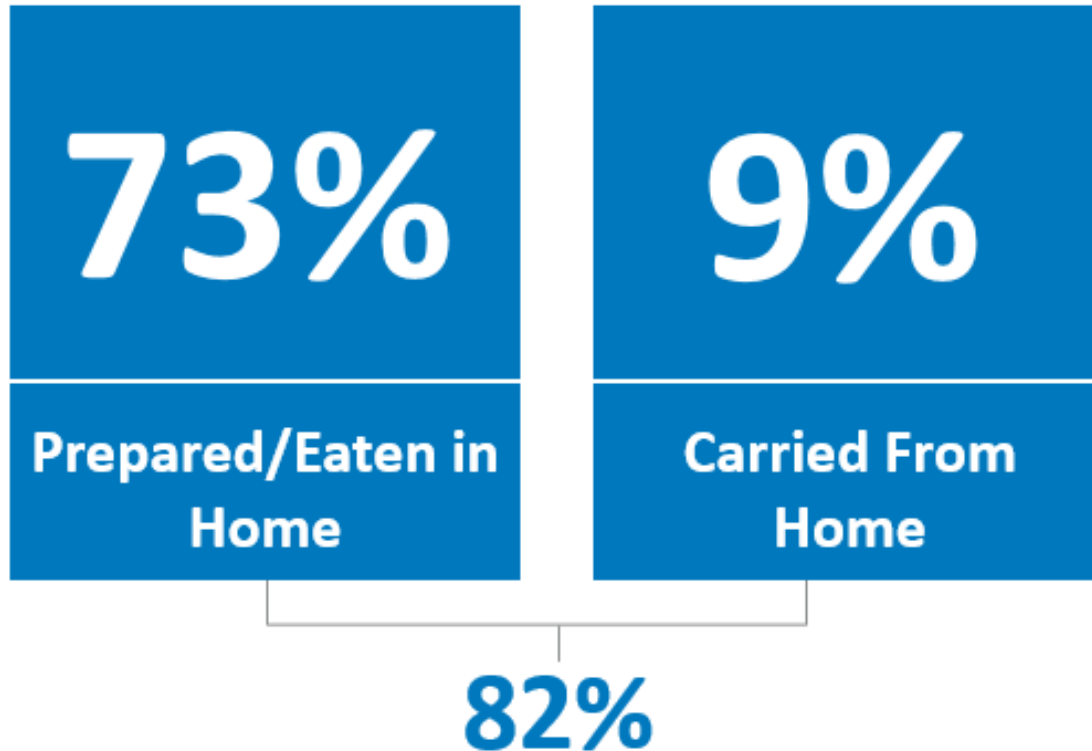


# Calzones – Cravings & Convenience



- Calzones hit the sweet spots for where consumers get their snacks and for consumption.

## Source for snacking/eating between primary meals



## Top Motivations for Snack Food Occasions

- Like the taste
- Had a craving for it
- Was hungry
- Simple and easy to eat
- Looked delicious
- Easily available
- Fun to eat

# Calzones – Top Meal Solution

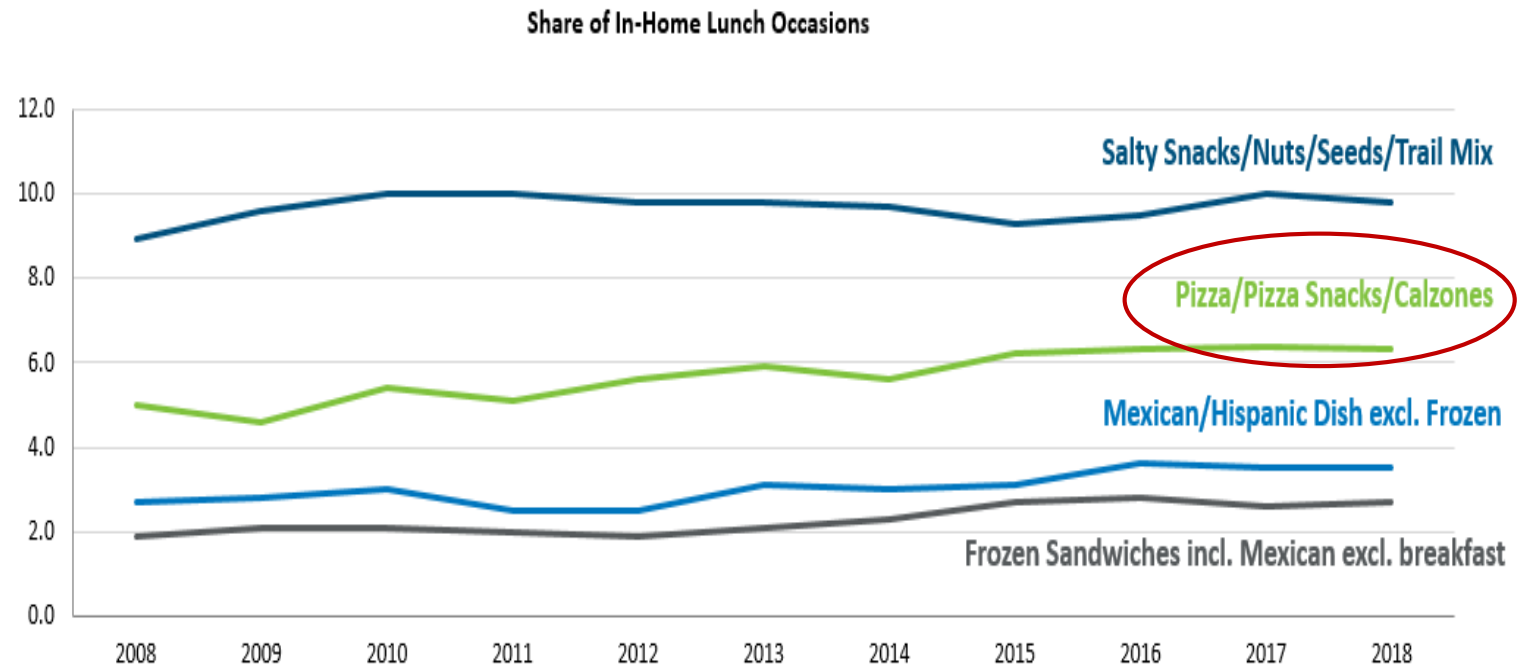


- Calzones are in the top 10 In-Home Lunch foods and have become more prominent as a lunchtime meal solution over the past decade.

## Percentage of In-Home Lunch Occasions

Top Foods		
1	Sandwiches	30.3
2	Salty Snacks/Nuts/Seeds/Trail Mix	9.8
3	Fruit (any form)	9.7
4	Vegetables and Legumes	7.7
5	Salads	7.5
6	Poultry	6.9
7	Pizza/Pizza Snacks/Calzones	6.3
8	Potatoes, Sweet Potatoes, Yams	5.9
9	Soup	5.3
10	Bread/Muffins/Biscuits/Tortillas	4.8

## Leading four foods that have become more important at lunch in the past decade

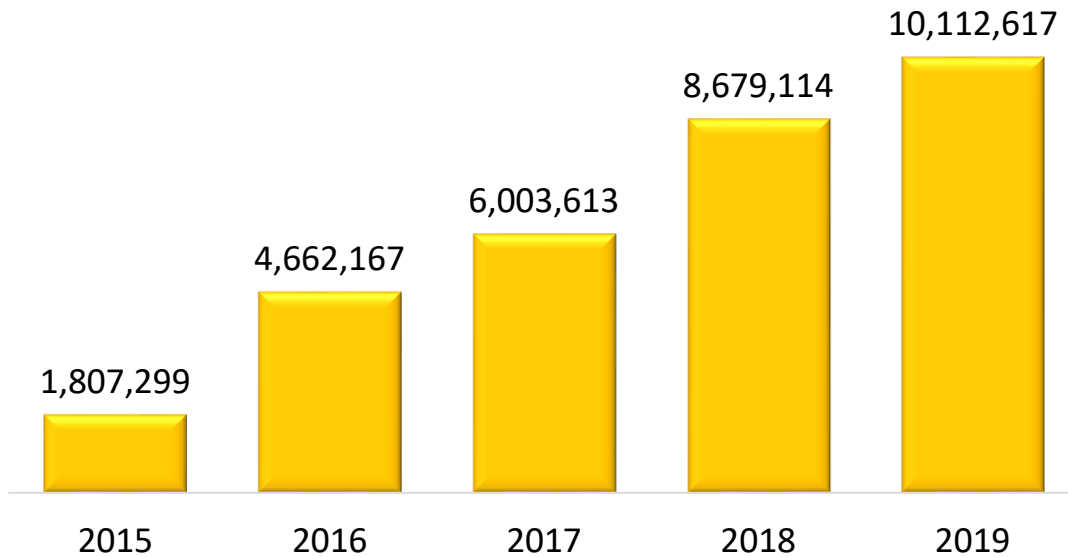


# Carando Brand Strength



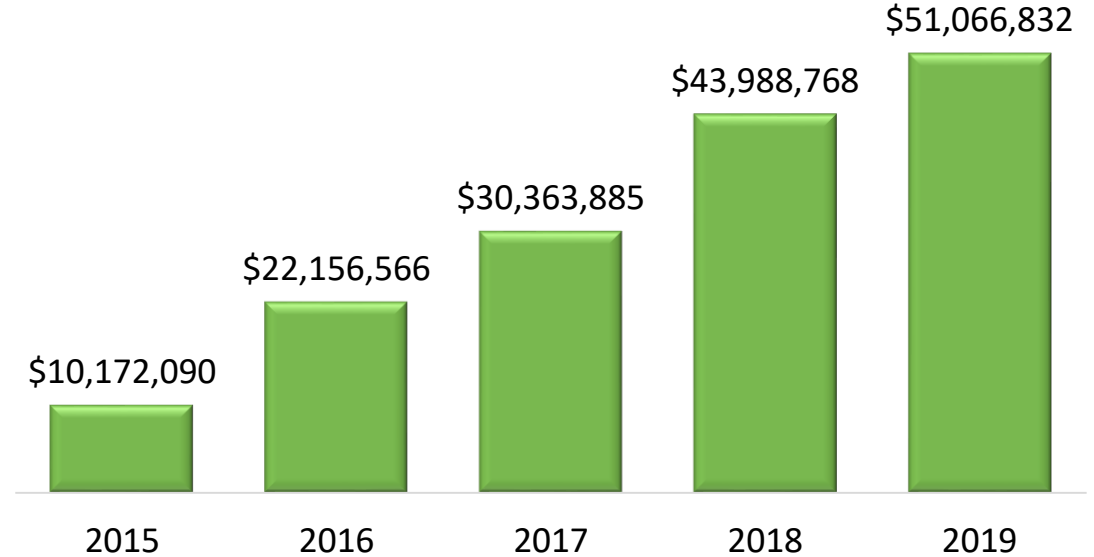
- The Carando brand has established itself as a strong growth brand over the past 5 years.

Volume



**5 Year CAGR: +53.8%**

\$



**5 Year CAGR: +49.7%**

# Introducing Carando Calzones



## Product Proposition and Offering

- **Featuring Carando Italian Meats**
  - Pepperoni
  - Chicken Breast
  - Meatballs with no Nitrates/Nitrites, artificial flavors/colors, or preservatives
- **Microwaveable in 90 seconds!**
- **Excellent ingredient to dough ratio, ensuring a balanced bite every time!**
- **Proprietary dough formula delivering a crusty exterior with a soft interior**
- **Packaging communicates quality and essence of bakery fresh**
- **Shipped frozen to allow merchandising flexibility based on consumer demand**
  - Once slacked out, product has 14 day shelf life
- **Available in the following varieties:**
  - Pepperoni Calzone
  - Meatball Calzone
  - Chicken Parmesan Calzone

## Timing

- First Ship: Targeting Late August
- Samples Available mid July (These will be in clear film)
- Product to be available in Smithfield DC's & Dot Foods



## Sell as a Foodservice & Retail Item in store

- Merchandise frozen in freezer door for customers to take home to eat
- Merchandise refrigerated (14 days) in cooler & microwave/toast in store
- Merchandise product warm in Hot Case / Sandwich Warmer, after heating in convection oven in back of store



# Merchandising & Pricing



## Distribution

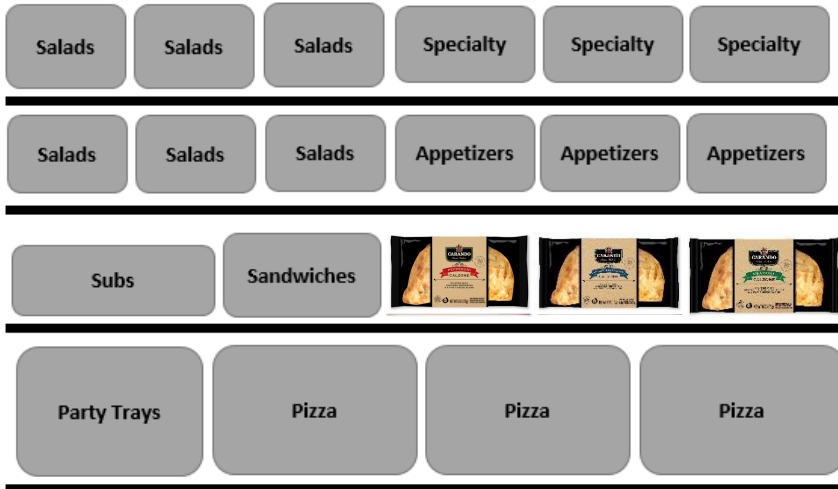
UPC      Description

Product Description	Unit UPC (GTIN)	CASE
		GTIN
CARANDO CHKN PARM 6OZ	00076033351723	20076033351727
CARANDO PEPPERONI 6OZ	00076033351709	20076033351703
CARANDO MEATBALL 6OZ	00076033351716	20076033351710

Unit Cost = \$1.46 ea.  
(into distribution)

## Shelving

- NEW Carando Calzones should be merchandised horizontal within the Grab N Go Set



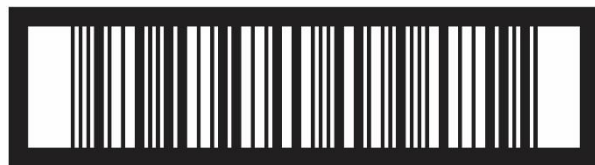
# Product Barcodes-Calzones



Product UPC: 00076033351709



Case UPC: 20076033351703



2 00 76033 35170 3



Product UPC: 00076033351716



Case UPC: 20076033351710



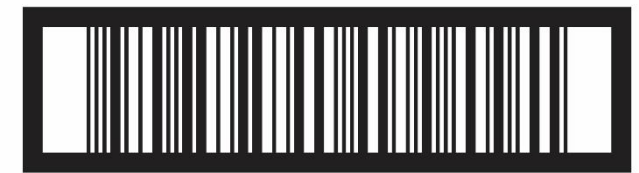
2 00 76033 35171 0



Product UPC: 00076033351723



Case UPC: 20076033351727



2 00 76033 35172 7

# Carando Pepperoni Calzone



## Ingredients

- Carando Pepperoni, Mozzarella, Ricotta, Parmesan, Romano and a Provolone Cheese Blend, with Marinara Sauce

## Size

- 6 oz.

## Heating Instructions:

Ensure product is fully defrosted. Heat to an internal temperature of 160F as indicated on a food thermometer. As ovens vary, additional time may be needed.

**Microwave:** Remove calzone from packaging and place on a microwave-safe dish. Cook on high for at least 1:30 minutes. Let rest two minutes before serving.

**Conventional oven:** Preheat oven to 375F. Remove calzone from packaging and place on a baking sheet. Cook for at least 15 minutes. Let rest two minutes before serving.



## Nutrition Facts

1 Servings Per Container  
Serving Size 1 Calzone ( 170 g)

Amount Per Serving

<b>Calories</b>		<b>580</b>
		% Daily Value *
<b>Total Fat</b>	33 g	<b>42 %</b>
Saturated Fat	16 g	<b>80 %</b>
Trans Fat	0.5 g	
Polyunsat. Fat	3 g	
Monounsat. Fat	10 g	
<b>Cholesterol</b>	60 mg	<b>20 %</b>
<b>Sodium</b>	1120 mg	<b>49 %</b>
<b>Total Carbohydrate</b>	50 g	<b>18 %</b>
Dietary Fiber	2 g	<b>7 %</b>
Total Sugars	5 g	
Includes	5 g Added Sugars	<b>10 %</b>
<b>Protein</b>	22 g	<b>44 %</b>
Vitamin D	0.6 mcg	4 %
Calcium	210 mg	15 %
Iron	3.6 mg	20 %
Potassium	240 mg	6 %

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Total Shelf Life: 240 days

UOH	Net Weight (lbs)	Tare Weight (lbs)	Gross Weight (lbs)	Depth (in)	Width (in)	Height (in)	Volume (cu ft)
Case (CS)	4.5	.516	5.256	13.875	10.375	5.8125	0.484
Each (EA)	.375	.02	0.395	1.5	7.5	3.5	0.023
Layer (LAY)	49.5		57.816	48	40	5.8125	6.458
Pallet (PAL)	396		462.528	48	40	46.5	51.667

# Carando Meatball Calzone



## Ingredients

- Meatballs, Mozzarella, Ricotta, Parmesan, Romano and a Provolone Cheese Blend, with Marinara Sauce

## Size

- 6 oz.

## Heating Instructions:

Ensure product is fully defrosted. Heat to an internal temperature of 160F as indicated on a food thermometer. As ovens vary, additional time may be needed.

**Microwave:** Remove calzone from packaging and place on a microwave-safe dish. Cook on high for at least 1:45 minutes. Let rest two minutes before serving.

**Conventional oven:** Preheat oven to 375F. Remove calzone from packaging and place on a baking sheet. Cook for at least 18 minutes. Let rest two minutes before serving.



## Nutrition Facts

1 Servings Per Container  
Serving Size 1 Calzone ( 170 g)

Amount Per Serving

	<b>600</b>	% Daily Value *
<b>Total Fat</b> 37 g		<b>47 %</b>
Saturated Fat 17 g		<b>85 %</b>
Trans Fat 1 g		
Polyunsat. Fat 3.5 g		
Monounsat. Fat 13 g		
<b>Cholesterol</b> 50 mg		<b>17 %</b>
<b>Sodium</b> 900 mg		<b>39 %</b>
<b>Total Carbohydrate</b> 46 g		<b>17 %</b>
Dietary Fiber 3 g		<b>11 %</b>
Total Sugars 4 g		
Includes 2 g Added Sugars		<b>4 %</b>
<b>Protein</b> 20 g		<b>40 %</b>
Vitamin D 0.4 mcg	2 %	
Calcium 150 mg	10 %	
Iron 3.9 mg	20 %	
Potassium 320 mg	6 %	

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Total Shelf Life: 240 days

UOM	Net Weight (lbs)	Tare Weight (lbs)	Gross Weight (lbs)	Depth (in)	Width (in)	Height (in)	Volume (cu ft)
Case (CS)	4.5	.516	5.256	13.875	10.375	5.8125	0.484
Each (EA)	.375	.02	0.395	1.5	7.5	3.5	0.023
Layer (LAY)	49.5		57.816	48	40	5.8125	6.458
Pallet (PAL)	396		462.528	48	40	46.5	51.667

# Carando Chicken Parmesan Calzone



## Ingredients

- Chicken Breast, Mozzarella, Ricotta, Parmesan, Romano and a Provolone Cheese Blend, with Marinara Sauce

## Size

- 6 oz.

## Heating Instructions:

Ensure product is fully defrosted. Heat to an internal temperature of 165F as indicated on a food thermometer. As ovens vary, additional time may be needed.

**Microwave:** Remove calzone from packaging and place on a microwave-safe dish. Cook on high for at least 1:30 minutes. Let rest two minutes before serving.

**Conventional oven:** Preheat oven to 375F. Remove calzone from packaging and place on a baking sheet. Cook for at least 15 minutes. Let rest two minutes before serving.



## Nutrition Facts

1 Servings Per Container  
Serving Size 1 Calzone ( 170 g)

Amount Per Serving

<b>Calories</b>		<b>460</b>
		% Daily Value *
<b>Total Fat</b>	19 g	<b>24 %</b>
Saturated Fat	11 g	<b>55 %</b>
Trans Fat	0 g	
Polyunsat. Fat	2 g	
Monounsat. Fat	4.5 g	
<b>Cholesterol</b>	55 mg	<b>18 %</b>
<b>Sodium</b>	820 mg	<b>36 %</b>
<b>Total Carbohydrate</b>	48 g	<b>17 %</b>
Dietary Fiber	2 g	<b>7 %</b>
Total Sugars	4 g	
Includes	2 g Added Sugars	<b>4 %</b>
<b>Protein</b>	24 g	<b>48 %</b>
Vitamin D	0.2 mcg	0 %
Calcium	190 mg	15 %
Iron	3.2 mg	20 %
Potassium	250 mg	6 %

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Total Shelf Life: 240 days

UOM	Net Weight (lbs)	Tare Weight (lbs)	Gross Weight (lbs)	Depth (in)	Width (in)	Height (in)	Volume (cu ft)
Case (CS)	4.5	.516	5.256	13.875	10.375	5.8125	0.484
Each (EA)	.375	.02	0.395	1.5	7.5	3.5	0.023
Layer (LAY)	49.5		57.816	48	40	5.8125	6.458
Pallet (PAL)	396		462.528	48	40	46.5	51.667



# Introducing Carando Rip 'n Dips



# Carando 5-Cheese Rip and Dip



## Ingredients

- Dough stuffed with Mozzarella, Ricotta, Provolone, Parmesan and Romano Cheeses with Marinara Dipping Sauce Cup

## Size

- 8.5 oz.



Nutrition Facts	
Serving Size 1 Rip N Dip, plus Sauce cup (241g)	
Servings Per Container Exact 1	
Amount Per Serving	
<b>Calories</b> 680	<b>Calories From Fat</b> 270
% Daily Value *	
<b>Total Fat</b> 31g	<b>48%</b>
Saturated Fat 13g	<b>65%</b>
Trans Fat 1g	
<b>Cholesterol</b> 60mg	<b>20%</b>
<b>Sodium</b> 1370mg	<b>57%</b>
<b>Total Carbohydrate</b> 70g	<b>23%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 6g	
<b>Protein</b> 29g	<b>58%</b>
Vitamin A 8%	Vitamin C 30%
Calcium 50%	Iron 25%
* Percent Daily Values are based on a 2,000 calorie diet.	

## Heating Instructions:

To ensure food safety, cook product to internal temperature of 160F. Oven temperature and cooking time may vary.

**Microwave:** Open one end of film. Remove sauce container. Microwave on high for at least 1 minute. Let cool 2 minutes before cutting. If frozen, cook on high for at least 1-1/2 minutes.

**Conventional Oven:** Preheat oven to 425F. Remove product film. Place Rip-n-Dip on baking sheet. Cook for at least 15 minutes. Let cool 1 minute before serving. If frozen, cook for at least 22 mins.

\*For best results brush with olive oil after baking

## Tomato Sauce:

**Microwave:** Remove top and place container in microwave on high for at least 15 seconds.

**Conventional Oven:** Preheat oven to 400F. Pour sauce into oven safe container and heat for at least 5 minutes.

Product Description	Unit UPC (GTIN)	Unit Dimensions			Pack	CASE		Case Dimensions						Net Wgt	Gross Wgt
		L x	W	x H		GTIN	Case Cube	L x	W	x H	Ti	Hi	Cases		
PZA,CRDO,CHS,12/8.5Z,RING,FZ	76033101953	4.50	2.00	4.50	12	20076033101957	0.624	11.8750	11.6250	7.8125	12.00	5.00	60.00	6.38	7.242

# Carando Pepperoni Rip and Dip

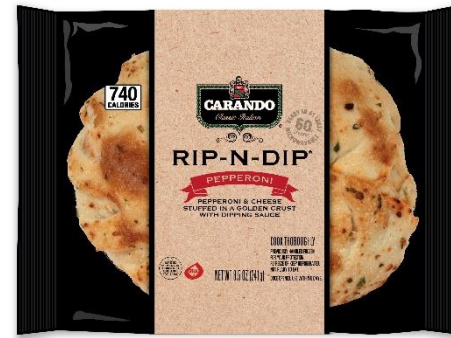


## Ingredients

- Dough stuffed with Pepperoni, Mozzarella, Ricotta, Provolone, Parmesan and Romano Cheeses with Marinara Dipping Sauce cup

## Size

- 8.5 oz.



Nutrition Facts	
Serving Size 1 Rip N Dip, and Sauce Cup (241g)	
Servings Per Container 1	
Amount Per Serving	
<b>Calories</b> 740	<b>Calories From Fat</b> 340
% Daily Value *	
<b>Total Fat</b> 38g	<b>58%</b>
Saturated Fat 15g	<b>75%</b>
Trans Fat 1g	
<b>Cholesterol</b> 75mg	<b>25%</b>
<b>Sodium</b> 1690mg	<b>70%</b>
<b>Total Carbohydrate</b> 68g	<b>23%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 6g	
<b>Protein</b> 29g	<b>58%</b>
Vitamin A 6%	Vitamin C 30%
Calcium 35%	Iron 25%
* Percent Daily Values are based on a 2,000 calorie diet.	

## Heating Instructions:

To ensure food safety, cook product to internal temperature of 160F. Oven temperature and cooking time may vary.

**Microwave:** Open one end of film. Remove sauce container. Microwave on high for at least 1 minute. Let cool 2 minutes before cutting. If frozen, cook on high for at least 1-1/2 minutes.

**Conventional Oven:** Preheat oven to 425F. Remove product film. Place Rip-n-Dip on baking sheet. Cook for at least 15 minutes. Let cool 1 minute before serving. If frozen, cook for at least 22 mins.

\*For best results brush with olive oil after baking

## Tomato Sauce:

**Microwave:** Remove top and place container in microwave on high for at least 15 seconds.

**Conventional Oven:** Preheat oven to 400F. Pour sauce into oven safe container and heat for at least 5 minutes.

Product Description	Unit UPC (GTIN)	Unit Dimensions			Pack	CASE		Case Dimensions						Net Wgt	Gross Wgt				
		L	x	W		x	H	GTIN	Case Cube	L	x	W	x			H	Ti	Hi	Cases
PZA,CRDO,PEPP,12/8.5Z,RING,FZ	76033101960	4.50		2.00	x	4.50	12	20076033101964	0.624	11.8750		11.6250		7.8125	12.00	5.00	60.00	6.38	7.242



# Product Barcodes-Rip and Dips



Product UPC: 00076033101953



Case UPC: 20076033101957



Product UPC: 00076033101960



Case UPC: 20076033101964



Unit Cost = \$1.79 ea.  
(into distribution)