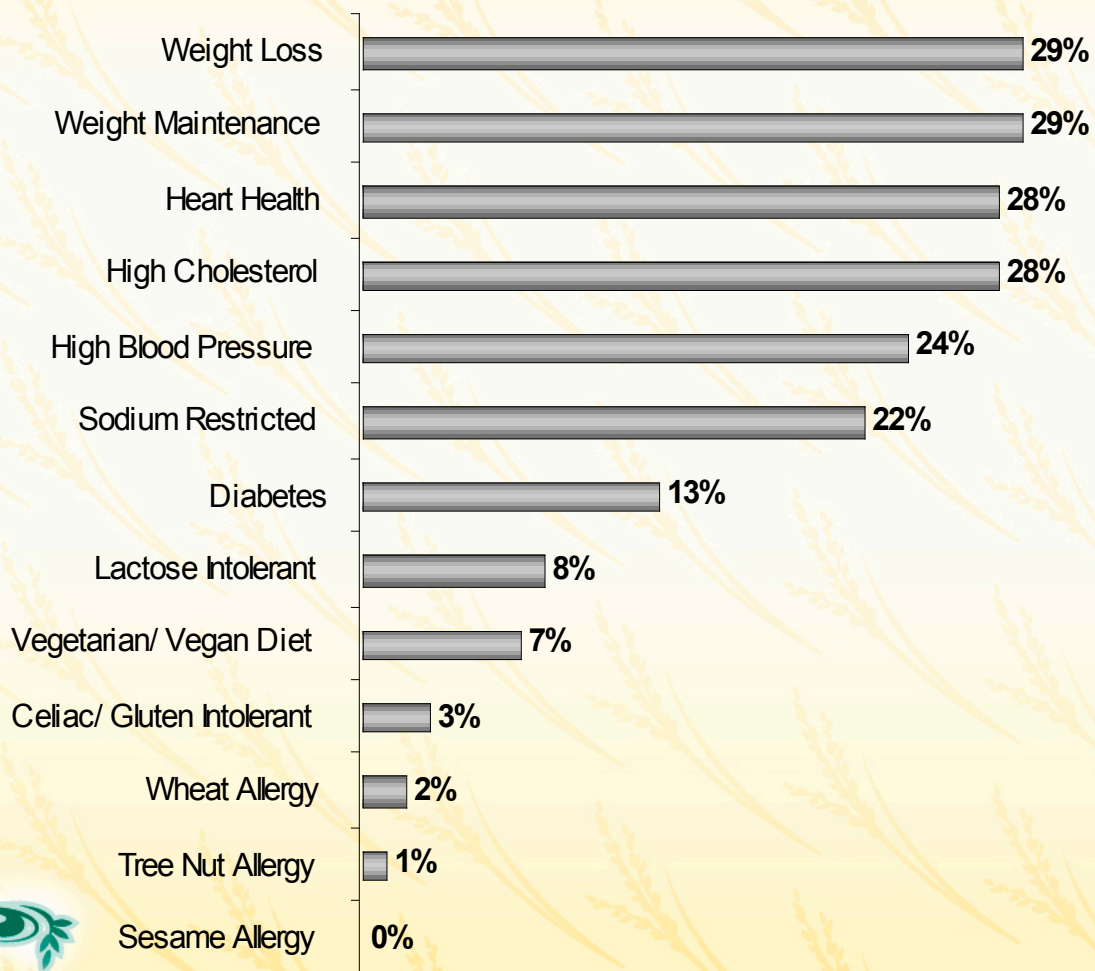


Consideration of Dietary Needs When Purchasing Snack/Cracker Products

(Q.3a - % LOHAS consumers indicating what dietary needs they consider when purchasing snacks/crackers)



Weight and heart related conditions are the primary concerns of consumers when purchasing snack or cracker products



TH Foods, Inc.

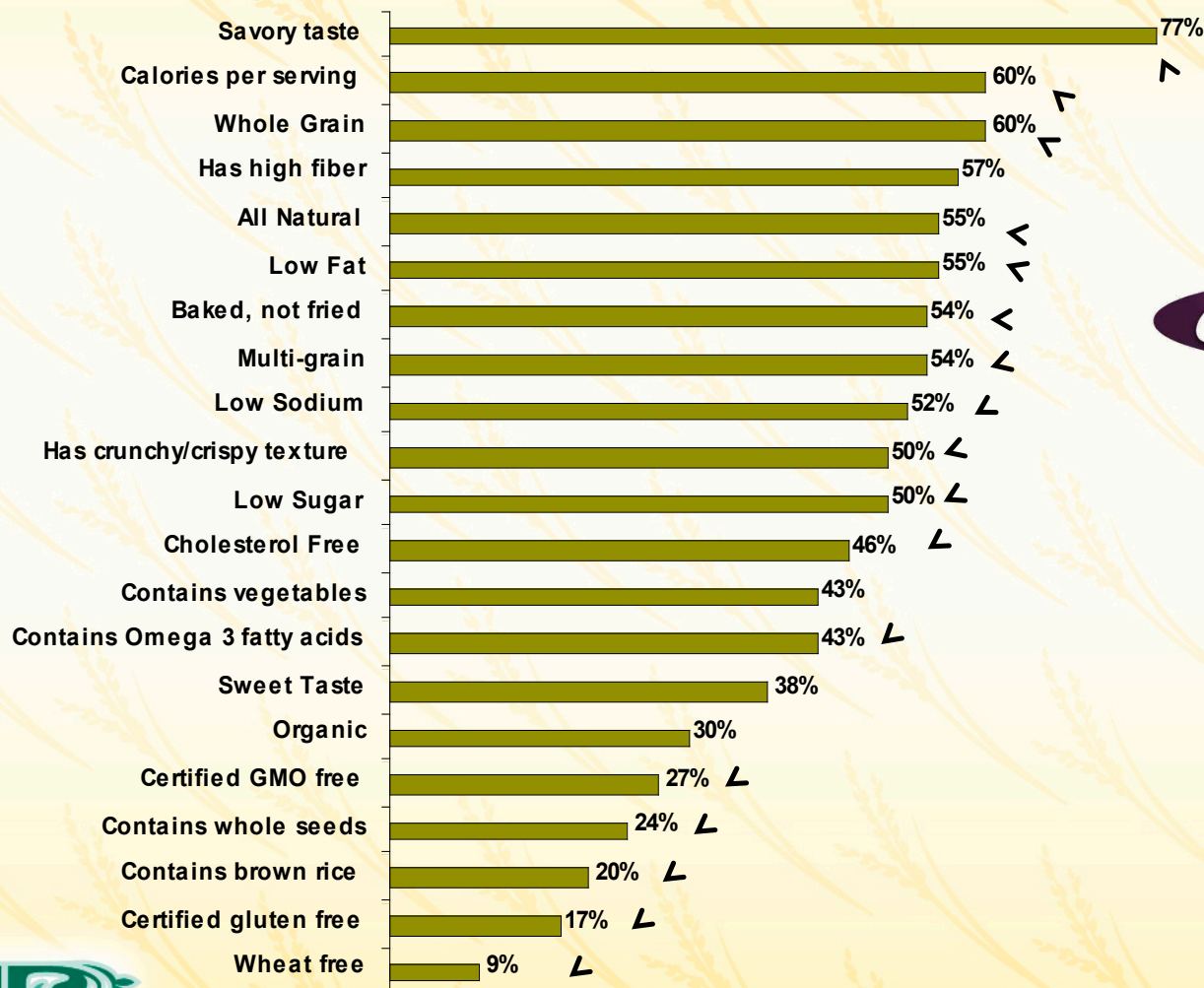
Happy, Healthy & Gluten Free



Source: Natural Marketing Institute Concept Testing , December 2010

Important Characteristics of Snack/Cracker Products Among LOHAS Snack/Cracker Consumers

(Q.3b - % LOHAS snack/cracker users indicating the following are extremely/very important when deciding to purchase snack products)



TH Foods, Inc.

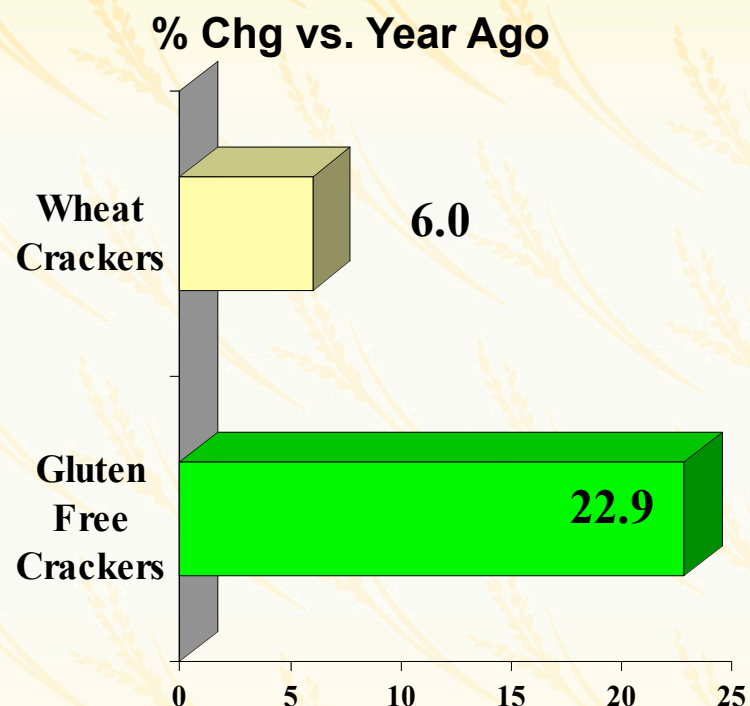
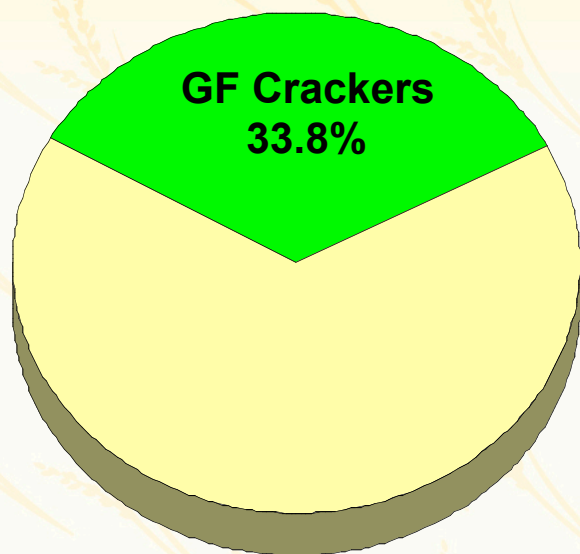
Happy, Healthy & Gluten Free



Source: Natural Marketing Institute Concept Testing, December 2010

Natural Cracker Segment Update

\$202MM (+11.2%)



- ✓ Gluten Free cracker sales are up 22.9% vs. last year and now make up 33.8% of total natural cracker sales!
- ✓ Wheat cracker sales are flat (only a 6% increase)!



Happy, Healthy & Gluten Free



Source: SPINS/AC Nielsen: Total U.S. Natural Cracker Sales (excluding Whole Foods), 52 Wk Data Ending 11/27/10

Crunchmaster Multi-Seed Crackers

Features/Claims



- **100% Whole Grain (19g per serving)**
 - **Certified Gluten Free (by the GFCO)**
 - **Blend of California Brown Rice & 4 Seeds (Sesame, Quinoa, Amaranth & Flax)**
 - **Low Sugar (original is sugar free)**
 - **All Natural**
 - **Low Sodium**
 - **Trans Fat Free**
- Low Saturated Fat**
Oven Baked
Cholesterol Free



TH Foods, Inc.

Happy, Healthy & Gluten Free



THF Sensory Tests (OSU)

Superior Tastes!!

Crunchmaster

- Original Flavor
- Roasted Garlic
- Rosemary & Olive Oil
- Toasted Onion

Hedonic

6.9

7.1

7.1

7.4

Competitors (Original Flavors)

- Stacy's Pita Chips 6.4
- Snack Factory Pretzel Crisps 6.4
- New York Style Bagel Crisps 5.8

Source: THF Sensory (Oregon State University)

Q. Considering everything, which phrase best describes how much you like or dislike this product? 9 pt scale



THF Foods, Inc.

Happy, Healthy & Gluten Free



Crunchmaster® Multi-Grain Crackers (Sea Salt)



Nutrition Facts

Serving Size 16 crackers (30g)	
Servings Per Container about 4	
Amount Per Serving	
Calories 120	Calories from Fat 30
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 23g	8%
Dietary Fiber 3g	12%
Sugars 2g	
Protein 2g	
Vitamin A 0% • Vitamin C 0%	
Calcium 2% • Iron 4%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

Features/Claims:

- ♥ 100% Whole Grain (22g per serving)
- ♥ Low Fat (50% less than the leading multi-grain chips; Sun Chips and Food Should Taste Good)
- ♥ Saturated Fat Free
- ♥ 0g Trans Fat
- ♥ Cholesterol Free
- ♥ Lower Sodium than mainstream wheat cracker alternative
- ♥ Good Source of Dietary Fiber
- ♥ All Natural
- ♥ Short, Clean Ingredient Deck
- ♥ Wheat Free
- ♥ Certified Gluten Free

Ingredients:

Brown Rice Flour, Whole Grain Yellow Corn, Potato Starch, Safflower Oil, Oat Fiber, Evaporated Cane Juice, Sesame Seeds, Flax Seeds, Millet, Sea Salt, Quinoa Seeds.



It's a Cracker...Or a Healthy Chip!
Happy, Healthy & Gluten Free



Crunchmaster® Multi-Grain Crackers (White Cheddar)



Nutrition Facts	
Serving Size (30g)	
Amount Per Serving	
Calories 120	Calories from Fat 30
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carbohydrate 23g	8%
Dietary Fiber 3g	12%
Sugars 2g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet.	

Features/Claims:

- ♥ 100% Whole Grain (21g per serving)
- ♥ Saturated Fat Free
- ♥ 0g Trans Fat
- ♥ Cholesterol Free
- ♥ Lower Sodium than mainstream wheat cracker alternative
- ♥ Good Source of Dietary Fiber
- ♥ All Natural
- ♥ Certified Gluten Free

Ingredients: Brown Rice Flour, Whole Grain Yellow Corn, Potato Starch, Safflower Oil, White Cheddar Seasoning (Whey Powder, Salt, Cheddar Cheese (Cultured Milk, Salt, Enzymes), Sour Cream Powder (Cream, Nonfat Dry Milk, Cultures), Dextrose, Maltodextrin, Buttermilk, Natural Flavoring, Soybean Oil, Yeast Extract, Whey Protein Concentrate, Skim Milk Powder, Onion Powder, Spice & Herb, Malic Acid, Annatto (color), Spice and Coloring (contains Turmeric)), Oat Fiber, Evaporated Cane Juice, Sesame Seeds, Flax Seeds, Millet, Quinoa Seeds. *Contains Milk.*



It's a Cracker...Or a Healthy Chip!
Happy, Healthy & Gluten Free



Crunchmaster® Multi-Grain Crackers (Roasted Vegetable)

Nutrition Facts	
Serving Size (30g)	
Amount Per Serving	
Calories 120	Calories from Fat 25
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carbohydrate 23g	8%
Dietary Fiber 3g	12%
Sugars 2g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet.	

Features/Claims:

- ♥ 100% Whole Grain (21g per serving)
- ♥ Saturated Fat Free
- ♥ 0g Trans Fat
- ♥ Cholesterol Free
- ♥ Low Sodium
- ♥ Good Source of Dietary Fiber
- ♥ All Natural
- ♥ Certified Gluten Free

Ingredients: Brown Rice Flour, Whole Grain Yellow Corn, Potato Starch, Safflower Oil, Seasoning (Whey Powder, Salt, Tomato Powder, Onion Powder, Sugar, Garlic Powder, Maltodextrin, Natural Flavoring, Yeast Extract, Green Pepper, Red Bell Pepper, Spice and Herb, Potato Maltodextrin, Tocopherol (antioxidant), Ascorbic Acid (to help protect flavor), Rosemary (to help protect flavor)), Oat Fiber, Evaporated Cane Juice, Sesame Seeds, Flax Seeds, Millet, Quinoa Seeds.

Contains Milk.



It's a Cracker...Or a Healthy Chip!
Happy, Healthy & Gluten Free





Multi-Grain Crackers

Sensory Test Scores

<u>Crunchmaster Flavor</u>	<u>Hedonic</u>
♥ Sea Salt	7.1
♥ White Cheddar	6.9
♥ Roasted Vegetable	7.5

Competitors (Original Flavors):

✓ Food Should Taste Good	6.3
✓ Stacy's Pita Chips	6.4
✓ Snack Factory Pretzel Chips	6.4
✓ New York Style Bagel Crisps	5.8

Source: THF Sensory (Penn State & Oregon State)

Q. Considering everything, which phrase best describes how much you like or dislike this product? 9 pt scale



Happy, Healthy & Gluten Free



Crunchmaster® Multi-Grain Crisps



Key Features:

- ♥ Original Flavor, Snack Cracker Size
- ♥ 100% Whole Grain (19g per serving)
- ♥ Oven Baked
- ♥ Low Saturated Fat
- ♥ 0g Trans Fat
- ♥ Cholesterol Free
- ♥ Low Sodium
- ♥ Low Sugar
- ♥ All Natural
- ♥ Wheat Free
- ♥ Certified Gluten Free

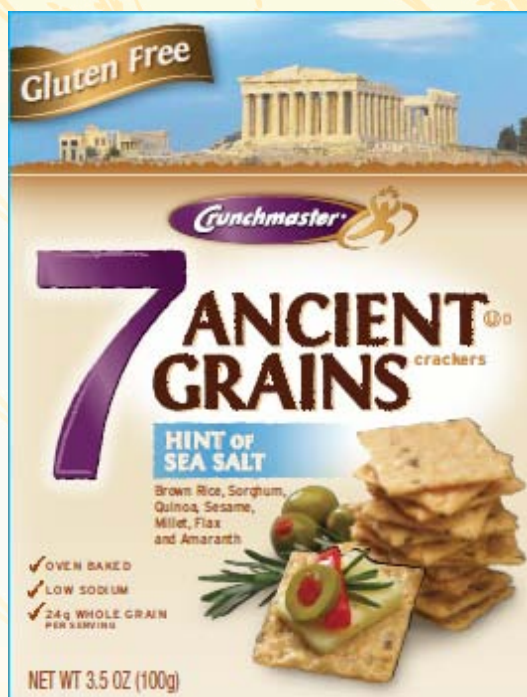


TH Foods, Inc.

Happy, Healthy & Gluten Free



Crunchmaster® 7 Ancient Grains (Hint of Sea Salt)



Ingredients:

Brown Rice Flour, Potato Starch, Safflower Oil, Sorghum Flour, Quinoa Seeds, Sesame Seeds, Millet, Flax Seeds, Amaranth Seeds, Sea Salt.

Nutrient Content Claims:

Saturated Fat Free, Cholesterol Free, Trans Fat Free, Low Sodium, Certified Gluten Free, 100% Whole Grains (24g per serving), Sugar Free.

Nutrition Facts

Serving Size (30g)

Amount Per Serving

Calories 130 **Calories from Fat** 25

% Daily Value*

Total Fat 2.5g **4%**

Saturated Fat 0g **0%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 80mg **3%**

Total Carbohydrate 24g **8%**

Dietary Fiber 1g **4%**

Sugars 0g

Protein 2g

Vitamin A 0% • Vitamin C 0%

Calcium 2% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet.

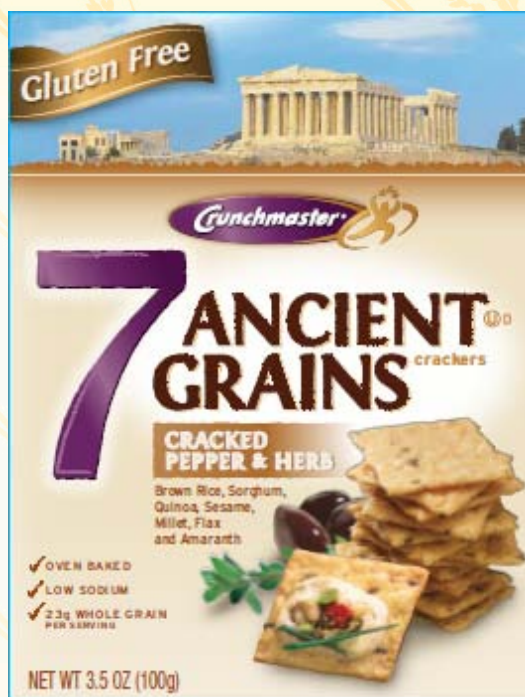


TH Foods, Inc.

Happy, Healthy & Gluten Free



Crunchmaster® 7 Ancient Grains (Cracked Pepper & Herb)



Ingredients:

Brown Rice Flour, Potato Starch, Safflower Oil, Cracked Pepper & Herb Seasoning (Maltodextrin (corn), Salt, Black Pepper, Whey, Dextrose, Onion Powder, Garlic Powder, Spices, Dehydrated Roasted Garlic, Cultured Buttermilk, Dehydrated Green Bell Pepper, less than 2% Natural Flavor (Autolyzed Yeast, Natural Flavor)), Sorghum Flour, Quinoa Seeds, Sesame Seeds, Millet, Flax Seeds, Amaranth Seeds.

Contains: Milk

Nutrient Content Claims:

Saturated Fat Free, Cholesterol Free, Trans Fat Free, Low Sodium, Certified Gluten Free, Sugar Free, 100% Whole Grain (23g per serving)

Nutrition Facts

Serving Size (30g)

Amount Per Serving

Calories 130 **Calories from Fat 25**

% Daily Value*

Total Fat 2.5g **4%**

Saturated Fat 0g **0%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 55mg **2%**

Total Carbohydrate 24g **8%**

Dietary Fiber 1g **4%**

Sugars 0g

Protein 2g

Vitamin A 0% • Vitamin C 0%

Calcium 2% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet.



TH Foods, Inc.

Happy, Healthy & Gluten Free



7 Ancient Grains Crackers

Sensory Test Scores

<u>Crunchmaster Flavor</u>	<u>Hedonic</u>
♥ Hint of Sea Salt	7.3
♥ Cracked Pepper & Herb	7.5

Competitors (Original Flavors):

✓ Blue Diamond (Almond)	5.7
✓ Mary's Gone	3.7
✓ Sesmark Savory Thins	6.2

Source: THF Sensory (Oregon State University & UW-Madison)

Q. Considering everything, which phrase best describes how much you like or dislike this product? 9 pt scale



Display Shipper Options



TH Foods, Inc.

Happy, Healthy & Gluten Free





Display your Crunchmaster Multi-Seed Bags Conveniently on Spinner/Clip Racks!

Displayed: 18" Octagon Base

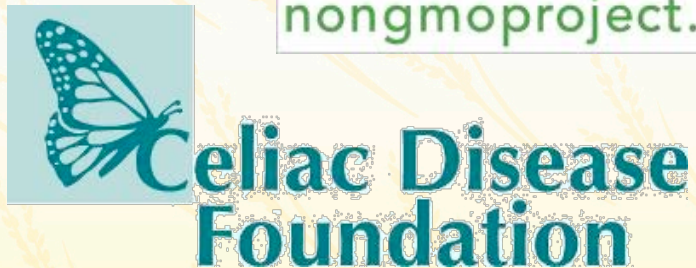
60 Clip Assembly (6 vertical
rows with 10 clips each)
Holds **5 cases** of product

72" tall with header card

Weight: 11lbs without product

Easy Assembly!!

TH Foods proudly supports:



Happy, Healthy & Gluten Free



Thank You!!



TH Foods, Inc.

Happy, Healthy & Gluten Free

