

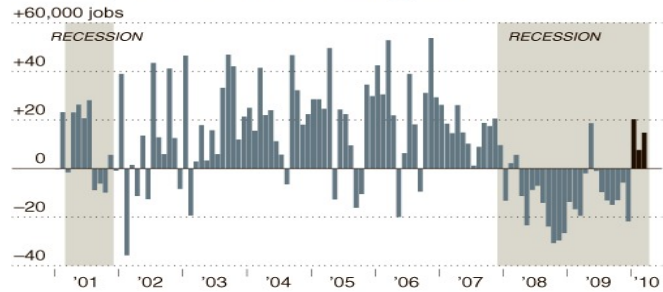
Foodservice Facts

Restaurant Recovery: Sales are up in first quarter of 2010 suggesting potential recovery after a dismal 2009. "There's no question about this," said Harry Balzer, chief industry analyst at the NPD Group, a market research firm that tracks sales at 47 restaurant chains with a total of 103,000 outlets: "there's a recovery going on." Restaurant traffic is increasing as customers become more confident with the economy. Source: NY Times.

Job Growth at Restaurants Hints at Recovery

This year the food service industry has added jobs for three consecutive months for the first time since 2007, as some restaurants respond to increased demand.

Change in jobs at restaurants and drinking places



Source: Bureau of Labor Statistics

American Grocery Shopper

Consumers Prefer Socially Accountable Companies: According to a new survey by Landor Associates, Penn Schoen Berland and Burson-Marsteller, transparency and corporate responsibility have become far more important to consumers in a tough economy. The survey found that despite the recession, 75% of consumers believe social responsibility is important, and 55% of consumers said they would choose a product that supports a particular cause against a similar products that does not. Source www.brandweek.com.

Kagome promotes sustainable and social accountability programs at work and at home.

Food Innovation / Trends

Culinary Comments by Chef Chris:

"After attending the Research Chef's Association and perusing culinary blogs and articles, one thing stands out as certain and consistent: the flavors of Asian Cuisine are showing up on menus of all types of restaurants and people are coming back for more." Kagome has global expertise in the full gamut of Asian sauces from Korean BBQ and Citrus Ponzu to Wasabi Miso Glaze and Spicy Mango Chutney. *Contact Kagome for a custom Asian Sauce presentation, such as the four menu items below.*

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|  |  |  |  |
| Kagome Spicy Chosun Glazed Ribs | Kagome Spicy Mango Sauce w/ Chicken | Kagome Teriyaki Beef & Fire-Roasted Pineapple | Kagome Thai Coconut Sauce w/ Chicken |

Food & Health / Regulatory Rules

Only 4% of Cancer Risk Linked to Fruit & Vegetable Consumption:

While this study seems opposing to the vast nutritional studies, Dr. W. Willett, Dept. of Nutrition at Harvard, points out it may be that specific plant substances are protective against cancer and other life threatening diseases. "For example, considerable evidence suggests that lycopene and tomato products **reduce the risk** of prostate cancer.....although the evidence for benefits of fruits and vegetables against cancer was waning, data supporting benefits for cardiovascular disease were accumulating." Journal of National Cancer Institute.



**Kagome Spicy Marinara:
For Health & Taste**



Health Care Bill to Include Restaurant Calorie Counts: More than 200,000 fast food and other chain restaurants will have to include calorie counts on menus, menu boards and at drive-thrus. The new law, directs the FDA to create national standards for menu labeling, that support a growing number of states and cities that have started to pass such laws. The idea is to make sure that customers process the calorie information as they are ordering. Source: Prepared Foods. *Let Kagome's Nutritional and Culinary team help design your healthy menus.*

Tomato Crop / Festival Update

World Tomato Crop 2010: Severe weather in Europe (rain) and China (snow) has disrupted planting and could result in global production reduced by 10-12% from 2009.

Summer Time Tomato Festivals 2010:

- 9th World Tomato Congress: June 20-23 , Estoril, Portugal, <http://www.wptc2010.com/>
- 17th Annual Oxnard Salsa Festival, July 24 & 25, Oxnard, CA, <http://www.oxnardsalsafestival.com/>
- Woodland Tomato Festival, August 14th, Woodland, Ca, <http://www.woodlandfarmersmarket.com/>
- 7th Annual Tomato Art Festival, August 14th, East Nashville, TN, <http://tomatoartfest.com/>
- 14th Annual Heirloom Tomato Festival, Sept. 11, Sonoma, CA, <http://www.kj.com/events/tomato-festival/>
- Redwood City Salsa Festival: 26 Sept 2010, <http://www.ci.redwood-city.ca.us/events/salsafest.html>



Inside Kagome

Promotion: Mr. Robert Craner was promoted to the position of Vice President of Quality Assurance and Quality Control, overseeing the California and Arkansas production facilities. Bob joined Kagome in 2000 and is acknowledged for developing and implementing our reputable Quality Systems, which ensure that our product quality and food safety standards exceed our customers' expectations.



Kagome Awarded for Going the Extra Mile: Kagome earns prestigious business relationship award for providing consistent customer support, creative solutions, and exceeding tight new product timelines.

Safety Milestones: Kagome employees have achieved greater than 891 days without incurring a lost time accident. Our safety incentive program, Every Injury is Preventable (EIP), focuses on education, continuous safety reviews, ongoing training, potential risk reporting recognition, and the importance of good health on and off the clock to keep our people healthy and working safely for their families and our customers.

References: www.fda.gov, www.wptc.to, Prepared Foods, New York Times, National Cancer Institute