



THE POWER OF FLAVOR



*Farmer's Beef Stew made using
MINOR'S® Natural Gluten Free Beef Base*

———— WITH FLAVOR THAT INSPIRES, —————
MINOR'S IS THE RIGHT INGREDIENT FOR
A MORE PROFITABLE MENU.

 **MINOR'S**
TRUSTED BY CHEFS™

THE POWER OF FLAVOR

MINOR'S® quality flavor brings extraordinary value to your operation. Soup is often the first item served, and is your chance to make the first impression that will inspire your customers to come back again and again. Don't let cost alone determine your purchase decision, when it's *flavor* that truly grows your profits. If serving better tasting soup gives you two or more soup sales each day, you could make \$3,500 more in profit each year.

2 BOWLS PER DAY=
\$3,500

\$5.38 Average price of 8 oz. bowl of soup*
- \$0.37 Food cost**
\$5.01 Profit on 1 bowl of soup
\$5.01 x 2 x 350 DAYS = \$3,507 ANNUAL PROFIT

When
1% TOTAL FOOD COST
buys most of your flavor, it
PAYS TO BUY THE BEST.

% MINOR'S bases are a small portion of your total food costs, yet make an enormous difference in the flavor of your dishes. The flavor of MINOR'S high quality bases will elevate any dish from ordinary to extraordinary.

“Our food satisfaction scores over the last year, with patients, have gone from the 70th percentile to the 90th and the Café went from 78th to 87th.”

- Jeffrey Gilmore, Director of Culinary
- Switched to MINOR'S as part of the changes he made at Banner Estrella Medical Center, Phoenix, AZ

Soup is on the rise: The number of consumers ordering soup is up 17% in the last two years¹, and soups are incredibly profitable, especially when using MINOR'S bases.

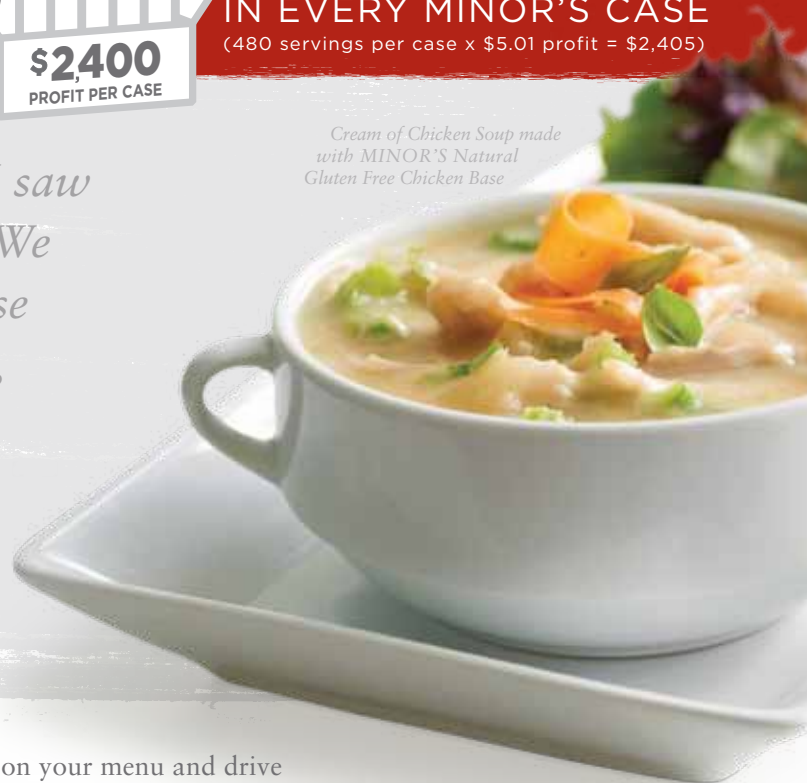


\$2,400 PROFIT
IN EVERY MINOR'S CASE
(480 servings per case x \$5.01 profit = \$2,405)

“We switched to MINOR'S because I saw the difference, most of all the flavor! We are now hooked, and will NEVER use anything else. I have two restaurants, both are high in volume. I am thrilled to be using a product that is far superior to any other out there.”

- Chef Todd Johnson, Rumrunners Restaurant, Cape Coral, FL

Cream of Chicken Soup made with MINOR'S Natural Gluten Free Chicken Base



To learn more about how MINOR'S can help put more flavor on your menu and drive business in your operation, please call 1.800.243.8822 or visit flavormeansbusiness.com.

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*Datassential, Pricing by Soup Variety 2012, Commercial Segment

**Average food cost for top selling soups made with MINOR'S bases

¹Technomic Report, 2012

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