



Queso Blanco

*“Delicious melted
cheese, made simpler”*

WHY QUESO BLANCO?



- Since our joint venture in 2001 we have shipped more than 1 billion pounds of cheese sauce worldwide
- We have capitalized on our cheese sauce expertise with the conception and development of Queso Blanco
- Save on costs and labor with a ready to use, shelf stable solution vs. refrigerated block cheese

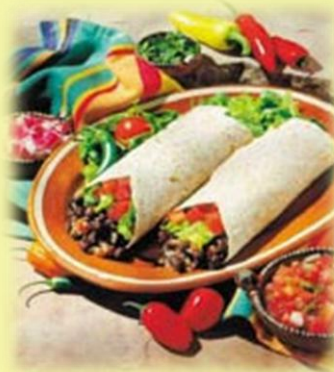
Mexican Cuisine Ideas

- “WOW” these items, just by adding Queso Blanco Cheese Sauce!

- **Enchiladas**



- **Burritos**



- **Nachos**



Italian Cuisine Ideas

- “WOW” these items, just by adding Queso Blanco Cheese Sauce!

- **Baked Ziti**

- **Pasta Prima Vera**

- **Chicken & Spinach Lasagna**



American Cuisine Ideas

- “WOW” these items, just by adding Queso Blanco Cheese Sauce!

- **Mac & Cheese**



- **Mushroom Ravioli Filling**



- **Cheese Sauce for Eggs Benedict**



French Cuisine Ideas

- “WOW” these items, just by adding Queso Blanco Cheese Sauce!

- **Gougeres**
- **Fondue**
- **Spinach or Leek Gratin**
- **Mornay Sauce**

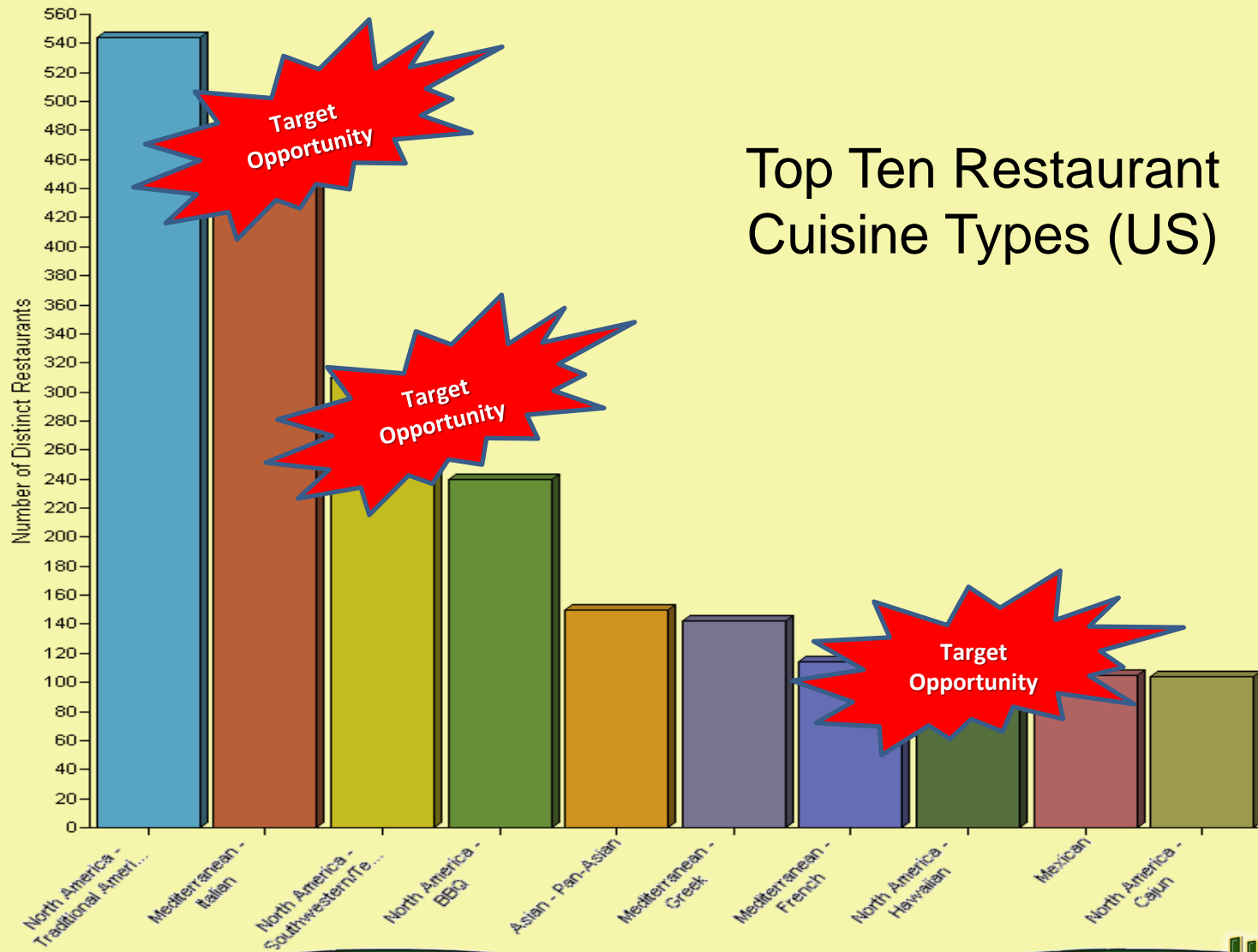


Easy Creative Ideas

- **Need some easy, quick and delicious ways to add Queso Blanco to your menu?**
 - **Mix Salsa and Queso Blanco**
 - **Add chopped onions or green peppers to a warm serving of Queso Blanco**
 - **Old Bay and Queso Blanco makes a nice addition to seafood dishes**



CATEGORY INSIGHT



Source: Mintel Menu Insights 2011



CATEGORY INSIGHT

FOOD TRENDS: HISPANIC FOODS

Expanding appetite for Latino cuisine, both among:

- Hispanic
- Non – Hispanics
- \$7 billion market, increasing to \$10 billion by 2014

Cheese sales will benefit:

- Authentic Hispanic varieties
- We offer other popular cheese sauces



NUTRITIONAL COMPARISON

Block Cheese	
Nutritional Facts	2 oz serving
Calories from fat	160
Sodium	840 mg
Saturated Fat	12 g
Storage	Refrigerated, guaranteed shelf life only 60 days
Preparation/ Handling	Chop, melt and mix with milk to create dips, sauces and soups

VS

Queso Blanco	
Nutritional Facts	2 oz serving
Calories from fat	70
Sodium	530 mg
Saturated Fat	5 g
Storage	Shelf stable up to 12 months, no refrigeration required until opened
Preparation/ Handling	Ready to serve or use as a base in dips, soups & sauces



PRICE COMPARISON

Cheese Block

Case Price		Lbs. per case		Cost per lb.
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Queso Blanco Cheese Sauce

Case Price		Lbs. per case		Cost per lb.
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Restaurant operators who switched from block cheese to Queso Blanco cheese sauce on average experienced 25% cost savings!

US HISPANIC RESTAURANT TARGETS

Major Chains (500+ units)



Midsized Chains (100-499 units)



Minor Chains (50-99 units)



Smallest Chains (7-49 units)



NEXT STEPS

Target Cinco De Mayo

Sales to insert next steps here....