

WHY O'Doughs®?

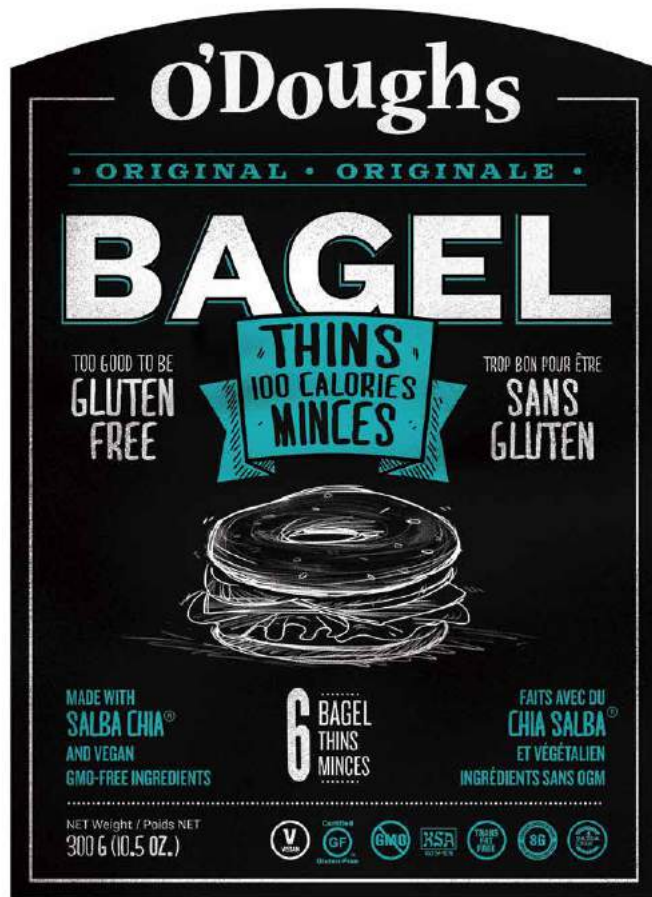
- Family owned, small-company passion
- 100% Dedicated Gluten Free and BRC Certified Facility
- Innovator: Truly Unique Product Introductions
- Strong Brand Loyalty Based on Product Quality
- Moist texture with **No Eggs/Dairy**
(breads/buns/thins/flats)
- 6-Pack Cases to Facilitate Turns
- Kosher, Dairy Free, Vegan
- Non-GMO Project Certification In Process
- 18 Month Frozen Shelf Life
- Individually Wrapped Single Serve Program

O'Doughs®

VEGAN

100 CALORIE BAGEL THINS

(PROVEN SALES SUCCESS!)



THREE VARIETIES

All baked with Chia Seeds!

- **Original**
- **Sprouted Flax**
- **Apple Cranberry**
Baked with Sprouted Flax Grand Fusion TM (7 fruits and vegetables equivalent to 2 daily servings of each)

Strong SPP Performance

(2-3 units/store/wk/sku)

\$4.99 - \$5.99 S.R.P.

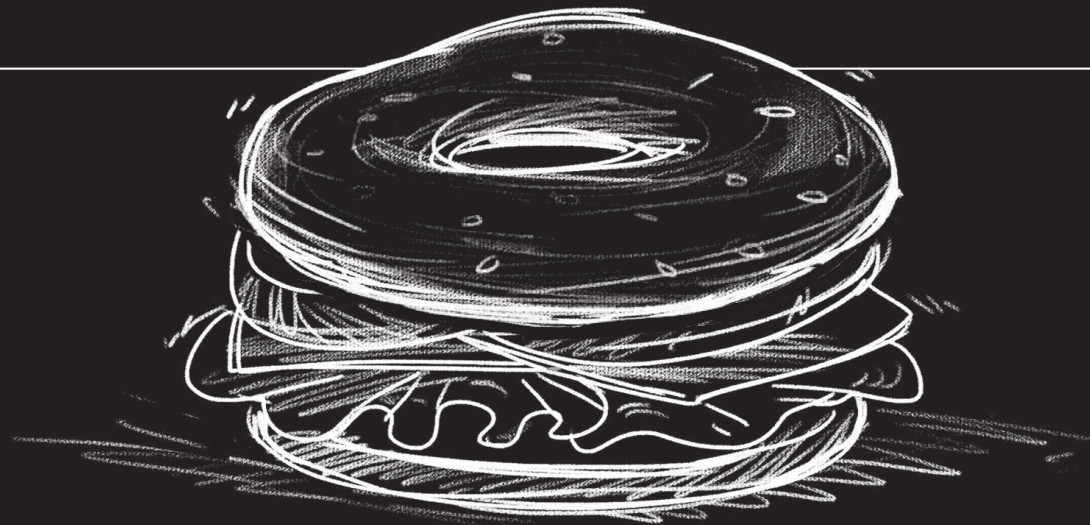
O'Doughs®

**ON PACE TO HIT \$1M IN SALES
THIS CALENDAR YEAR (2 SKUS)!**

THIS IS OUTSTANDING!

**DO WE HAVE ANY OTHER
NEW INNOVATION FOR FROZEN?**

— Kroger Business Analyst



O'Doughs®

VEGAN

MULTIGRAIN & ORIGINAL
SANDWICH THINS



NEW!

- 6 – 3.0 oz Thins Per Pack
(eye catching u-board
within clear plastic bag)
- Individually Sliced
- 6 units per case

\$5.99 - \$6.99 S.R.P.

O'Doughs®

VEGAN

MULTIGRAIN SUB THINS

UNIQUE, FIRST TO MARKET OPPORTUNITY!



NEW!

AVAILABLE 06/01/15

- 3 – 6.0 oz Thins Per Pack (eye catching u-board within clear plastic bag)
- Individually Sliced
- 6 units per case

\$5.99 - \$6.99 S.R.P.

O'Doughs®



MULTIGRAIN & ORIGINAL FLAT BREAD

UNIQUE, FIRST TO MARKET OPPORTUNITY!



NEW!

AVAILABLE 04/01/15

Get creative: Panini's, Bruschetta, Focaccia, Garlic Bread, Pizza and more!

- Flat bread is a top 5 bread trend!*
- 3 - 4.8 oz Thins Per Pack
- 8 units per case

\$5.99 - \$6.99 S.R.P.

*US Foods, 2014

O'Doughs®



DELUXE SEEDED WHOLE GRAIN
HAMBURGER BUNS & HOT DOG ROLLS



O'Doughs buns are all-dressed, making them perfect for your next gourmet, mouth watering BBQ.

Hamburger Buns

- 4 - 3.5 oz Buns per pack



Our classic hot dog buns come in yummy all-dressed and kid-friendly classic.

Hot Dog Rolls

- 6 - 3.5 oz Rolls per pack

\$5.99 - \$6.99 S.R.P.

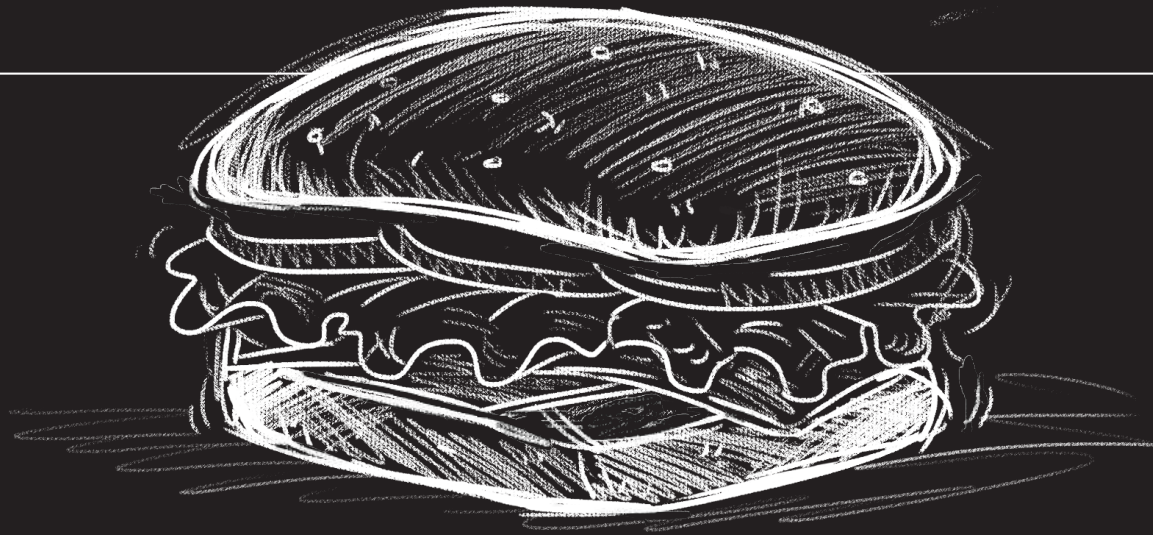
O'Doughs®

**THE BEST TASTING AND TEXTURE
GLUTEN FREE BUNS I'VE EVER TRIED**

AND I'VE TRIED THEM ALL!

**ALL DONE WITH ADDING EGGS. I NEED
THESE FOR MY CAFES TOMORROW!**

— Peter Von Osdol, Down to Earth



O'Doughs®

VEGAN

FULL LOAVES

AVAILABLE IN WHITE & FLAX



Baked from scratch with flax, potato, tapioca, soya, & rice flour. O'Dough's loaves meet strict dietary needs & lifestyle choices.

Full Loaves

- 6 - 24.7 oz per pack



Full: \$5.99 S.R.P.

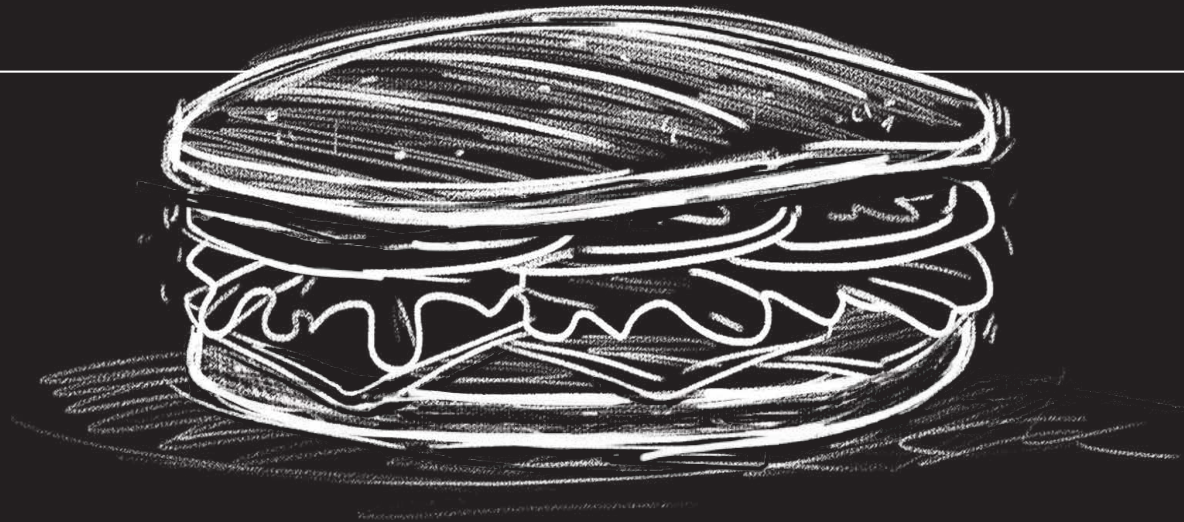
O'Doughs®

**I AM NOT ABLE TO LOCATE
YOUR BREAD IN MY AREA AND**

I LOVE YOUR GLUTEN FREE

**FLAX LOAF AND BUNS—I CAN'T BELIEVE
IT'S GF! THE BEST I'VE HAD, THANK YOU!**

— Kathy R, University Place, WA





MUFFINS

4 PACK & SINGLE-SERVE



THREE VARIETIES

Individually Wrapped

- **Wild Blueberry**
- **Double Chocolate**
- **Banana Chocolate Chip**
- 6 - 11.9oz

These eye catching 4 packs will jump out at consumers in the retailers freezer section.

\$6.49 S.R.P.

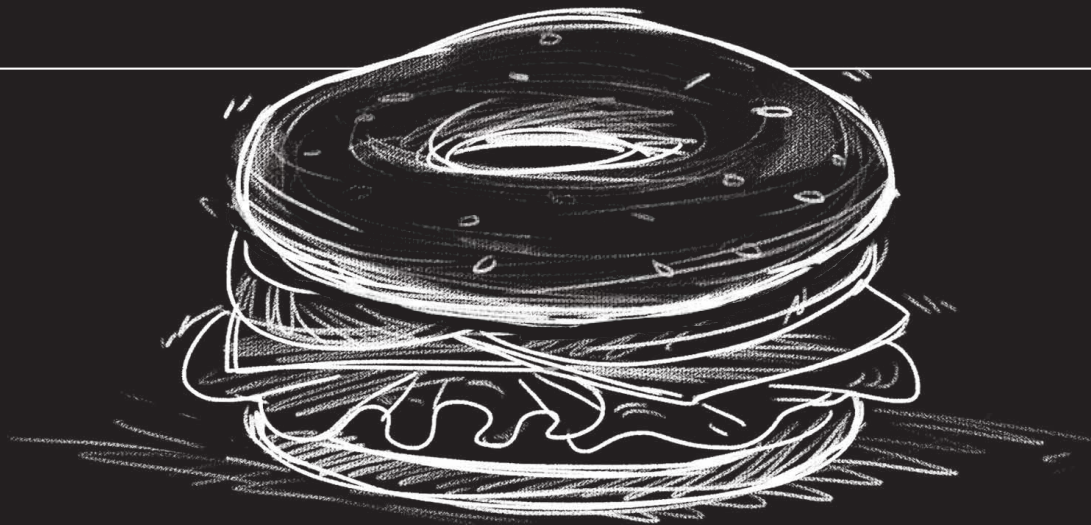
O'Doughs®

WOW! I CAN ENJOY MUFFINS AGAIN.

**SO MOIST
AND DELICIOUS!**

THANK YOU, THANK YOU, THANK YOU!

— Andy B, Bethesda, MD





CAKE LOAVES

LIKE MOM USED TO MAKE



TWO VARIETIES

- **Chocolate Cake**
- **Banana Chocolate Chip Cake**
- 6 - 14.1 oz per loaf

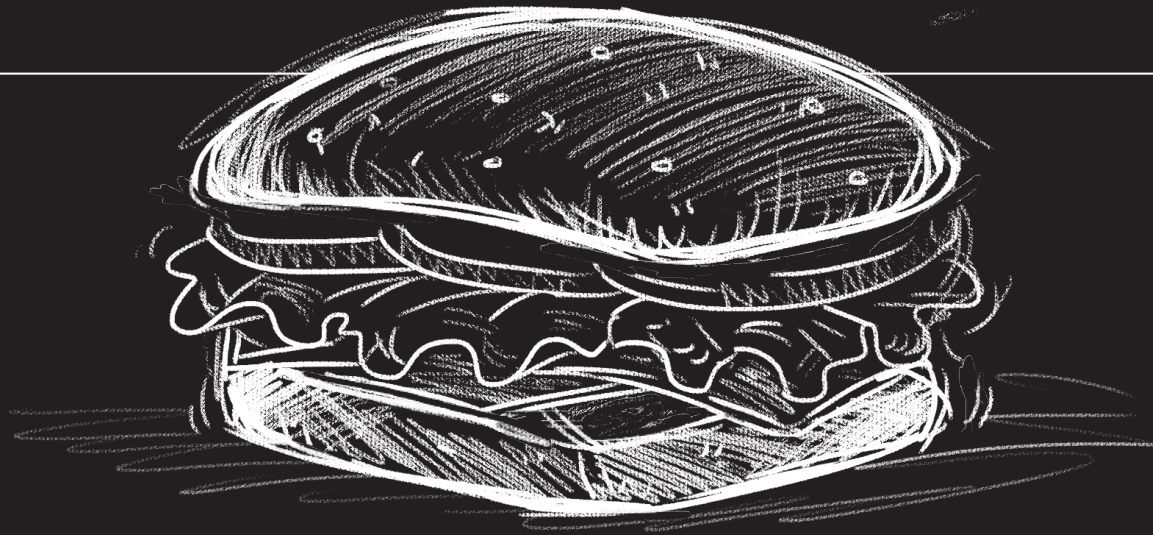
Who says you can't have your cake and eat it too? O'Doughs cakes are so packed with flavour that you can't have just one slice!

\$8.99 - \$9.99 S.R.P.

O'Doughs®

O'DOUGHS BAKED ITEMS ARE
**BETTER THAN ANY I
HAVE EVER TASTED.**

— Melba S, Spokane, WA





- **Bagel Thins**
Original, Sprouted Whole Grain Flax, Apple Cranberry
- **Sandwich Thins**
Multi Grain, Original, and Subs
- **Flat bread**
Multi Grain & Original
- **Deluxe Seeded Hamburger**
- **White and Flax Bread**
- **Muffins:**
Wild Blueberry (#1), Banana (#2), Chocolate (#3)
- **Pizza Kits**
White (#1), Flax (#2)
- **Lower Unit Price Point & Less Consumer Waste**