



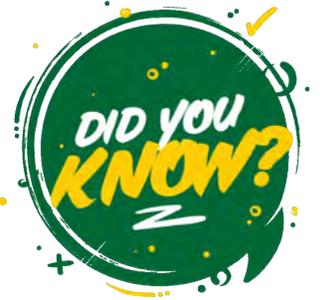
SOFO FOODS

Quality Ingredients. Dependable Service.

Sofos Foods has a monthly email newsletter



- ◆ Each month Menu-Bytes, our email newsletter goes out to subscribers.
- ◆ Menu-Bytes contains new item intros, manufacturer rebates, hot deals and menu ideas.
- ◆ The hot deals offered are exclusive to subscribers only.
- ◆ You have our pledge that we will not share your information with anyone.
- ◆ Your Sofos Foods Account Manager or Inside Account Manager can sign you up as a subscriber.
- ◆ We won't drive you crazy with excessive emails, expect 2-3 monthly.



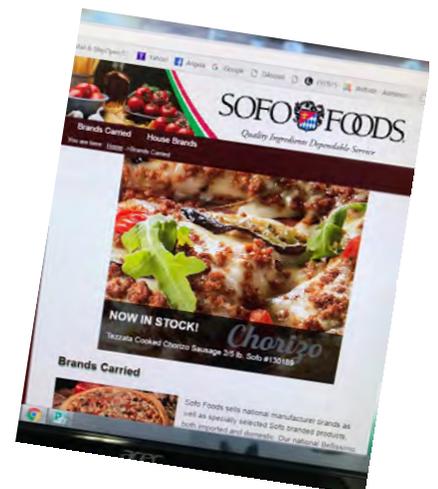
You can follow us on Facebook @SofosFoodsDistribution

This is where you will find information in real-time. We post about once a day on a range of topics including industry news, new product info, menu ideas, recipes and success stories too. Go to our page, like us and send us a message you'd like to share with our community. We've been working hard to build our following and relationships with innovators and influencers in our industry. Now we would like to share this with you! Next time you're on Facebook, take some time to look us up!



SofosFoods.com is a great place to go for news and information

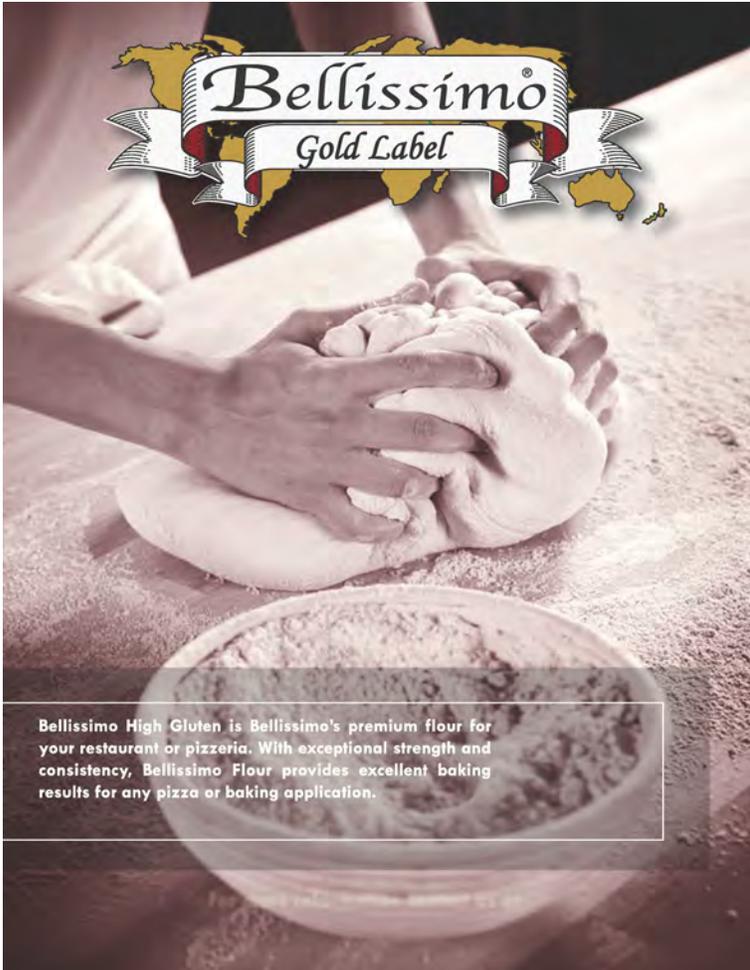
- ◆ SofosFoods.com is a great place to go for placing your order online.
- ◆ It's also a source of information about our company.
- ◆ Check out our "Brands Carried" page which contains a list of our best suppliers.
- ◆ Our "What's New" page is an extension of our Facebook page. If you're not on Facebook, visit here.
- ◆ Learn about SMART, our new mobile ordering App.
- ◆ See videos about our company.
- ◆ Get information on upcoming tradeshow.





SOFO FOODS

Quality Ingredients. Dependable Service.



Bellissimo
Gold Label

Bellissimo High Gluten is Bellissimo's premium flour for your restaurant or pizzeria. With exceptional strength and consistency, Bellissimo Flour provides excellent baking results for any pizza or baking application.

Bellissimo Gold Label Hi-Gluten Flour 50 lb.

Sofa #450464

The latest addition to Bellissimo's premium line of products has arrived! Bellissimo Gold is a CLEAN label flour with impressive attributes:

- Enriched
 - Unbleached
 - Unbromated
 - Malted
 - From a selected blend of hard wheat
 - 13.6% protein
- Perfect flour for your pizzeria!***



MISTO *d'oro*

Blending fresh taste with Old World traditions.

QUALITY
+
CRAFTSMANSHIP
=
PERFECTION

Made from only the finest and freshest of ingredients, Misto d'oro offers the most premium cheeses available on the market today... the best of the best.





Campbell's Reserve Creamy Broccoli & Cheddar Soup

4/4 lb. Sofo #610154

This creamy classic is full of broccoli florets and sharp cheddar cheese with a satisfying hint of garlic.



Campbell's Signature Chicken Tortilla Soup

4/4 lb. Sofo #610156

Full of bright, Southwestern inspired flavors, this vibrant soup is made with seasoned chicken, corn, black beans and peppers simmered with fragrant spices.



Campbell's Signature Loaded Baked Potato Soup

4/4 lb. Sofo #610157

Bursting with hearty roasted potatoes, bacon bits and chives, this rich, creamy comfort soup will have patrons coming back for more.



Campbell's Signature Southwestern Vegetarian Chili

4/4 lb. Sofo #610162

Vegetarian! Loaded with tons of vegetables, this chili is sure to be a favorite among vegetarians. It gets its heat from chipotle peppers.



Costanzo's Ancient Grains Hamburger Rolls

96/2 oz. Sofo #460228

A fully baked and sliced four inch sandwich roll featuring ancient grains; to create a full flavor experience and premium presentation.



- Outstanding taste
- Soft texture but sturdy for hot or cold sandwiches
- Premium visual presentation
- Contains whole grains and added fiber
- Clean label formulation

Jamie's Ready to Bake Double Chocolate Brownies Sheeted

30/10 oz. Sofo #290511

It doesn't get any easier than this! Just pop these ready made trays in the oven and in no time you'll have fresh baked brownies.



Jamie's Ready to Bake Chocolate Chip Cookie Dough Sheeted

30/10 oz. Sofo #290543

Bake fresh from frozen! Ready to bake chocolate chip cookie dough on a tray.





**PERFECTING
PIZZA.COM**

www.perfectingpizza.com

Grow Your Sales to the Next Level and Get 30 Days Free!

Sofa Foods is excited to announce our partnership with the newest resource in the pizza industry - PerfectingPizza.com.

The pizza business has the illusion of being easy. How hard can it be right? If a bunch of teenagers can run a pizzeria down the street from me, surely, I can do it better. But the sad reality is that roughly 60% of pizzerias go out of business within five years! It's a tough business and requires grit and determination, but also a roadmap and a solid plan. PerfectingPizza.com has the tools and resources to help you grow your pizzeria to the next level, increase sales & profits, all while reducing your headaches!

Perfecting Pizza has **two** affordable plans available for you to choose from -

#1 - The Monthly Plan is only \$24.99 per month and gets you access to online resource such as -

Financial Projection Worksheets
 Business Plan Templates
 Interviewing Procedures
 New Hire Checklists, Training Guides, and Performance Evaluations
 Menu Engineering Spreadsheets
 Scheduling Tools
 Dough Making Worksheets
 How-To-Videos, Step-by-Step Guides, Recipes, and Pizza Making Procedures
 Marketing Tips & Templates
 Exclusive Partner Discounts
 VIP Behind the Scenes Pizzeria Video Profiles

Templates are all provided in Microsoft Word format, so you can easily customize them to fit your needs.

All of the resources have been designed and built by the perfectingpizza.com team who has successfully opened and operated many pizzerias. Perfectingpizza.com will also put you in connection with their exclusive network of pizza professionals across the country for all your pizza needs such as menus, supplies, equipment, uniforms, marketing, and virtually everything else you will need!

All this for **only \$24.99 per month** with absolutely no commitment required! But, we are offering a special limited time **30-day free trial** for Sofa Foods customers using the coupon code **SOFOFD831**. Just visit perfectingpizza.com today to sign up for the free trial and start growing your pizzeria today! *Cancel any time in the first thirty days and your credit card will not be charged.*

- Marketing Ideas
- Location Review
- No Commitment
- And Much More!

#2 - The One-On-One Pizza Coach is just \$99 per month and gets you direct access to pizza professionals with decades of pizza experience.

Pizza Coach™ is a One-on-One online pizza consulting platform that allows you to ask the perfectingpizza.com team of experts straightforward questions about the pizza business and gives you someone to bounce ideas off of. You simply use the online portal to submit your questions along with any images, menus, floor plans, etc. and perfectingpizza.com will review, forward to a team member best suited to answer, and get back to you as soon as possible.

Use Pizza Coach™ when you need help with things such as:

- Menu and Floor plan Review
- Equipment Recommendations
- Sales Building Ideas
- Operational Help
- General Guidance and Direction

Plus, get a free copy of the pizza marketing e-book Growing Pizza just by visiting the site - perfectingpizza.com and signing up for the email newsletter. No strings attached!

So Why is Sofa Foods partnering with PerfectingPizza.com?

Sofa Foods is not being paid to promote PerfectingPizza.com, so why do it? Lots of reasons. Here are a few...

- **Experience:** The website was created by two industry experts who are pizzeria owners just like you.
- To pay for services like the ones offered on this site could cost you hundreds, maybe thousands more than the monthly subscription.
- **Proven methods:** Learn from their successes and mistakes.
- **Step by step instructions and templates** you can use.
- The program benefits are valuable whether you're a newbie or an experienced business owner.
- **Everyone needs help to be successful in this competitive industry.**
- We want you to be successful and for that you need a competitive edge.