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**GLUTEN FREE.**

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*Exceptionally Delicious.*

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Stouffer's® *Alfredo Sauces*

# OPPORTUNITY WITH POSSIBILITY.

*Sell more dishes by appealing to the growing base of consumers who are avoiding gluten.*

- 28% of adults 18 and older reported they are avoiding gluten<sup>1</sup>
- Gluten-free menu call outs are expected to change +180% over the next four years<sup>2</sup>

## *Outstanding in every way.*

### Exceptional Taste

- The flavorful elements of true scratch-made Alfredo starts with real cream and aged Parmesan—not water as some others do
  - Creamy texture and rich mouthfeel
  - No preservatives
  - No artificial flavors
- Complements gluten free pastas, shrimp, vegetables and chicken for unlimited versatility

### Exceptional Performance

- Same great taste, now gluten free
- Scratch-made quality and flavor, to help your kitchen run smoothly
- A sauce that won't break, thin or change color in holding, heating or recipe use

### Exceptional Consistency

- Create the same exceptional dish for every diner, every time, with a product that's certified gluten free
  - Consistency means no waste
  - Consistent quality keeps customers loyal



Real cream combined with aged Parmesan. Lightly seasoned with ground black pepper. Rich and smooth. And now, gluten free. The exceptional flavor and consistency you've always counted on speaks to more guests than before with endless applications: pasta to pizzas to dips.

One sauce.  
*An exceptional variety of ways to use it.*



Creamed Mushrooms over Petite Fillet



Pear, Prosciutto and Arugula Pizza



Creamy Kale served with Salmon



Chicken Meatballs with Alfredo Sauce



Pear, Prosciutto and Arugula Pizza



ALFREDO SAUCES

<sup>1</sup>NPD April 2013

<sup>2</sup>Datassential MenuTrends, 2014

SERVING SUGGESTION

## THE PRODUCTS AT A GLANCE

### ALFREDO + GLUTEN FREE = PROFITABILITY

Fact: Alfredo boosts profitability. The appeal of gluten free along with the quality of Stouffer's Alfredo means more customer needs and more dishes are served every day.

#### Profit by the Numbers

Selling just



2 more dishes a day = up to \$31\*\* a day in profit

	Gluten Free Fettuccine Alfredo	Gluten Free Alfredo Pizza
Average Menu Price <sup>3</sup>	\$21.86	\$16.95
Food Costs 30% <sup>4</sup>	\$6.56	\$5.09
Profit per plate	\$15.30	\$11.87
2 more dishes sold a day	\$31**	\$24**
Annual incremental profit*	\$11,017	\$8,543

**That's up to \$11,017 more profit per year, made possible by Stouffer's.**

#### Key Benefits:

- Gluten free to serve all customer needs
- Scratch-quality on demand, whenever you need it
- Frozen format permits freshness and flavor without preservatives
- Convenient and easy to use, simply heat and serve
- Consistently holds well on steam table or pasta bar

#### ALFREDO SAUCE



A classic sauce. Made with aged Parmesan and Romano cheeses. Combined with cream and lightly seasoned with ground black pepper.

##### Specifications:

Pack Size:	4/64 oz. pouch	4/96 oz. pouch
Globe Code:	11003974	12204506
UPC:	1 00 13800 30481 7 00	1 00 13800 30470 1 01
Distributor Code:		

#### ALFREDO PARMIGIANA SAUCE



The creaminess of real milk, cream and butter, combined with aged Parmesan cheese and sea salt. Lightly seasoned with ground black pepper.

##### Specifications:

Pack Size:	4/80 oz. pouch
Nestlé Code:	12238519
UPC:	0 00 13800 67769 3 00
Distributor Code:	

Visit [nestleprofessional.com/StouffersGlutenFree](http://nestleprofessional.com/StouffersGlutenFree) for more information and to request a free sample.<sup>†</sup>

**nestleprofessional.com/StouffersGlutenFree** • 1-800-288-8682



\*Annual is based off of 360 days

\*\*Incremental profit rounded \$30.60 and \$23.73

<sup>3</sup>MenuMonitor, Technomic 2014

<sup>4</sup>Baker Tilly 2014 "Restaurant Benchmarks"

<sup>†</sup>No Purchase Necessary for free sample

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