

# NO SUGAR ADDED

# Ketchup



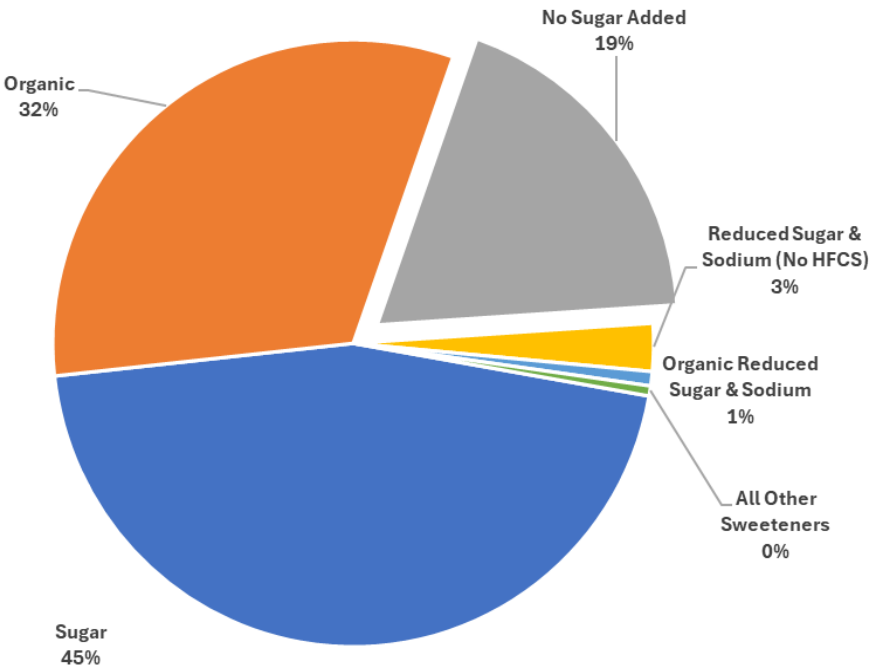
## *Same Great Tasting Ketchup with No Sugar Added*

- ✓ Private Label No Sugar Added sales are up 13%
- ✓ Fastest growing Ketchup segment for Private Brands in the last 6 Years
- ✓ 1 in 5 shoppers seeking an HFCS alternative choose No Sugar Added Ketchup
- ✓ No Sugar Added is nearly as large as the Organic Ketchup segment making it essential in every ketchup set!

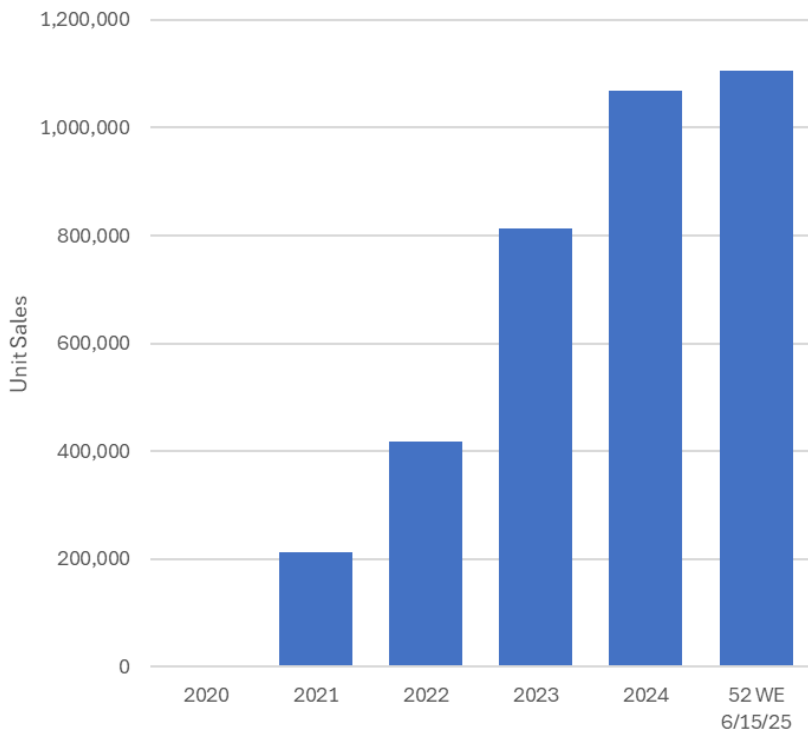
# No Sugar Added is the Fastest Growing ketchup segment for Private Label Ketchup in the last 6 Years

*No Sugar Added has earned its place in every ketchup set*

Ketchup Unit Sales by HFCS Sweetener Alternatives



Private Label No Sugar Added Ketchup



# Consumers Highlight Need for a Better-for-you Ketchup

About half of consumers strongly want to reduce their consumption of sugar<sup>1</sup> with younger consumers making proactive dietary choices and older shoppers seeking to avoid perceived negatives in food products<sup>4</sup>



**71%**

of consumers read labels  
for Sugar content<sup>1</sup>

**75%**

of all consumers avoid  
specific ingredients in food<sup>1</sup>

**34%**

of consumers would buy  
more Ketchup if it claimed  
No Artificial Ingredients or  
Preservatives<sup>2</sup>

**51%**

of consumers are reviewing  
the type of sweetening agent  
when reading labels<sup>1</sup>



# Great Tasting Ketchup! No Sugar Added

- ✓ No Sugar Added Ketchups vary in formulation, flavor, sweeteners used, and overall quality
- ✓ Our *New* No Sugar Added Ketchup includes Stevia because it is the #1 natural sweetener that can be labeled as no sugar added<sup>2</sup>

Sweetened with Sucralose



Sweetened with Stevia



Higher Priced



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Contact Red Gold for More Information:

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