GROWING UP TO 70% YEAR OVER YEAR

AUTHENTIC ITALIAN

MAMA MANCINI'S®

An Original Family Recipe

IT'S A FRESH FOOD WAR

WIN IN 2018 WITH MAMAMANCINI'S

WE'RE PROUD OF *Original Recipe* EST. 1921 OUR INGREDIENTS

Chicken Parmigiana

Stuffed Meatballs

Families Want Quality Fresh Food

- 70% of all consumers decide what they want for dinner after 12 noon.
- Consumers are shopping the store's perimeter.
- Center of store packaged food product sales are down 10% over last several years.

Best MamaMancini's Products

- Jumbo Beef & Turkey Meatballs
- Cheese Stuffed Meatballs
- Beef & Turkey Meatloaves
- Stuffed Peppers
- Chicken Parmigiana
- Ravioli Lasagna

MM Fast Facts

VERSATILITY AND FAST MOVEMENT:
One SKU can sell into prepared foods, hot meals, cold deli, grab n go, sandwiches, hot bars and pizzas

FOOD SAFETY:
Level 2 Safe Quality Food Plant certified three years in a row

12 MONTH SHELF LIFE FROZEN:
30 days once slacked and unopened

NO SHRINK, SMALL PACKAGED UNITS

ON TIME DELIVERY

Meatloaf

Stuffed Peppers

FRESH FOODS SALES GROWING UP TO 8% A YEAR

MamaMancini's is:

- ALL NATURAL
- HIGH NUTRITION
- DELICIOUS
- SIMPLE INGREDIENTS
- EASY TO PREPARE
- FAIR PRICING

Coming Soon:

- Sauces
- Veggie Meatballs

Ravioli Lasagna

MamaMancini's is now in 35,000 locations nationwide!

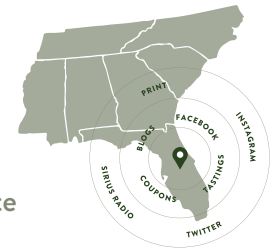
Sirius Radio Campaign: 1,000 National Commercials multiple times a year

QVC: World's Largest Direct to Consumer Marketer

Co-Founder and Brand Evangelist Dan Mancini is on air on QVC up to 6x a month for a minimum of 6 minutes each.

Dan Mancini

Effective social media campaigns



Targeting demographics work in conjunction with stores to promote new products and sales.

276,792 Facebook Fans

1.5 Million Viewers Reached per post

All Consumer Eyes on MamaMancini's

Over 265 million potential consumer impressions in 2017 public relations campaign.

Case Histories:

Up to **$1,500** per week per store retail volume

Leading prepared food item in a number of large retailers. Custom merchandising programs including Social Media, Signs, Demos, Contests, Coupons, Sweepstakes.

MamaMancini's, Inc.
25 Branca Road,
East Rutherford, NJ 07073
201.531.1212

MamaMancinis.com