

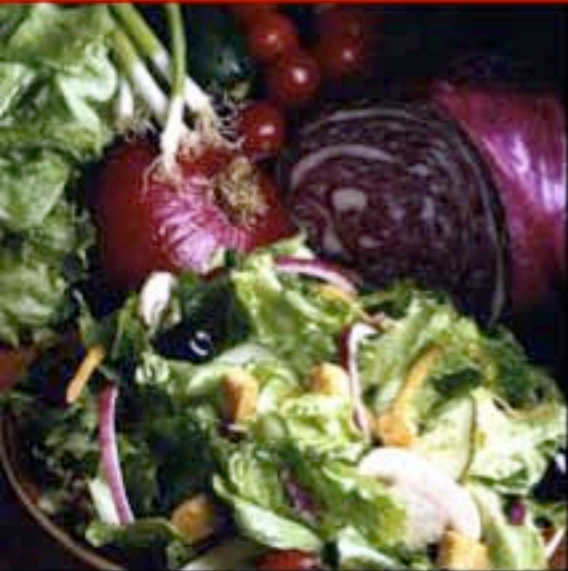
The logo features the word "FOODWISE" in a bold, orange, sans-serif font. The letter "W" is stylized with three thin, curved lines above it. Below "FOODWISE" is a horizontal red bar containing the text "GROUP · COM" in white, uppercase, sans-serif letters. A yellow vertical bar extends downwards from the bottom of the "W" and the red bar.

FOODWISE

GROUP · COM

Wise in the art of food
marketing persuasion.

Foodservice Marketing Capabilities



Full Menu or a la Carte

Regardless of service type client requires, we apply strategic thinking to all assignments.



- We embrace client objectives.
- We build strategies to fulfill those objectives.
- We execute tactics to fulfill those strategies.

Full Menu or a la Carte

Full Menu (“Full service”) usually means an agency offers everything, “soup to nuts.”

Full Menu or a la Carte

a la Carte (“Boutique”) services are often desired by marketers seeking effective, quick-turn, cost effective programs. Our business model accommodates project-by-project assignments and delivers cost-effective results every time.



Services provided

Marketing and Strategic Planning

New Product Introductions

Marketing Research

Positioning Concepts

Competitive Analysis

Advertising Plans

Campaign Development

Creative Concept Development

Broadcast Production

Collateral Materials

Media Planning and Buying

Point of Sale Development

Food Photography

Web Design



The following pages are work samples created by the staff of **FoodWise Group**.



Assignment: Develop and execute re-branding strategy for the largest independent manufacturer of corn dogs and appetizers.

Leon's Texas Cuisine


Assignment: Develop and execute initial branding, advertising and promotional materials for this startup direct sales food company. Initial activities included company name, packaging design, web design, direct mail and newspaper ads.



An advertisement for "America's Premier Angus Beef". At the top is a logo with a bull's head in a circular frame, flanked by the words "America's" and "Premier" on a blue banner, with "ANGUS BEEF" below it. Below the logo is the text "Taste the sizzle of the natural Angus beef America loves." Underneath the text is a photograph of a plate of food, featuring a seared steak with a diamond grill pattern, a baked potato, and a side of cream sauce with green herbs. The entire advertisement is framed by a green border.

America's Premier Angus Beef

HOW TO PUT MORE SIZZLE IN YOUR SALES.



Wright Brand Bacon gives you the ways and means to keep customers coming back.

Wright Brand Bacon gives you the ways and means to keep customers coming back. That's why Wright Brand is here to help you provide the "wow" to help you improve menu margins and increase profits.

- Provides the sizzling and high-impact flavor of bacon
- Suggests 10 innovative concepts of plate applications
- Low price, high flavor menu enhancement

Then, to provide the "wow" with our famous bacon products and service:

- Historic of award-winning sizzling bacon
- 75 years and four generations of perfecting the unique smoking process
- Remarkable customer service from order placement and prompt delivery

Thank you! Remember... Service you'll love.



99 SIZZLIN' MENU IDEAS with Precooked Bacon

REPEAT BUSINESS YOU CAN SAVOR.



Trust Wright Brand to help you keep bacon and ham customers coming back for more.

Wright Brand Foods makes us work hard to serve customers. It's good. Bacon. The high quality, low sodium, smoked bacon and ham products attract and secure repeat customers. Our line of pre-cooked bacon and ham creates a repeat brand, and repeat brands generate strong repeat sales.

- Repeat Sales
- Repeat customers
- Repeat business
- Repeat sales

We know how important it is to deal with trustworthy suppliers. Wright Brand meets high in showing our expertise with our customers. You can trust Wright Brand.

- Customer retention knowledge
- Personal service and attention from order to delivery to marketing support
- Personal service staff with our sales support team will help you maximize your business
- Personal sales training from Wright Brand's professional partners
- Commitment to build your business. We work hard to provide total product.

Thank you! Remember... Service you'll love.



For more information call Tom Brown at 1-800-775-8866 or visit us at www.WrightBrand.com



Assignment: Develop and execute re-branding strategy and styling for this major regional manufacturer of lines of specialty ham and bacon products.

Wright Brand Foods

MENU PERFECT

What America wants in pork, Bryan has made Menu-Perfect.

Choose our America's Cut® for great taste and profits.



Available fresh or pre-cooked.

MENU PERFECT

Boneless, Sliced Smoked Pork Chops.

100% naturally hickory smoked, delicious around the clock.

Bryan FoodService
Pork Perfected.

Assignment: Develop and execute promotional ad campaign targeting upscale foodservice customers of pork and ham product line.

MENU PERFECT

Boneless, Sliced Smoked Pork Chops.

100% naturally hickory smoked, delicious around the clock.



Sliced for portion and cost control.

Ready to heat, pull, serve or microwave.

Fully cooked for great preparation ease.

Bryan FoodService
Pork Perfected.





STICK WITH A WINNER!
P.O. Box 1077 • New York, NY 10010

WANT MORE PROFITS THAN YOU CAN SHAKE A STICK AT?

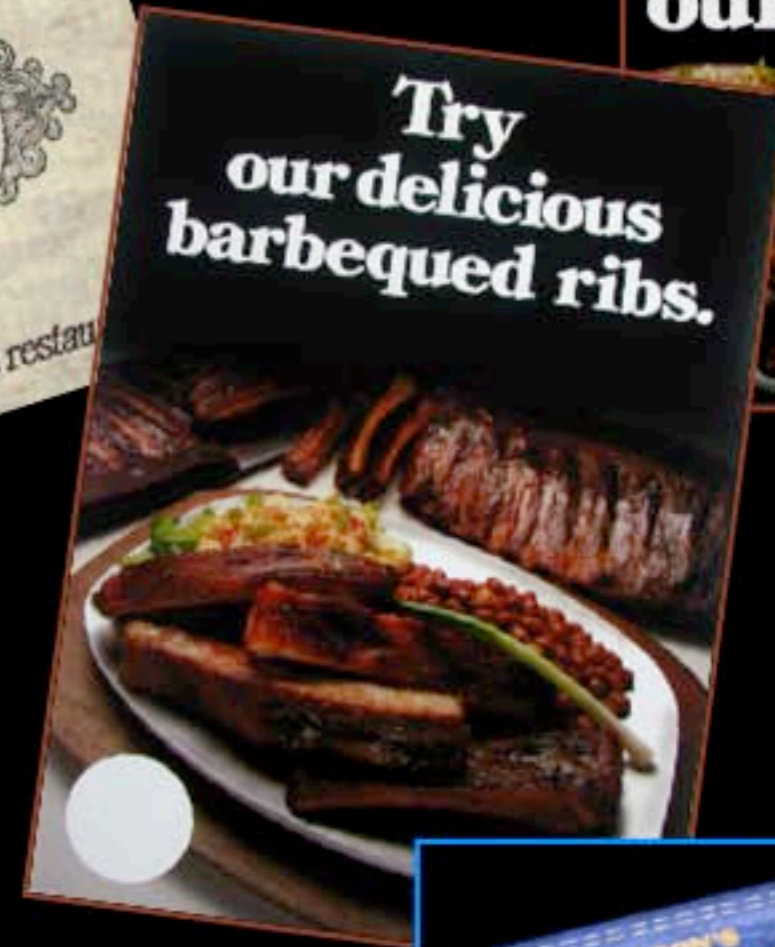
PUT NEW TEETH INTO YOUR CORN DOG BUSINESS WITH BRYAN'S NEW CORN SMOKIES. (WITH REAL SMOCKED SAUSAGE)

YES! I WANT TO PUT NEW TEETH INTO MY CORN DOG BUSINESS.

Bryan
FOOD SERVICE

Assignment: Develop and execute direct mail campaign to introduce new product (Corn Smokies) to foodservice operators of arenas and sporting venues.

Bryan Meats



Assignment: Design, develop and execute foodservice and retail packaging along with generic point of sales materials.

Wilson Meats



Assignment: Design, develop and produce trade ad campaign to introduce a series of further-processed chicken products.



Honey Stung. One of four delicious Serve-In-Six flavors.



Honey Stung
Hand-breaded, spiced right into the meat makes this our most popular variety.

Butterflied
An old-fashioned butterflied, bone-in and skin-on, ready to eat variety.

Lightly Breaded
The extra crispy, tender to eat variety, seasoned for a natural chicken taste that everybody loves.

Deluxe Rib
Microwaved cooking from the inside out gives this variety chicken a delicious, delicious flavor.

Tyson lets you choose the flavor of your pre-cooked chicken. Each variety is pre-cooked, pre-seasoned, and flash frozen. Like our frozen, juicy chicken, approximately 16 minutes in the oven, and it's ready to serve.

Tyson Serve-In-Six pre-cooked portions offer reliable portion and cost control, consistent flavor quality, temperature variations, and broiling, roasting, and a wide variety.



Tyson is never out of season.

For more information, visit tyson.com or call 1-800-441-1414.

When is chicken faster to fix than chicken?



When it's Tyson Heat and Serve.

Heat and Serve is fast after heating in a conventional oven or microwave. Or serve it cold after thawing. That's all the preparation needed for Tyson Heat and Serve. So easy, we're taking the trouble out of delicious food's kitchen.

Tyson Heat and Serve is made from the finest USDA Grade A

broilers, and sold both packaged in 5-oz and 9-oz cups. The chicken is pre-cooked to a crisp, fully cooked, and flash frozen to seal in the flavor. Heat and Serve is bagged by piece in any package, minus cartons.

Tyson Heat and Serve. The speedy way to heat chicken safely.



Tyson is never out of season.

For more information, visit tyson.com or call 1-800-441-1414.

Tyson Foods

Assignment: Design speculative ad campaign to promote the virtues of preparing and serving lamb dishes by foodservice operators and consumer gourmets.



CONFESSIONS OF AN AMERICAN LAMB CONVERT

The story of my conversion to lamb is a story of discovery. I was introduced to lamb by a friend who had been eating it for years. I was skeptical at first, but after trying it, I was hooked. Lamb is a delicious and healthy protein source that is perfect for any occasion. It's a versatile ingredient that can be prepared in a variety of ways, from simple roasts to complex dishes. I'm now a convert, and I'm sharing my story with you. Lamb is the new red meat.

Available in a variety of ways at American Lamb. Visit us today at www.americanlamb.com

Beef • Pork • Chicken • Turkey • Fish • Eggs • Dairy • Grains • Nuts • Seeds • Oils • Spices • Herbs • Wine • Beverages

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American Lamb Board

Assignment: Design and produce sales promotion materials to assist sales staff and brokers in presenting full line of meat products to distributors and operators.



Standard Meat (Sara Lee Meat Group)

Assignment: Develop strategy and planning for website, including presentation of product development capabilities and services.



CF Chefs

Assignment: Conduct market research study for Land O Lakes heavy whipping cream among panel of chefs to determine value of product characteristics for dessert recipes.



Dean Foods

Assignment: Re-brand company identity through development of new corporate logo graphics and package designs for regional sales to distributors and operators.



Sunrise Foods

Assignment: Develop strategy for setting up distributor and operator relationships and the supporting sales materials and advertising to successfully launch new line of healthy gourmet soy based cookie line.



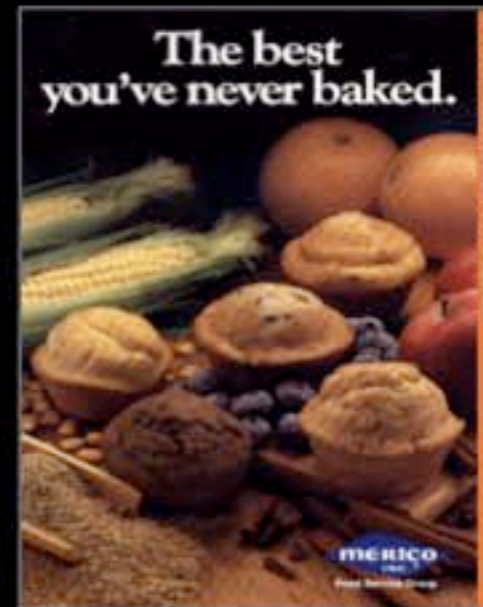
E-Z Gourmet Cookies

Assignment: Develop sales material for foodservice division line of chip products. Objective was to communicate a universe of products for a universal audience.



Frito Lay

Assignment: Develop collateral, point of sale and promotional materials for various value-added baked goods products introduced to the foodservice market.



Merico Foodservice

Assignment: Develop trade advertising for Kraft Foodservice cheeses and cheese substitutes targeting operators of restaurants ranging from quick service to white tablecloth.



There's nothing better than a quality cheese. It's the difference between a good meal and a great one. At Kraft, we know this. That's why we've spent over 100 years perfecting our cheese products. From cheddar to mozzarella, from Swiss to Colby, we have a cheese for every occasion. And now, we've introduced a new line of cheese products that are designed specifically for the foodservice market. These products are made with the same high-quality ingredients and processes that we use in our consumer products. They're just packaged in a way that makes them easier to use in a commercial kitchen. So you can focus on what you do best: making great food.

"Quality" isn't just a line. It's our full line.

Cheddar **Colby** **Swiss** **Mozzarella** **Monterey Jack** **Provolone** **Pepper Jack** **Blue Cheese** **Queso Pasa** **Queso Fresco** **Queso Blanco** **Queso de Panela** **Queso de Panela** **Queso de Panela**

Anderson Clayton **Kraft Foods**

So good we have to tell you it isn't cheese.

1 Pound of Unique Cheese Substitutes is equivalent to 1.5 pounds of real cheese. It's the same great taste and texture, but with a healthier profile. Unique Cheese Substitutes are made with a blend of natural cheese, whey, and other ingredients. They're perfect for use in a variety of applications, from tacos to pizza. So you can enjoy the great taste of cheese without the guilt.

Unique Cheese Substitutes
Kraft Foods

Kraft Foodservice

Food Package Design Samples

The following are samples of package design work that has been produced by staff and associates of FoodWise Group.



Leon's Texas Cuisine



Food Package Design Samples



LSG Sky Chefs *In-flight Cafe*

Food Package Design Samples



Gardetto's



Bird's Eye Foods



Food Package Design Samples



Johnsonville Heat and Serve

Merico Classic Muffins



MERICO
INC.
Food Service Group



A GOLDEN OPPORTUNITY
TO MAKE A BIGGER SPLASH
IN SALES AND PROFITS



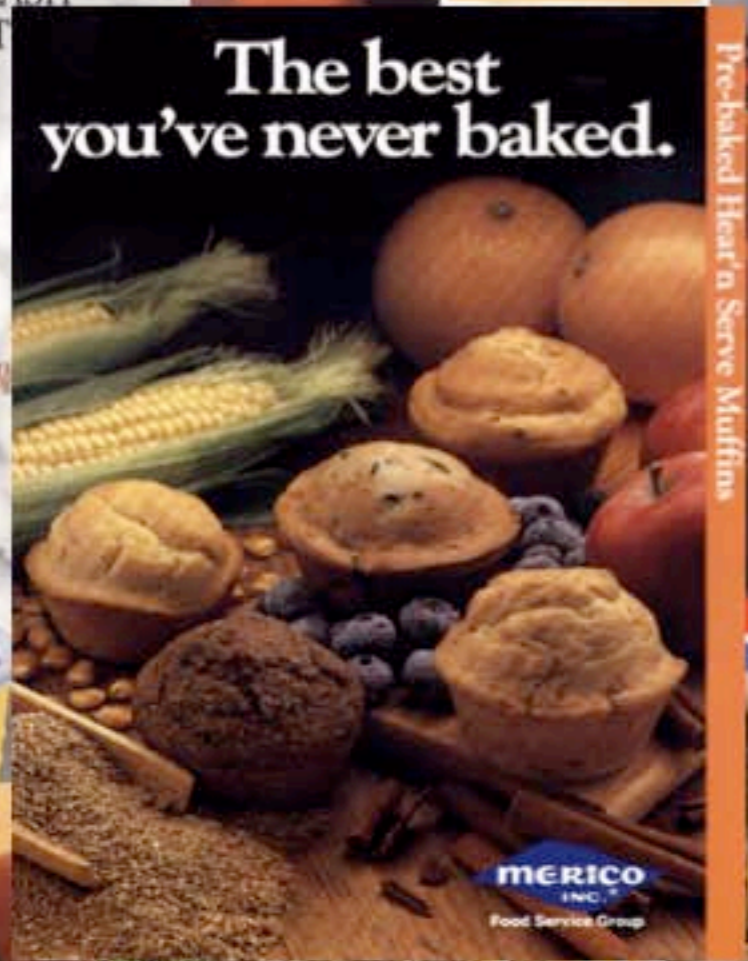
Dr Pepper
ZUP

Corn Dogs

Leon's
Texas
cuisine

The best you've never baked.

Pre-baked. Heat 'n' Serve Muffins



MERICO
INC.
Food Service Group

Choose our America's Cut[®]
for great taste and profits.



AMERICASCUT



Hot Pepper
Mild Cheddar





The following is
a quick view
of some of our
restaurant
work.

Grandy's
Schlotzsky's
Don Pablo's Mexican Kitchens
Huntington Grille
K-BOB's Steakhouses
Harrigan's
Western Sizzlin'
Wolfgang Puck
TGI Friday's
Café Patrique
Golden Fried Chicken
Baker Brothers
Mr. Jim's Pizza
Dakota's Steakhouse



Huntington Grill's menu emphasizes beef of the generous portions and quality that Dallas, of all places, should expect.
Plano. Reservations suggested.
Lobby Level



FoodWise Group

- Best of both worlds: Full service or a la Carte
- Expertise in foodservice industry
- Expertise in retail food industry
- Maximum flexibility
- Maximum cost efficiency





Wise in the art of food
marketing persuasion.

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