

# Sol Cuisine – Plant Protein Solutions



**Your natural source for healthy,  
delicious vegetarian foods since 1980.**

Sol Cuisine | Sara Farkas | [sara@solcuisine.com](mailto:sara@solcuisine.com) | 905.502.8500x235



# our story – sustainable business

- Established in Canada in 1980. 35 years of manufacturing experience. HACCP & SQF certified.
- **Non-GMO** soy sourced from Canada & the USA
- **Innovation** with pea protein and organic grains & legumes – **free-form foods with high nutritional value**
- **Solar Panels** on our roof produce 27.2 mwh/year (43% of our process water is heated by solar system); Cartons made from 100% recycled materials
- All packaging is made from 100% **recycled** materials
- Gluten & Nut-Free Facility



Dror Balshine, President and Lorraine Guardino, Marketing Manager, with Farmer, Haro Wehrmann (Ripley, ON)




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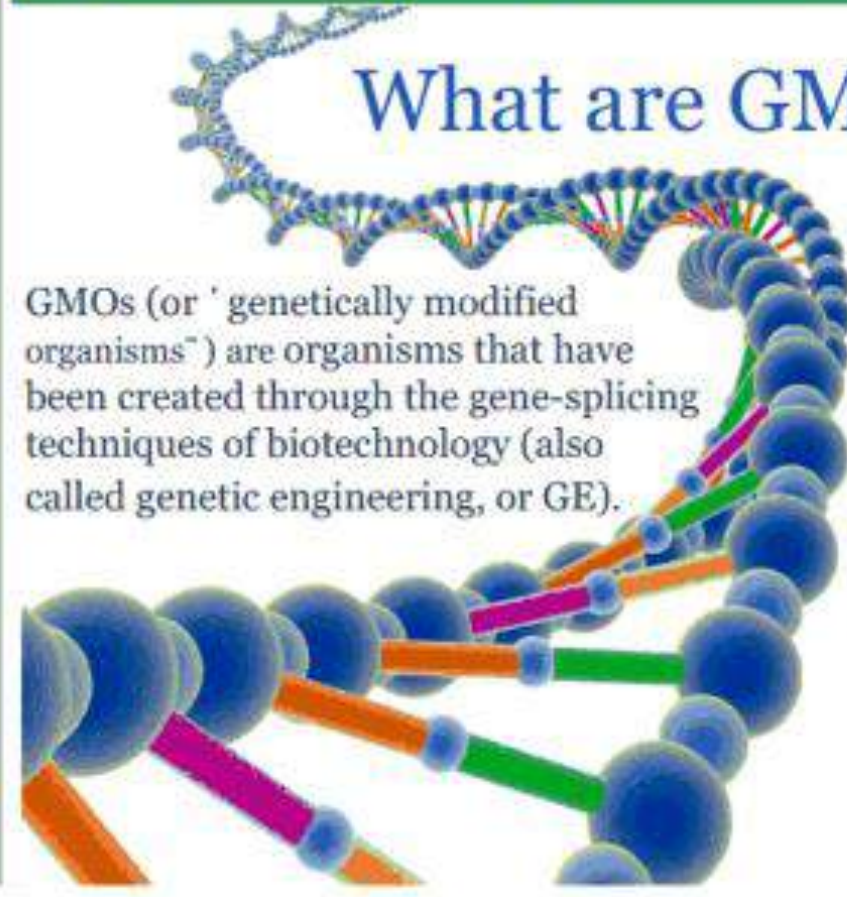
# non-GMO project verified



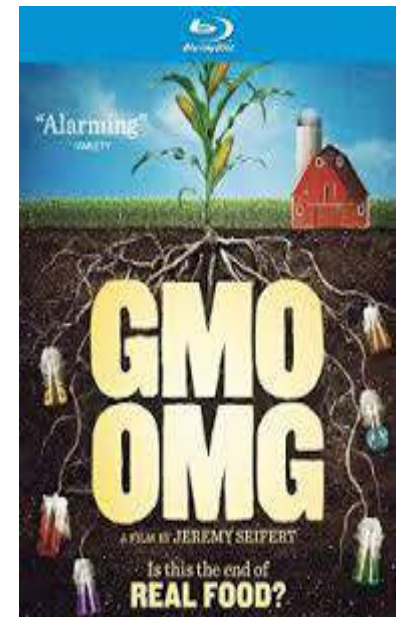
## What are GMOs?

GMOs (or 'genetically modified organisms') are organisms that have been created through the gene-splicing techniques of biotechnology (also called genetic engineering, or GE).

This relatively new science allows DNA from one species to be injected into another species in a laboratory, creating combinations of plant, animal, bacteria, and viral genes that do not occur in nature or through traditional crossbreeding methods.



**Soy Fact:**  
96% of U.S. crop  
are at risk of  
containing GMOs



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# gluten-free certified



\***\$8.8 billion** - US gluten-free food market value

\***20%** - YOY growth of gluten-free food in the US

\***60%** - forecasted growth to 2017

\***65%** - of US consumers eat gluten-free because they think it's healthier

Mintel, 2015



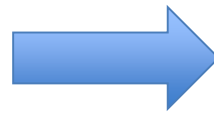
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# New Logo



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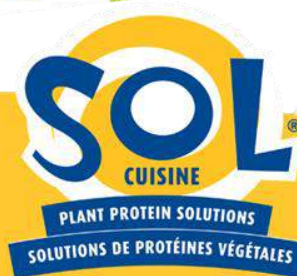


# Veggie Burgers – new package design!

- Frozen
  - Veggie Burgers (Quinoa Chia, Spicy Black Bean, Portobello Mushroom)
  - Free from Gluten, Nuts, GMOs
  - New Packaging Design
  - Vegan
- 
- **Quinoa Chia Burger:** Trending Superfoods – Organic Quinoa, Black Chia, Sweet Potato (Quinoa is a Complete Protein With 9 Essential Amino Acids, Chia is rich in Omega-3 brain fuel) – Soy-Free!
  - **Spicy Black Bean:** rich in nutrients from black beans & vegetables, this spicy offering is a top choice amongst customers
  - **Portobello Mushroom:** made with Portobello & Button mushrooms and Organic Brown Rice, this is our top selling veggie burger in Canada!
- 

8-12g Protein per serving

- Maintains integrity on the BBQ (no crumbling!)
- Diverse flavor profiles increase variety & usage occasions, driving incremental sales



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# New Products – Made without Soy!

- Frozen
- (Chickpea Sweet Potato Burger, Falafel w Tahini Sauce)
- Free from Soy, Gluten, Nuts, GMOs
- New Packaging Design
- Vegan

**Chick Pea Sweet Potato:** new! Rich in nutrients from chick peas, tahini & sweet potatoes, this new offering is sure to be a hit!

**Falafel with Tahini Sauce:** new & improved! Reformulated with enhanced taste & texture; significant cost reduction for lower retails + increased sales; re-sealable, BPA-free bag; contains 2-30g tahini packs; made with 90% organic ingredients!



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# Sol Cuisine Meatless Chickens/Beef

- Frozen
  - Meatless Chickens/Beef (Tangy Korean BBQ, Ginger Lime Teriyaki, Smoky Chipotle Tinga, Mongolian BBQ)
  - Soy-Based
- 
- 4 flavor profiles (traditional and trending) developed by Cordon Vert Trained Chef
  - Bag contains Strips + 2 Sauce Pouches
  - BPA-Free, microwaveable, re-sealable bags
  - Convenient Meal
  - 11g of Protein per serving
- Answer growing demand for meat-alternatives: 36% Americans shopping meat-alt category: 31% reducing meat consumption: 51% believe meat-alternatives healthier than real meat.



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# Family Packs

- Frozen
- Family Pack Size (Original Burger, Lightly Seasoned Meatless Chicken)
- Great savings to serve the whole family!



- **Original:** a meatless burger perfect for the flexitarian or meatless Mondays; maintains integrity on the BBQ or grill; 12g of protein!
- **Lightly Seasoned Meatless Chicken:** grill or sauté the strips in our rosemary-infused sunflower oil and serve with your favorite side; comes with; 18g of protein and only 175 calories per serving!



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# Veggie Breakfast Sausage

## Veggie Breakfast Sausage

- Soy-Based
- Versatile breakfast protein - Only 60 Calories, 2g Fat, 7g Protein
- 80% Less Fat than Pork Sausage
- Tastes just like Jimmy Deans!
- Vegan



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# Organic Fresh Selection

- Fresh
- Artisan Tofu, Sprouted Tofu, Tofu Ribs, Veggie Crumbles
- Certified Organic & non-GMO verified

**New! Sprouted Tofu:** increased crude protein & fiber; increased absorption of nutrients by neutralizing phytic acid and enzyme inhibitors; increased digestibility through breakdown of complex carbohydrates; increased alkalinity in the body; blood sugar regulator

- Best-selling meat alternatives
- Hand Crafted, Artisan Products
- High Protein/low calories per serving
- Heart-healthy, anti-oxidant, high in isoflavones
- View Food Network Food Factory Episode on Sol Cuisine Tofu:
- [http://www.youtube.com/watch?v=fwrg3LQ\\_6k&feature=plcp](http://www.youtube.com/watch?v=fwrg3LQ_6k&feature=plcp)



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# Product Ranking

- 1) Organic Artisan Tofu - *Fresh*
- 2) Original Burger
- 3) Mushroom Rice Burger
- 4) Sprouted Quinoa Chia Burger
- 5) Spicy Black Bean Burger
- 6) Organic Sprouted Tofu (launched Oct'15) - *Fresh*
- 7) Sweet Curry Vegetable Burger
- 8) Tangy Korean BBQ Meatless Chicken
- 9) Ginger Lime Teriyaki Meatless Chicken
- 10) Smoky Chipotle Tinga Meatless Chicken
- 11) Organic Tofu Ribs - *Fresh*
- 13) Veggie Breakfast Sausage
- 14) Organic Veggie Crumbles - *Fresh*
- 15) Original Burger - Family Pack
- 16) Lightly Seasoned Bulk Chicken
- 17) Mongolian BBQ Meatless Beef
- New!** Chickpea Sweet Potato Burger (launching Feb'16)
- New!** Falafel with Tahini Sauce (launching Feb'16)

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# 2016 Promo Calendar

## 2016 Distributor Promo Calendar - CANADA

Effective Jan. 2016

Resolutions/ Diets	Superbowl/ Healthy Heart	March Break	Earth Day	Show dates: May 14 - 15	Celiac Month	BBQ	BBQ/ Cottage	BBQ/ Cottage	Show Dates: Sept. 19 - 20	Back to School	Thanksgiving	Christmas	Christmas
January	February	March	April	CHFA West	May	June	July	August	CHFA East	September	October	November	December
<b>10% MCB</b> Tofu Ribs/ Veggie Crumbles/ Falafel/ Breakfast	<b>10% MCB</b> Meatless Meats	<b>10% MCB</b> Veggie Burgers	<b>10% MCB</b> Tofu Ribs/ Veggie Crumbles/ Falafel/ Breakfast	<b>20% MCB</b> Line Drive	<b>10% MCB</b> Meatless Meats	<b>10% MCB</b> Veggie Burgers	<b>10% MCB</b> Meatless Meats	<b>10% MCB</b> Veggie Burgers	<b>20% MCB</b> Line Drive	<b>10% MCB</b> Meatless Meats	<b>10% MCB</b> Tofu Ribs/ Veggie Crumbles/ Falafel/ Breakfast	<b>10% MCB</b> Meatless Meats	<b>10% MCB</b> Meatless Meats

Case Stack Deals cannot be combined with

monthly deals:

10cs - 5% mcb

15cs - 10% mcb

20cs - 15% mcb

\*Does not include 350g Tofu\*

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# Consumer Reach

- Social Media: Facebook, Twitter, Instagram, Pinterest (links below)
- Blogging
- Online contests
- Consumer shows (DC Green Festival; Texas Veg Fest; Boston Vegetarian Food Festival; NYC Green Festival; Veggie Fest Chicago; Green Festival San Francisco)
- New engaging website starting February 2016!



[www.facebook.com/SolCuisine](http://www.facebook.com/SolCuisine)



[www.instagram.com/SolCuisine](http://www.instagram.com/SolCuisine)



[www.twitter.com/SolCuisine](http://www.twitter.com/SolCuisine)



[www.pinterest.com/SolCuisine](http://www.pinterest.com/SolCuisine)

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Thank-you

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