

BUILD

YOUR BRAND

WITH KETCHUP

You create a better menu and have better service to build you chain's brand. Take the next step by switching to your own brand of ketchup. **Red Gold®** will help you promote your brand—not a national brand. We will also help you design a label that will make your brand bold and beautiful while saving you money!

MILLIONS
of potential **BRAND**
IMPRESSIONS

5 FORMULAS
of **KETCHUP**
to choose from to best fit the
personality of your brand.™

3X GROWTH
in **PREMIUM**
STORE BRANDS
over manufacturer brands
in retail 2018 vs. 2017.**

87% OF CONSUMERS
LOVE
restaurant branded
KETCHUP*



*Datassentials Consumers Study, 2018 **39-capital.com ***Cadent Consulting Group, 2018



HOW TO BUILD

YOUR BRAND

WITH KETCHUP

From your tables to drive-thru and take-out... to delivery and catering—promoting YOUR OWN BRAND is key, and the Red Gold® private label program can help. Our pledge is to provide you with the best tasting, premium ketchup made from quality, U.S.A. grown tomatoes in multiple packaging options with custom labels that feature your own brand.

We make serving your own branded ketchup easy in three simple steps:



THE LABEL DESIGN

You have the freedom to create yourself, or our team will work with you to create the perfect look for your brand.



THE DEVELOPMENT

Our team coordinates all the stages of development through printing and production, to distribution and routine sales maintenance.




THE KETCHUP

We will produce and inventory your ketchup as needed.* No need to worry about manufacturing shortages!

*Minimum annual purchase applies.

KETCHUP FORMULAS

	Fancy Ketchup	Organic Ketchup	Sugar Ketchup	Low Sodium Low Sugar Ketchup**	Jalapeño Ketchup
	160 mg Sodium	Organic	4 g Sugar, 160 mg Sodium	Clear Bottle	Jalapeño Peppers
No Artificial Colors	•	•	•	•	•
No Artificial Flavors	•	•	•	•	•
No Preservatives	•	•	•	•	•
No High Fructose Corn Syrup		•	•	•	
No Allergens	•	•	•	•	•
Gluten Free	•	•	•	•	•
Kosher	•	•	•	•	•

**This formula comes in a clear bottle. All other formulas will be offered in the red bottle.

For more information visit [BestTastingTomatoes.com/private-label](https://www.BestTastingTomatoes.com/private-label) or call 866-729-7187.