



TEASDALE
LATIN FOODS

Tex-Mex & Innovation
2021



CROSS INTERNATIONAL
BROKERAGE Inc.

We are Teasdale.

Everything we do here at Teasdale Latin Foods centers around a common theme: Our desire to provide high-quality, nutritious, on-trend Latin foods that deliver the best in fiesta-worthy flavor. Be it private label, co-manufacturing or branded products, we deliver on our promise: Provide the highest quality, every single time. We welcome you to our Family!



TEASDALE MAIZ PARA POZOLE



CROSS INTERNATIONAL
BROKERAGE Inc.



Teasdale

AUTHENTIC · AUTÉNTICO

PINTO BEANS

Frijoles Pintos

MADE WITH
Sea Salt
Sal de Mar
HECHO CON

NET WT 100 OZ (6 LB 12 OZ)
PESO NETO 3.06 kg

Teasdale

AUTHENTIC · AUTÉNTICO

BLACK BEANS

Frijoles Negros

GOOD SOURCE OF
FIBER
BUENO FUENTE DE
FIBRA

Teasdale

AUTHENTIC · AUTÉNTICO

ARBANZOS

Chick Peas

Teasdale

AUTHENTIC · AUTÉNTICO

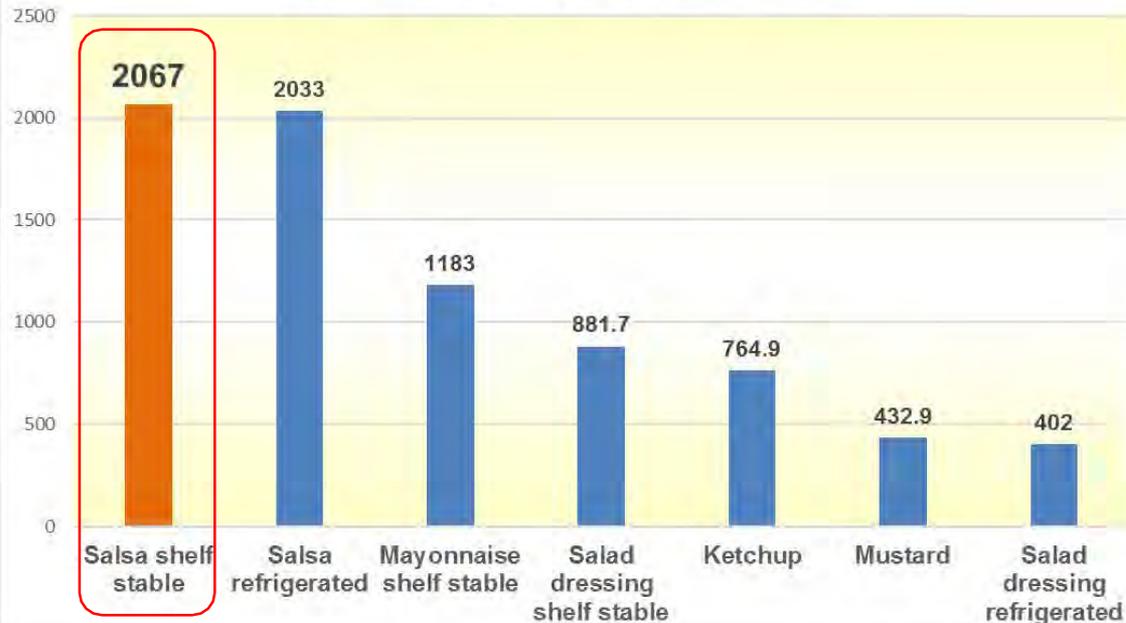
DARK RED KIDNEY BEANS

Frijoles Rojos Oscuros

GOOD SOURCE OF
FIBER
BUENO FUENTE DE
FIBRA

Salsa is the most important condiment in the US

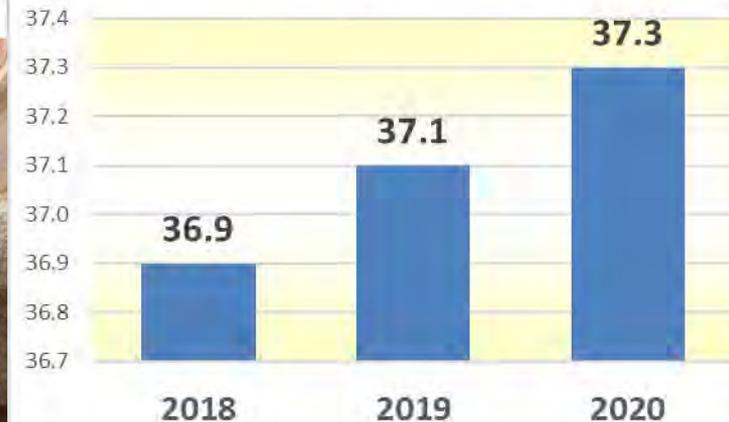
Dollar Sales (\$Mil) of US Condiments



Shelf Stable Salsa

- Emerged as the **#1 Condiment** in the US
- Captures 37M households **Weekly**

Projected US Households Using Salsa Weekly (Millions)



Key Salsa Insight: Flavor!

Flavor:

- The #1 Purchase Driver Critical for Capturing Millennials
- 5X More Important than Any Other Attribute

29%

Impulse Purchase!

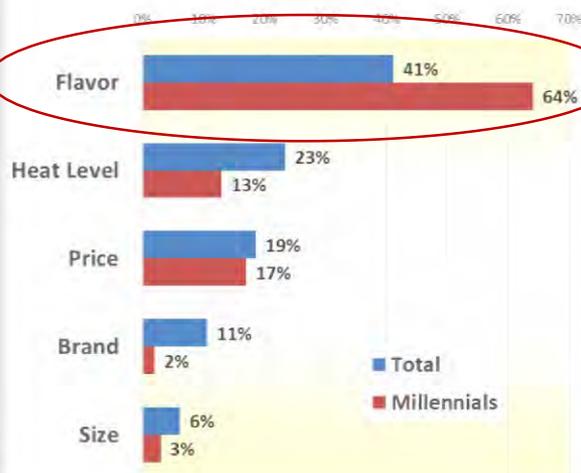
52%

Of Salsa Buyers are looking for new flavors, while more than one third prefer innovative flavors over traditional flavors

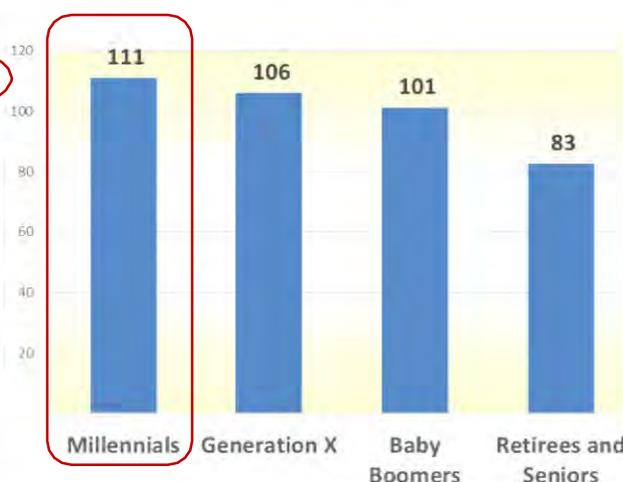
84%

Of shoppers have purchased Chips and Salsa in the past 12 months

Attributes Leading to Salsa Purchase
% Response Top 2 Box



Importance of Flavor in Salsa Purchase
Index by Generation Top 2 Box





Target Consumer

Millennials

Snack frequently
Like flavor varieties
Value “small batch”, “craft products
Looking for clean labels



Target Consumer

Adventurous young Millennials

Don't follow conventional rules
They like to take risks
They are well traveled
They are into cuisine
Different flavor combinations
Like to try different things

The *Funky-Fresh* Salsa that Breaks all the Rules

Benefit from Category growth by offering the brand consumers seek for flavor



JARDINES



Embedded with rich heritage, for more than 30 years, Jardine's has created fire-roasted Texas Style salsas, using farmland produce and ingredients delivered daily to our Buda, TX facility. Here we hand cut our vegetables daily and cook small batches to deliver **FUNKY-FRESH FLAVORS** families crave.

- 15+ Flavors of Funky Fresh Salsas and Taco Sauces
- Innovative flavors combining taste and heat
- Gluten Free
- Opportunities on the fore front of flavor trends
- Millennials
- Snack Frequently
- Value “Small Batch”, “Craft” products
- Looking for clean labels

54%
Purchase
Intent

Jardines Indexes
217 With
Millennials!
117 Index with
Millennials (TTL Salsa)

Flavor Is the
#1 Salsa purchase
attribute: **3x more**
important than other
factors in purchase!

52% Of Salsa Buyers
are looking for **new**
flavors, while >1/3
prefer innovative
flavors over
traditional flavors

- It's a whole lotta never-been-done-before, tasty as heck salsa!
- Bootleg pushes the limits of flavor when it comes to salsa
- If you're looking for Green Salsa, Roasted Garlic or Habanero, then Bootleg is NOT for you



- Available flavors:
 - **Chill** Cucumber and Lime
 - **Kickin'** Apple Cider
 - **Tippy** Tequila Lime
 - **Blushing** Violet and Pear
 - **Sassy** Lavender and Peach
 - **Cozy** Cranberry Orange
 - **Fiery** Ghost Pepper and Pumpkin

*All Jardine's Line cost \$15.60 cs Delivered 6/16oz per cs

New Jardines Flavor!



- Elaborada con pulpa de aguacate fresca, tomatillos triturados, pimientos y chiles jalapeños. esta salsa puede clasificarse como Fresh & Tangy! Una combinación de sabores, con una textura perfecta.
- Sin gluten
- Vegano
- Salsa con sabor Jalapeño - Guacamole como si estuviera hecha en casa, lista para servirse.
- Las ventas que se han registrado en EU en la categoría de salsas es de 35.8 Millones de dólares, con un crecimiento del 25.5%. Las salsas con guacamole registran un incremento del 18.8%
- Jardines, es considerada una marca premium, al realizar pequeños lotes para la elaboración de sus productos, ya que son elaborados de una forma artesanal.
- Jardines, se ha convertido en la marca líder en su categoría con un crecimiento del 32.6%



Around these parts, the jalapeno is more than just an everyday pepper; it's the State Pepper of Texas. The Spirit of Buda felt immense patriotic pride at the sight of these potent peppers, so he dedicated an entire salsa to them.



According to legend, there's only one pepper that made the Spirit of Buda beg for Mercy: Carolina Reaper, the hottest pepper on the planet.



Strap in and hold on; Buckin' Bourbon Chipotle is one WILD flavor ride! A raucous blend of smoky chipotles fresh vegetables and BOURBON flavoring, this is one uniquely delicious salsa experience that'll have you screaming "YEEHAW"



Happy hour, shmappy hour! Smoky Tomatillo Margarita is a cocktail-inspired salsa perfect for any time of day! We paired fresh margarita flavors with ripe tomatillos and delicious veggies for a sweet-meets-salty experience that'll make your head swim.



Target Consumer

- Those who are familiar with the Margaritaville brand (74% National recognition) Consider Margaritaville a lifestyle
- Intensely loyal and purchase products as a way to identify with the Margaritaville lifestyle
- They love to entertain (3x more likely to be avid entertainers than the average adult)

Brand Positioning

Margaritaville is a lifestyle brand associated with tropical escape, fun, food and drink, enjoyment and relaxation. Margaritaville is an aspirational place... a place we'd all rather be.

For salsa lovers, these island-inspired creations offer a taste escape through bold and unique flavors like lime, mango, cilantro and habanero.

Street Tacos are HOT!!

Popularity of “Street Food” continues to grow, with Mexican food at the forefront of it

Our Jardine Street Taco Sauces offer

- Trendy Flavors
- Bold Formulas
- Lots of heat

Target Consumer

- Millennials
 - Snack frequently
 - Like flavor varieties
 - Value “small batch”, “craft” products
 - Looking for clean labels



Jardine's Street Taco Sauces



Hailing from South of Austin, Jardine's Street Taco Sauces are bursting with bold, authentic Latino ingredients sure to take your tacos to the next level. From mild to muy caliente, these authentic small-batch sauces make the meal, make an impression, and make adventurous eaters crave every flavor

- 4 varieties of premium, Taco-truck inspired flavors

JARDINE'S ROASTED CHIPOTLE STREET TACO SAUCE, MILD

JARDINE'S HATCH GREEN CHILE STREET TACO SAUCE, MEDIUM

JARDINE'S RED CHILE TOMATILLO STREET TACO SAUCE, HOT

JARDINE'S GARLIC SRIRACHA STREET TACO SAUCE, HOT



- All Natural Ingredients
- Made in Small Batches

***All Jardine's Line cost \$15.60 cs Delivered 6/10.5oz per cs**

Jardines Street Taco Sauces are **34%** Incremental: **Highest of any brand!**

- Jardines Delivers on Millennials' Needs:
- Quality Ingredients
 - Authenticity
 - Variety & Customization

Jardines Street Taco Sauces were responsible for a **16% Total Category Growth** at a Northern California Retailer!



To people who cook Tex-Mex for the people they love, Casa Fiesta is the only brand that uses healthy, delicious ingredients to make even the most iconic Tex-Mex recipes a fiesta

Casa Fiesta

- Families who love Tex-Mex but are looking for healthier high quality ingredients in a value brand
- ages 18+ General Market Hispanics



Green Label

- Healthier, better-for-you, core Tex-Mex items
 - Organic
 - Non-GMO
- Differentiation vs competitive set



Red Label

- Core Line of Tex-Mex Favorites
- Value Priced



Casa Fiesta will help further grow Healthy choices by capturing needed consumers



42% of Hispanics claim that half or more of their purchase is Organic or Natural 

39% of Millennials claim that half or more of their purchase is Organic or Natural

46% of Hispanics claim that they are buying more organic foods than a year ago

63% of Hispanic Millennials claim that they are buying more organic foods than LY

- *Organic Refried Beans*
- *Organic Refried Black Beans*
- *Organic Spicy Refried Jan '20*
- *Organic Whole Black Beans*

67% Purchase Intent Among Millennials

- *NON-GMO Taco Shells*
- *NON-GMO Dinner Kits Oct '19*
- *NON-GMO Taco Seasoning Jan '19*
- *NON-GMO Fajita Seasoning Jan '20*
- *NON-GMO Chorizo Seasoning Dec '19*

- *Peppers Non GMO-Jan 2020:*
- *Green Chilies 4oz*
- *Jalapenos Sliced 4oz*
- *Jalapenos Sliced 12oz*
- *Chipotle Peppers 7.5oz*



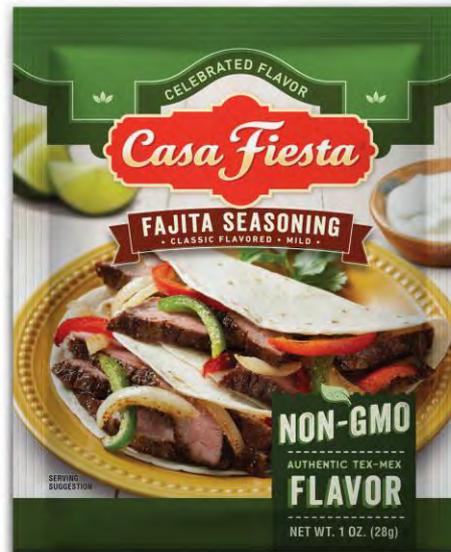
Sources: Nielsen, Total US xAOC, 52 weeks ending 8/11/2018, Lightspeed/Mintel April 2017, .

Introducing Casa Fiesta Non-GMO Seasonings

- Classic Taco- Same flavor, new upc
- Classic Fajita- Same flavor
- New Taco Chorizo Flavor
- All 1oz



New upc
Begins shipping Oct 2019



Flow through
April 2020



Samples Available
Oct 2019

Non printed samples available Sep 15th



Introducing the New Casa Fiesta Organic Spicy Refried Beans



- The latest addition to our better for you Tex-Mex line

Samples Available September 15th

Line Priced with other Organic beans



New Non-GMO CF Dinner Kit



- Although not reflecting at retail yet, internal sales of the Non-GMO taco shells are +19% YTD
- Non-GMO Project Verification is in progress and artwork will be updated as soon as received.
- Keeping the same upc
- Flow through Oct 2019



Casa Fiesta Peppers get a new Look!

- Did you know that Casa Fiesta Peppers were already Non-GMO?



Flow through
October 2019
-lid will be green

- New Look
- Non-GMO call out



Flow through
ETA June 2020



Flow through
October 2019



Flow through
November 2019





10G
PLANT BASED
PROTEIN

The logo features the text '10G' in a large, bold, yellow font with a distressed, grainy texture. A green leaf is positioned above the letter 'G'. Below '10G', the words 'PLANT BASED' and 'PROTEIN' are stacked in a smaller, bold, yellow font.

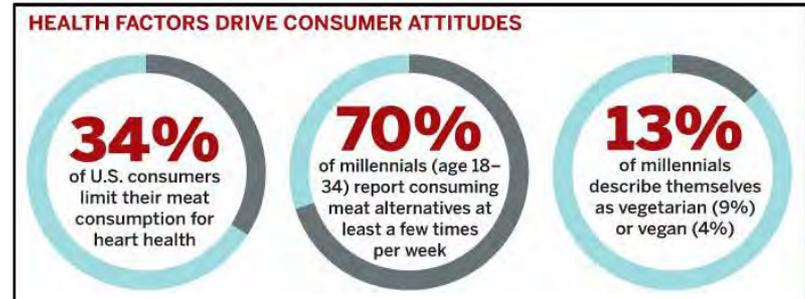
What is 10g?

Is highly concentrated, all-natural, plant-based proteins that have been fused into our recipes using our proprietary processing capabilities.

The Power of Plant-Based Protein and Flavor



- 46% of Americans and 62% of Hispanic Millennials say plant-based proteins are better for you than animal based options
- 88% of Hispanic Millennials believe that plant based proteins are healthy for you
- 39% of consumers say they are trying to incorporate more plant-based foods into their diet
- 1/3 of the protein market is set to be plant based by 2054
- Most notably, in August of 2018, Starbucks introduced a plant-based protein blended cold brew.



beans



Pea protein



flavor



81% of Millennials say protein content is extremely important when making grocery store purchases

34% of Millennials say that TASTE is an extremely important factor when buying food to eat at home

Flavor is the #1 Value added component in beans

NEW Teasdale Simply Especial



Prepare to spice up your meal!

Introducing Simply Especial, higher protein beans by Teasdale. We've blended regional Latin recipes with plant-based proteins to give you the power of protein in delicious, authentic, flavors you won't stop talking about. Try Simply Especial today!

- The 1st brand with 10G of plant-based protein per serving! (*3.5 servings per can*)
 - Fortified with pea protein
- Good Source of Fiber
- Good Source of Iron
- 5 Regionally Latin Flavored varieties
 - Chili Verde
 - Chipotle Rojo
 - Peruvian
 - Spicy Cuban
 - Mexican Chili

#1 Food Trend for 2019 Plant Based Protein US News:
<https://health.usnews.com/health-news/blogs/eat-run/articles/2018-11-06/6-food-trends-to-watch-for-in-2019>



***All Varieties Line cost \$12.60 cs Delivered 12/15.5oz per cs**

Introducing Teasdale Simply Especial Bean Tortillas

A collection of Latin inspired bean tortillas, packed with 6 grams of Protein per serving!



Black Bean & Citrus	Chickpea & Cilantro	Classic Navy
<ul style="list-style-type: none"> • 6G of Protein • Higher protein than whole wheat • No Trans Fat • Zero cholesterol • Zero Total Sugars 	<ul style="list-style-type: none"> • 6G of Protein • Higher protein than whole wheat • No Trans Fat • Zero cholesterol • Zero added Sugars 	<ul style="list-style-type: none"> • 6G of Protein • Higher protein than whole wheat • No Trans Fat • Zero cholesterol • Zero Total Sugars



- **Samples on Clear bags available now**
- **Printed samples available mid September**

Pack size: 12/8ct
MSRP: \$3.48



Cheers! The popularity of beer flavored foods



- Innova Market Insights tracked an 8% increase in 2017 for new product introductions for foods with beer style flavors and believes there's a lot of potential for continued growth
- Beer style flavors in food are an innovation in the industry that capitalizes on the recent trend for specific and artisan beer flavors ie: IPA, Porter and Stout
- Not surprising many main stream brands have jumped on the band-wagon



- Pertaining to beans, this is actually something that consumers are already doing at home



Introducing Teasdale Simply Especial – Cerveza Series



Savor the flavors of Teasdale Simply Especial's newest collection from South of the Border. We took our favorite Latin-inspired beans and kicked them up a notch with beer-infused flavors for a hoptastic twist creating amazing side dishes!



Hoppy Cerveza combines classic black beans with the hoppiest south-of-the-border beer to create a delicious Latin-inspired side dish perfect for any occasion.

UPC 0-71240-00048-8



Citrus Cerveza blends citric beer and sweet orange flavors, transforming fresh chickpeas into the kind of Latin-inspired side dish you can't help but dream about.

UPC 0-71240-00049-5



Flavors abound in Honey Cerveza, a sweet-meets-savory, oh-so-smooth side dish that blends fresh navy beans with honey and dark beer flavors.

UPC 0-71240-00050-1

***All Varieties Line cost \$12.60 cs Delivered 12/15.5oz per cs**



Brand positioning

To truly adventurous flavor seekers, Sontava! is the only hot sauce that blends big flavors and bold habanero peppers for a thick, delicious experience that slaps the status quo in the taste buds

Only the Best Ingredients

EAT THIS, NOT THAT!



<http://www.eatthis.com/hot-sauce>

The popular health blog ranked Hot Sauces.
The #1 Hot Sauce Contains:

- *All Natural Ingredients*
- *Fresh carrots, habaneros, jalapenos, lime juice, vinegar, onions, garlic, and salt*
- ***Exactly Sontava's premium recipe!***

Healthy and Natural



Healthy: Sontava uses only the highest quality natural peppers and ingredients

Clean Label: Only 5-6 All Natural ingredients

All Natural: No Preservatives!

Innovative and Unique Flavors



Sontava offers Habanero, Mango Habanero and different heat levels

***All Varieties Line cost \$22.08 cs Delivered 12/5oz per cs**



DICKEY'S
BARBECUE PIT[™]
est. 1941

The Dickey's Story

Dickey's Barbecue Pit was established in 1941 by Travis Dickey and is still a family-owned restaurant to this day. Dickey's offers quality, slow-smoked meat with an authentic trim, slice, and chop and still smokes their meat on site.

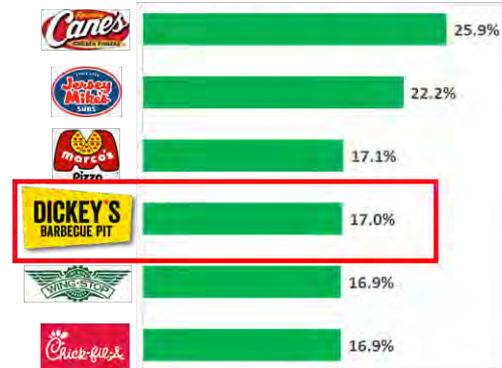


LEGIT. TEXAS. BARBECUE.

DICKEY'S
BARBECUE PIT
est. 1941



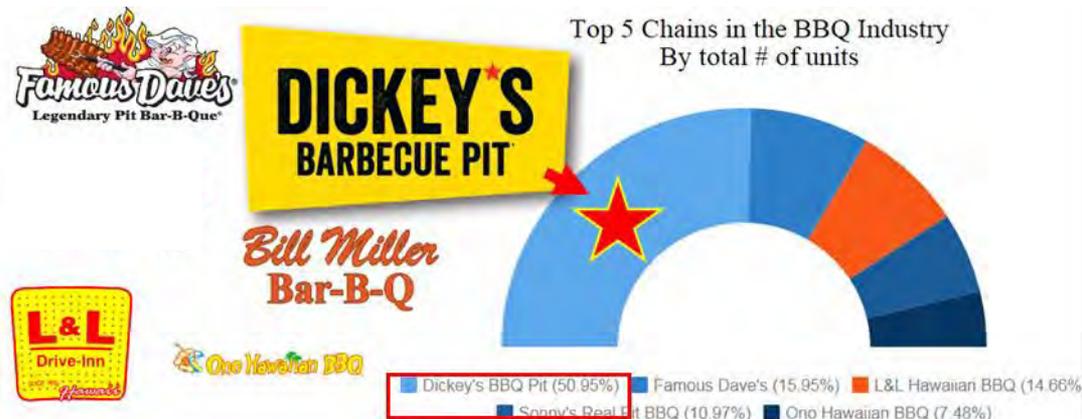
Top \$ Growth Restaurant Chain in the US!



38 Dickey's Locations in Great Lakes Trading Area!

- Bringing Dickey's beans from the PIT to your home
- On-trend flavors
- # 4 in Franchise growth, adding nearly 100 stores a year
- 51% share of BBQ restaurants
- 335,000 Social Media Followers

#1 BBQ Restaurant Chain in the US with 51% Share



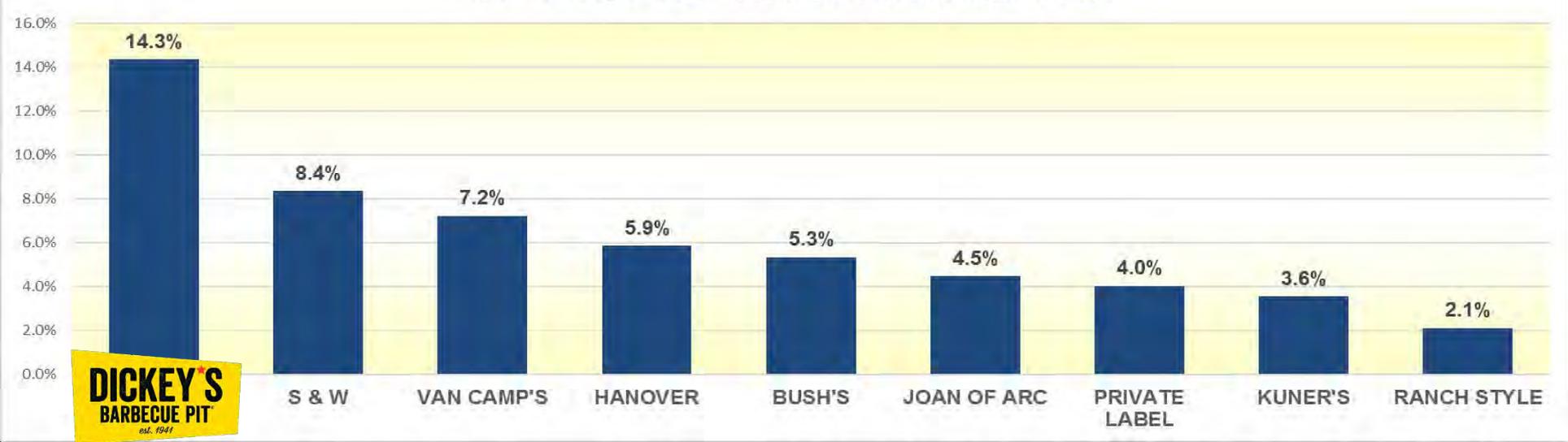
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Dickey's will bring new customers



Dickey's drives the highest incrementality among Value-Added offerings!
 Dickey's brings new customers through a strong heritage and distinctive flavors

Incrementality of Value Added Canned Beans: Total US Sales



Dickey's brand recognition in restaurants and retail products!



Now its going to be synonymous with Texas Barbeque



Introducing Mexene Texas Rubs

Signature Blend- A sweet, robust rub made with Mexene Chili Powder seasoning perfect for ribs and brisket

Green Chili Blend- A flavorful green chili rub with rich spices perfect for any type of meat

Samples available 10/1



Pack size 12/4oz

MSRP \$3.79

FOB prime \$27.84

\$2.32 unit 38.8% GM

0-71240-00044-0	1-00-71240-00044-7	12/4oz	MEXENE TEXAS RUB SIGNATURE BLEND 4OZ
0-71240-00045-7	1-00-71240-00045-4	12/4oz	MEXENE TEXAS RUB GREEN CHILE BLEND 4OZ

THANK YOU.....



CrossLidia@CrossIntlBrokerage.com