

## Nationally Recognized Brand of Meat Alternative Foods and Processed Mushroom Food Products

*The Company is the leader in quality meat alternative products with an increase of 21.4% in sales last year in its flagship product.*

2005 Est. Revenue: \$19,300,000

Location: Eastern U.S.

**Leading Brand:** The Company's meat alternative product line is the industry leader. The industry-leading position has been attained by preparing the best tasting product. The portabella veggie burger is the top selling meat alternative burger product according to AC Nielsen. Sales have increased 21.4% over last year.

**Proprietary Product Formula:** Our Client's meat alternative product line has increased sales dramatically while sales of competitive products are decreasing. Primary reason for the increase in sales is the taste of the products. This taste has been achieved through a proprietary formulation and preparation.

**Brand- Name Product Line:** The Company has established a brand name reputation throughout the meat alternative and processed mushroom market. While the meat alternative product line has attained a certain distinction, the entire line, including processed mushrooms, are industry leaders.

**"Turn-Key" Operation:** The Company operates total turn key from blanching and/or marinating through to a finished product ready for sale.

**Broad Product Line:** The Company's product line includes 35 SKU's of processed mushrooms and 32 SKU's of meat alternative products.

**Outstanding Name and Reputation:** The Company has a long-standing (19 years) reputation for quality products and service.

**"Blue-Chip" Customer Base:** The customer base includes mostly regionally based blue chip supermarkets 65% of sales and nationally recognized wholesalers and foodservice companies 35% of 2004 sales.

**For further information regarding Client #P-0516 please contact:**

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***The Company is the leader in quality meat alternative products with an increase of 21.4% in sales last year in its flagship product.***

### **Business Summary**

Our client Company is a leading producer of brand- name meat alternative vegetarian products and processed mushroom products. The Company has established market brand recognition by marketing the best tasting product as continually confirmed by consumer tests. *This opportunity will provide an acquirer with more substantial distribution and sales capabilities the brand, formula, and preparation methodology to exponentially increase sales.*

The meat alternative family of products (47 % of sales) was designed to capitalize on more health conscious consumers. The meat alternative product (32 SKU's) line is distinguished in the market as the best tasting product available. This is attributable to the recipe and formula, which result in the best tasting product on the market. Consequently, the product is positioned at the top of the market.

Our client company also produces processed mushrooms. The Company provides a turn- key operation to blanch and marinate mushrooms; processed and then packaged ready for sale. The processed mushroom business of the Division accounts for 53% of sales and produces 35 SKU's

*The Company is available for acquisition in its entirety  
or these product lines separately.*

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