



THE **ULTIMATE** DIP DESTINATION



We are Industry Experts

- Fresh Innovations TEAM has more than 100+ years of combined Guacamole & Dip experience
- FI is the same team who created Wholly Guacamole & the refrigerated guacamole category
- After Wholly sold to Hormel the FI team noticed an opportunity to create an entire dip destination program with innovation which was not previously done



State of the Art Facilities

- Brand new state of the art facilities in Mexico & Texas
- Mexico Plant manufactures & processes
- Texas DC ships nationwide
- Both facilities are SQF Certified

Mexico Processing Plant



Texas Distribution Facility



High Pressure Machine



Mexico Plant – Processing Room




Social Media Platforms provide powerful messages

 YoQuieroBrands

 Fresh Innovations, LLC

 yoquierobrand

 @YoQuieroBrands

 yoquierobrand

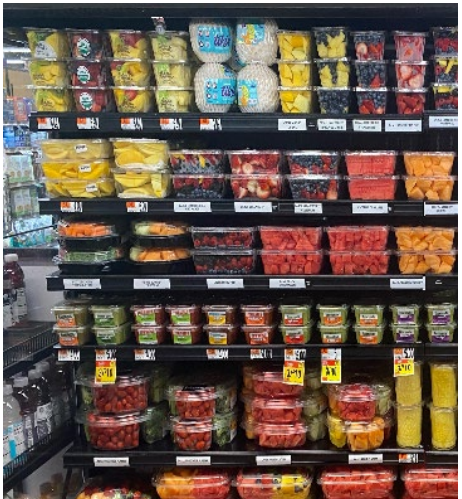
 ¡Yo Quiero! Brands

Two Options – Branded or Fresh Cut look







**Yo Quiero!
Branded – now a
recognized &
Preferred Brand!**








**Fresh Cut – created to
look like it was made
in house!**



Yo Quiero! Lineup

	Guacamole	100% Mashed Avocado	Salsa	Queso	Beans
					
Flavors	Original, Chunky, Spicy, Chunky Spicy, Avocado Salsa Verde	100% Avocado	Red Medium, Red Mild	Queso Blanco, Traditional Yellow, Nacho Cheese	Original, Spicy & Black Bean
Sizes	8oz, 15oz, 2oz mini cups, 2.5oz mini cups	8oz, 2oz mini cups (4ct & 6ct)	15oz	12oz	8oz, 15oz
Ingredients	Hass avocado, spices and veggies	100% Hass avocado	Tomatoes, onions, garlic & spices	Real cheese, veggies & spices	Bayo beans, tomatillo salsa, spices




Yo Quiero! Lineup – Continued

	Elote	Escabeche	Corn Salsa	White Dips
				
Flavors	Elote Medium	Escabeche Medium	Medium	<ul style="list-style-type: none"> • Smoke House Onion • Jalapeno
Sizes	14oz	15oz	15oz	8oz
Ingredients	Yellow corn, peppers, cheese, spices & cotija cheese	Carrots, jalapenos & cauliflower in a spicy brine	Corn, tomatoes, onion, black beans	Sour cream, spices

Fresh Innovations – Fresh Cut Lineup

	Guacamole	Salsa	Queso	Beans	Corn Dip
					
Flavors	Original, Chunky, Spicy, Avocado Salsa Verde	Red Medium, Red Mild, Tropical, Hatch Verde	Queso Blanco, Traditional Yellow, Nacho Cheese	Original, Spicy	Medium Heat Level
Sizes	10oz, 14oz	12oz	12oz	10oz, 14oz	14oz
Ingredients	Hass avocado, spices and veggies	Tomatoes, onions, garlic & spices	Real cheesy, veggies & spices	Bayo beans, tomatillo salsa, spices	Yellow corn, peppers, cheese, spices & cotija cheese

Fresh Innovations - Fresh Cut Lineup (Continued)

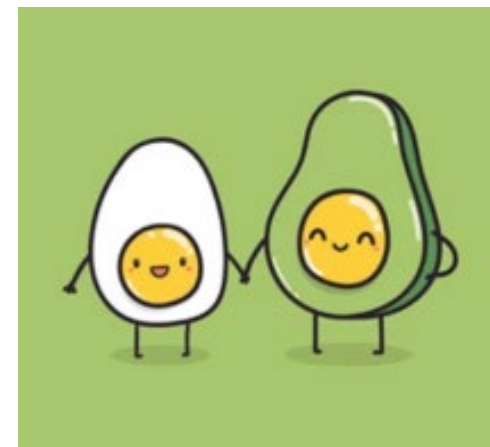
	Sour Cream	Escabeche	Corn Salsa
			
Flavors	Smoke House Onion, Jalapeno	Escabeche Medium	Medium
Sizes	12oz	15oz	10oz
Ingredients	Sour cream, spices	Carrots, jalapenos & cauliflower in a spicy brine	Corn, tomatoes, onion, black beans

Avocado Toast is on Trend!



New Avocado & Egg

- Avocado mixed with chopped hard boiled eggs with spices
- 3 flavors
 - Everything Seasoning
 - Crushed Red Pepper
 - Spinach, Tomato & Onion
- 4 ct, 2oz mini cups



Healthy Snacking Options



Growth of Grab & Go

Grab & Go Snacking

WHY FOCUS ON GRAB AND GO?



of consumers expect to maintain or increase purchases of grab-and-go items in the near future.¹



When snacking away from home, 55% of consumers eat snacks while en route from one place to another; portable items have big appeal.⁴



¹Technomic's Dec. 2020 U.S. Retail Foodservice Consumer Trend Report
²Technomic's Nov. 2021 C-Store Consumer Marketing
³Technomic's April 2022 C-Store Operator Update
⁴Technomic's 2022 Snacking Consumer Consumer Trend Report

NEW: Yo Quiero! Grab & Go!



GRAB & GO!

- Display ready product for Grab & Go sets
- Each case holds 12, 4oz cups
- 10 Items
 - Original Guacamole, Chunky Guacamole, Hatch Chile Guacamole, Red Salsa, Corn Salsa, Avocado Salsa Verde, Original Bean Dip, Black Bean Dip, Creamy Jalapeno Dip and Smoke House Onion Dip

NEW: Yo Quiero! Grab & Go! Lineup



freshinnovations, llc

Grab & Go

NEW: Fresh Innovations: Grab & Go!

Grab & Go!



- Display ready product for Grab & Go sets
- Each case holds 12, 4oz mini trays
- 10 Items
 - Original Guacamole, Chunky Guacamole, Hatch Chile Guacamole, Red Salsa, Corn Salsa, Avocado Salsa Verde, Original Bean Dip, Black Bean Dip, Creamy Jalapeno Dip and Smoke House Onion Dip

NEW: Fresh Innovations: Grab & Go! Lineup



Solid Promotional Planner

- January – Slim Down
- February – Super Bowl
- March – March Madness
- April – Easter
- May – Cinco de Mayo & Memorial Day
- July – July 4th
- August – Back to School
- September – Labor Day & National Guac Day
- October – Halloween
- November – Thanksgiving
- December – Christmas
- December – New Years Eve

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WEBSITES

www.yoquierobrands.com

www.Freshinnovationsllc.com



THANK YOU!

**Appendix on
Following Pages**

SQF Certified

Merieux NutriSciences is an internationally renowned certification and training body that is recognized to issue Safe Quality Food (SQF) code certificates for food safety systems. They conducted audits at the Fresh Innovations, LLC in Texas & the manufacturing facility in Irapuato, Mexico.



Mérieux NutriSciences CERTIFICATION

Certificate

Mérieux NutriSciences Certification LLC certify that having conducted an audit at
Fresh Innovations, LLC.
3810 E. Highway 114
Rhome, Texas, UNITED STATES, 76078

Is registered as meeting the requirements of the SQF Food Safety Code for Storage and Distribution Edition 9

26. Storage and Distribution : Avocado, Guacamole, Queso, Dips, Salsa

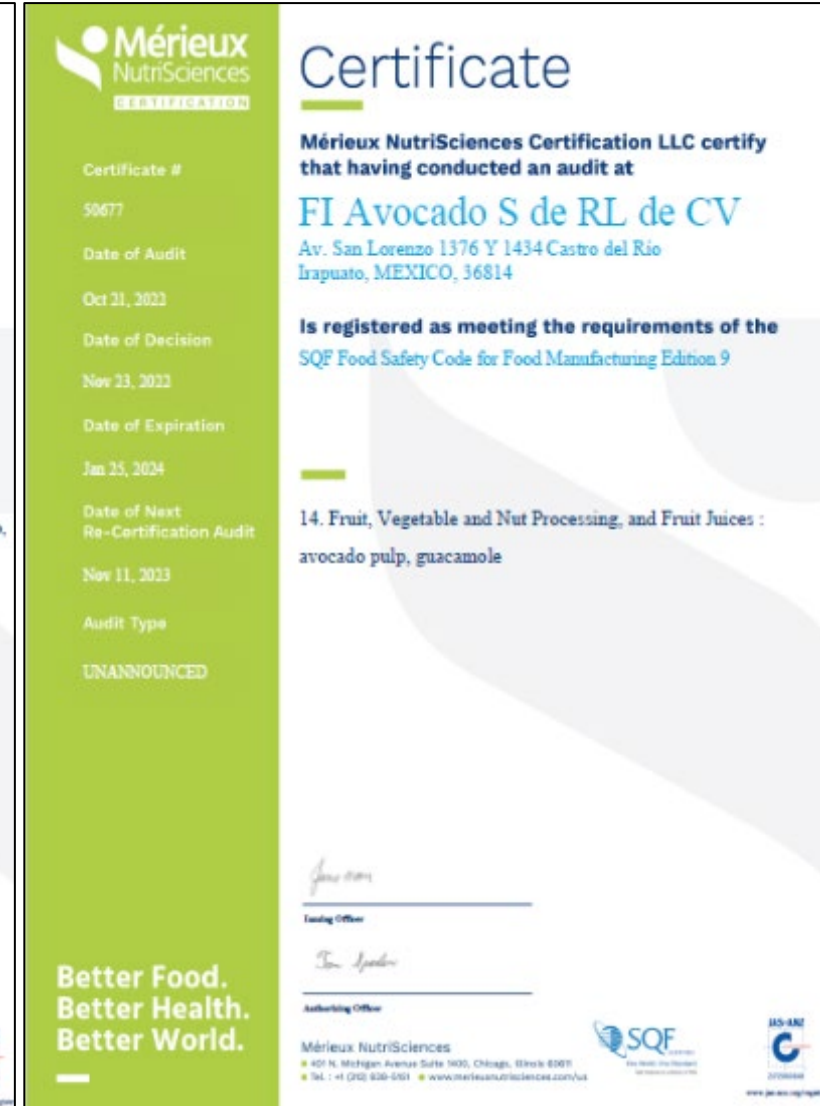
Better Food. Better Health. Better World.

Mérieux NutriSciences
401 N. Michigan Avenue Suite 1400, Chicago, Illinois 60611
Tel: +1 (212) 830-5051 | www.merieuxnutrisciences.com/us

SQF
The Food Code Standard
www.sqf.com

IS-ANZ
www.is-anz.org.au

Details:
Certificate #: 34685
Date of Audit: Apr 20, 2022
Date of Decision: May 19, 2022
Date of Expiration: Jul 4, 2023
Date of Next Re-Certification Audit: Apr 20, 2023
Audit Type: INITIAL CERTIFICATION



Mérieux NutriSciences CERTIFICATION

Certificate

Mérieux NutriSciences Certification LLC certify that having conducted an audit at
FI Avocado S de RL de CV
Av. San Lorenzo 1376 Y 1434 Castro del Rio
Irapuato, MEXICO, 36814

Is registered as meeting the requirements of the SQF Food Safety Code for Food Manufacturing Edition 9

14. Fruit, Vegetable and Nut Processing, and Fruit Juices : avocado pulp, guacamole

Better Food. Better Health. Better World.

Mérieux NutriSciences
401 N. Michigan Avenue Suite 1400, Chicago, Illinois 60611
Tel: +1 (212) 830-5051 | www.merieuxnutrisciences.com/us

SQF
The Food Code Standard
www.sqf.com

IS-ANZ
www.is-anz.org.au

Details:
Certificate #: 59677
Date of Audit: Oct 31, 2022
Date of Decision: Nov 23, 2022
Date of Expiration: Jan 25, 2024
Date of Next Re-Certification Audit: Nov 11, 2023
Audit Type: UNANNOUNCED

Why High Pressure Technology?

At Fresh Innovations, we choose to use **HPT (High Pressure Technology)** for our avocado products due to the overall food safety and clean label benefits:

- Pasteurization without harsh chemicals and additives
- Maintain high levels of fresh flavors
- Clean ingredient labels
- Natural products without preservatives



Retail Media Networks & Dietitian Programs

Retailer strategy

- Work with specific retailers and their media networks to engage consumers during their shopping journey:
 - Create online, shoppable recipes
 - Provide digital coupons
 - Engage consumers with store specific and Yo Quiero! social media channels to drive awareness
 - Partner with retail dietitians and provide product, FREE coupons and recipes to help educate and encourage better-for-you eating with their customers