

## Foodservice Facts

**Menus to Add Items Targeted to Baby Boomers?** With more than 79 million baby boomer aged consumers, specific menu targeting may make practical business sense. Many of these consumers have sizeable disposable income and enjoy eating out. They tend to be world aware and interested in culinary creativity. Also, health and portion control are high on their list of menu concerns. They desire and enjoy good quality food and some are looking for organic and local foods. Quick casual to fine dining choices are well within their reach. Source: [www.lovetoknow.com/](http://www.lovetoknow.com/)



## Tomato Crop Update - 2011



**World Tomato Forum:** The 5<sup>th</sup> Global Foodnews Tomato Forum will be held on 8-9 June 2011 in Rome, Italy. This bi-annual event brings global industry experts together to share insights on all the leading topics for the Tomato Industry. Key discussions will be held on expanding markets, supply trends, growing production regions, supply chain, buyer requirements and beyond. We are pleased to announce that Mr. John Allen, Sr. Director of Operations for Kagome will be speaking on the exciting topic of "Change Management in an Ever Changing World".

<http://ftf.agraevents.co>

## American Grocery Shopper

**Shoppers cut back as gas prices increase:** In a survey by America's Research Group, more than 42% of respondents said they are trimming grocery spending, and 53% said they are eating out less to compensate for higher gas prices. Source: Yahoo!/Reuters. *To stay ahead of this trend, contact Kagome to help you cost reduce your menu while increasing customer traffic.*



## Food Innovation / Trends

**Culinary Comments by Chef Chris:**



Hot Dogs are no longer just a traditional ketchup and mustard affair! We are finding a plethora of creative toppings ranging from salsas to slaws, and fruit toppings to grilled vegetables. Flavors from all around the globe are bringing new excitement to the century plus old concept. In preparation for the Summer BBQ Season, we decided to try a few ourselves, grilling some great sausages from "Top Dog" in Berkeley and some regular franks. Fantastic!

- **Mexican Hot Dog:** Sliced white cabbage salad with roasted diced jalapenos, cilantro, & lime, topped with Mexican cotija cheese, avocados and **Kagome's Roasted Tomato Salsa**.
- **Korean Dog:** Topped with sliced Napa cabbage and strips of red & yellow bell peppers enrobed with **Kagome Korean BBQ**.
- **Southern BBQ:** **Kagome BBQ Deluxe** tossed with traditional slaw, slaw cabbage mix, mayonnaise, and a dash of spicy mustard.

## Food & Health / Regulatory Rules

### Restaurants Respond to looming FDA Nutritional Labeling Regulations:

A growing number of restaurant chains are adding the nutritional information to their menus. While early consumer response is coming in, it seems at least that some consumers are adjusting their orders to reduce calories or make healthier choices. Seeing this trend, leading edge casual-dining chains offering menu items with less than 600 calories and reduced calorie appetizers and cocktails. Source: *NRN 5/9/11*  
*Contact the Kagome Team to help develop your nutrition guided menu items.*



Kagome Salsa Casera

### Research tells that Lycopene Reduces Cholesterol:



Kagome Enchilada Sauce

Researchers from the University of Adelaide are the first to summarize the effect of lycopene on cholesterol and blood pressure. "Our study suggests that if more than 25 milligrams of lycopene is taken daily, it can reduce LPD (bad) cholesterol by up to 10 percent," says Dr. Ried. Tomato products have high levels of lycopene, by taking 50 grams of tomato paste daily it provides protection against heart disease, according to an Adelaide statement. "That's comparable to the effect of low doses of medication commonly prescribed for people with slightly elevated cholesterol, but without the side effects of these drugs, which can include muscle pain and weakness and nerve damage," says Dr. Ried. Source: <http://news.bioscholar.com>

## Inside Kagome

**Kagome Research Improves Global Human Health & Wellness:** Did You know that Kagome leads the way in funding critical human health and nutrition studies at top tier universities worldwide? These studies based on the consumption of vegetables and fruits, have lead to breakthrough knowledge in the areas of antioxidants, immune system function, heart health, bone health, cancer prevention, digestive health, lung health, allergy reduction, and healthy aging; such as anti-aging of the skin, prevention of macular degeneration, improved cognitive function, and bone health. With more than 250 scientific papers published in peer reviewed journals in the past 15 years, **Kagome is your proven resource committed to the wellbeing of all consumers!**



### Kagome People Announcements:

- **Mr. Luis DeOliveira** has been promoted to Chief Executive Officer of Kagome USA, Inc. Luis was previously our Chief Operating Officer and been instrumental in progressively leading Kagome for more than 17 years. He is Kagome's first non-Japanese CEO!
- **Mr. Pete Watanabe** has been promoted to Chief Financial Officer of Kagome USA, Inc. He arrives to the USA with 16 years of service at Kagome Company, Ltd. in Japan. As CFO, he is responsible for all finance departments, including Accounting, Administration, and Human Resources.
- **Mr. Jaime Sandoval** was promoted to Senior Operations Manager of Kagome Inc, Los Banos. During his four year tenure, Jaime has dedicated himself to improving our plant, processes, and growing our people. His tireless efforts and wealth of knowledge and experiences have propelled Kagome forward to the world class company we are today.
- **Ms. Patty Lowe** has been promoted to Senior Manager, Supply Chain Management after providing more than 13 years invaluable customer service. She is now overseeing all purchasing responsibilities and all related functions under Production Control as well as the centralization of logistics and customer service.