



Tomato Product Line Restructuring

GOOD

Bella Vista

(Value Priced Alternative)

BETTER



(Legacy Brand)

BEST



(Premium Brand)

Product Realignment • Brand/Name Changes • Minor Formulation Changes

Same Great Quality...New Look!





MEMORANDUM

DATE: 11/2/2016

TO: Valued Customers and Brokers

FROM: Angela Kearney, Product Marketing Manager, Tomatoes

SUBJECT: Tomato Product Line Adjustments Update

As we strive to continue our heritage of delivering great tasting, nutritious foods to our customers, Furmano's has restructured our tomato product line to better align with our brand portfolio. The product numbers listed below will be changing due to a *brand or name change but have the same formulation*. We are depleting our old label inventory before moving into newly designed labels. The transition will occur on or around December 15th, 2016 unless otherwise noted.

DISCONTINUED PRODUCT	REPLACEMENT PRODUCT
F10930 – Furmano's Spaghetti Sauce No Salt Added	F12260 – Bella Vista Spaghetti Sauce No Salt Added <i>(New)</i>
F10906 – Furmano's Crushed Tomatoes-No Basil	F12261 – Bella Vista Crushed Tomatoes <i>(New)</i>
F10431 – Furmano's Crushed Tomatoes-Basil	F12262 – Bella Vista Crushed Tomatoes with Basil <i>(New)</i>
F10340 – Furmano's Pizza Sauce	F12263 – Bella Vista Pizza Sauce <i>(New)</i>
F11602 – Bella Vista Extra Standard Ketchup (29%) – LOW SODIUM	F10405 – Bella Vista Extra Standard Ketchup (29%) <i>(Now with Low Sodium)</i>
F10854 – Furmano's Heavy Crushed Tomatoes—Basil	F10436 – Conte Heavy Crushed Tomatoes with Basil
F10354 – Furmano's Heavy Pizza Sauce	F10342 – Conte Heavy Pizza Sauce
F11179 – Conte Ground Tomatoes in Puree	F10428 – Furmano's Ground Chunky Crushed Tomatoes <i>(New Name)</i>
F10935 – Furmano's Ground Peeled Tomatoes in Puree	F10428 – Furmano's Ground Chunky Crushed Tomatoes <i>(New Name)</i>
F11394 – Furmano's Ground Unpeeled Tomatoes in Puree	F11889 – Furmano's All Purpose Crushed Tomatoes in Puree <i>(available immediately)</i>
F11177 – Conte Tomato Strips in Puree	F10445 – Furmano's Tomato Strips in Puree

Please note that **F10428** – Furmano's Chunky Crushed Tomatoes has been renamed as Furmano's Ground Chunky Crushed Tomatoes and the formulation remains the same.



The following products have been discontinued, but there is no replacement product with the exact same formulation. However, listed below are similar products you might want to consider as a substitution.

DISCONTINUED PRODUCT	SUBSTITUTION PRODUCT FOR CONSIDERATION
F11392 – Furmano’s Heavy Crushed Tomatoes – No Basil <i>(effective immediately)</i>	F12264 - Furmano’s Extra Heavy Crushed Tomatoes <i>(Same Flavor, Thicker Consistency)</i> <i>(available mid-November)</i> F10436 – Conte Heavy Crushed Tomatoes with Basil <i>(Same Consistency, Similar Flavor, Contains Basil)</i> <i>(available immediately)</i>
F11400 – Conte Super Heavy Pizza Sauce with Basil <i>(effective December 15)</i>	F12210 – Furmano’s Extra Heavy Pizza Sauce <i>(available immediately)</i>
F10463 – Furmano’s Tomato Sauce <i>(effective December 15)</i>	F12265 – Furmano’s Tomato Sauce <i>(New Improved Formula: Thicker and No Sweeteners)</i> <i>(available December 15)</i>
F11402 – Conte Super Heavy Crushed Tomatoes <i>(effective November 1)</i>	F12264 – Furmano’s Extra Heavy Crushed Tomatoes <i>(New thicker formula)</i> <i>(available mid-November)</i>

The following products have been formulated to better align with health trends. These products will be available upon completion of existing inventory on or around December 15, 2016 as they become available.

REFORMULATED PRODUCT	MINOR FORMULATION CHANGE
F10934 – Furmano’s Fully Prepared Pizza Sauce <i>(formerly called Furmano’s Prepared Heavy Pizza Sauce with Olive Oil)</i>	Removed High Fructose Corn Syrup <i>(Replaced with Sugar)</i>
F10377 – Furmano’s Home Style Spaghetti Sauce	Removed High Fructose Corn Syrup <i>(Replaced with Sugar)</i>
F10335 – Conte Marinara Sauce	Removed High Fructose Corn Syrup <i>(Replaced with Sugar)</i>

Please contact your Furmano’s Sales Rep or Customer Service to discuss making the switch to the different brand or improved formula.

Thank you for your partnership as we undergo these changes!

Sincerely,

Angela Kearney

TOMATO PRODUCT LINE CHANGES



Minor Formulation Changes:

Product Description	Formulation Change
F10405 – Bella Vista Extra Standard Ketchup	Lower Sodium
F10377 – Furmano's Home Style Spaghetti Sauce	Removed High Fructose Corn Syrup <i>Available in 2017</i>
F10335 – Conte Marinara Sauce	Removed High Fructose Corn Syrup <i>Available in 2017</i>
F10934 – Furmano's Fully Prepared Pizza Sauce (name change)	Removed High Fructose Corn Syrup <i>Available in 2017</i>
F12210 – Furmano's Extra Heavy Pizza Sauce	Now Made with Fresh Tomatoes <i>Available in 2017</i>

Name Change:

Original Name	Name Change
F10428 – Furmano's Chunky Crushed Tomatoes	F10428 – Furmano's Ground Chunky Crushed Tomatoes (same formula)

TOMATO PRODUCT LINE CHANGES



Discontinued Products & Conversions:

Discontinued Product	Convert To	Reason
F10930 – Furmano’s Spaghetti Sauce No Salt Added	F12260 - Bella Vista Spaghetti Sauce No Salt Added	Brand Change Same Formula
F10906 – Furmano’s Crushed Tomatoes-No Basil	F12261 – Bella Vista Crushed Tomatoes	Brand Change Same Formula
F10431 – Furmano’s Crushed Tomatoes-Basil	F12262 – Bella Vista Crushed Tomatoes with Basil	Brand Change Same Formula
F10340 – Furmano’s Pizza Sauce	F12263 – Bella Vista Pizza Sauce	Brand Change Same Formula
F11402 – Conte Super Heavy Crushed Tomatoes	F12264 – Furmano’s Extra Heavy Crushed Tomatoes	Brand/Name Change Decreased Bostwick/Thicker
F10463 – Furmano’s Tomato Sauce	F12265 – Furmano’s Tomato Sauce	New Improved Formula with No Sweeteners & Thicker
F11602 – Bella Vista Extra Standard Ketchup (29%) – LOW SODIUM	F10405 – Bella Vista Extra Standard Ketchup (29%)	SKU Reduction Same Formula
F10854 – Furmano’s Heavy Crushed Tomatoes—Basil	F10436 – Conte Heavy Crushed Tomatoes with Basil	SKU Reduction Same Formula
F10354 – Furmano’s Heavy Pizza Sauce	F10342 – Conte Heavy Pizza Sauce	SKU Reduction Same Formula
F11179 – Conte Ground Tomatoes in Puree	F10428 – Furmano’s Ground Chunky Crushed Tomatoes in Puree	SKU Reduction/Name Change Same Formula
F10935 – Furmano’s Ground Peeled Tomatoes in Puree	F10428 – Furmano’s Ground Chunky Crushed Tomatoes in Puree	SKU Reduction/Name Change Same Formula
F11394 – Furmano’s Ground Unpeeled Tomatoes in Puree	F11889 – Furmano’s All Purpose Crushed Tomatoes in Puree	SKU Reduction/Name Change Same Formula
F11177 – Conte Tomato Strips in Puree	F10445 – Furmano’s Tomato Strips in Puree	SKU Reduction Same Formula
F11392 – Furmano’s Heavy Crushed Tomatoes – No Basil	Another Comparable Product - TBD by Customer	
F11400 – Conte Super Heavy Pizza Sauce with Fresh Basil	F12210 – Furmano’s Extra Heavy Pizza Sauce or Another Comparable Product - TBD by Customer	