



SAUCE SOLUTIONS

PUTTING INNOVATIVE IDEAS ON THE MENU

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THE PERFECT TOOL

We know that as a foodservice operator, you want to keep up with the trends. Putting innovative items on the menu can raise the check average — and the bottom line — as well as make your business appear “trendy.”

In this quarterly publication, we will give you menu ideas, current industry news and special product offers, all designed to make your operation more profitable. We want to provide you with easy, cost-efficient solutions to keep up with the hottest trends. At Lipton, everything we create reflects our dedication to quality and service, and our commitment to you.

SIMPLE SAVINGS

By using a fully-prepared tomato sauce, you will eliminate the cost of extra ingredients and labor necessary to create a sauce from scratch, and you will have peace of mind knowing that your patrons are getting a consistent recipe time after time. Plus, there are innovative solutions available, such as Frutta! di Orto Roasted Tomato & Garlic Pasta Sauce, which deliciously incorporate hot new taste trends. (Find more about Roasted Tomato & Garlic Pasta Sauce inside!)



HEALTHY LIFESTYLE

Not only do fully-prepared sauces save on time and labor, but they offer attractive health benefits such as being low in fat and a source of lycopene — an antioxidant that reduces the risk of heart disease and certain types of cancer. Although present in fresh tomatoes, recent studies have shown that lycopene is approximately 2.5 times more efficiently absorbed into the bloodstream when the tomatoes have already been processed.

NOT JUST FOR PASTA

With the popularity of ethnic foods and the introduction of new appetizer ideas, fully-prepared tomato sauces have proven to be a wonderfully versatile way to keep your menu up to date. Ready-to-serve tomato sauces can easily add a surprising new flavor to virtually any entrée, plus, they can be presented in different ways, i.e., as an appetizer dip, a recipe ingredient, or a pour-over. Simply by finding new

ways to add innovative, fully-prepared tomato sauces to items already on your menu, you can experience increased traffic flow, generate more return business — and make more money.

Tasty, versatile, and highly profitable, fully-prepared tomato sauce is the perfect tool to create today's hottest taste trends.

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CASH REBATE