

Nutri-Chef  
Gluten Free Soups  
Product Summary

General Description: Gluten-Free slow kettle cooked flavorful soups filled with fresh ingredients that come in three varieties: Country Chicken Noodle, Chicken Rice Provencal, and Beef Taco with Real Cheddar Cheese. These soups have been consumer tested and are considerably better tasting than competitive gluten-free soup brands. Nutri-Chef's brand name for its gluten-free soups is Chef's Choice Soups. The tag line is "Tastes so good you won't know it's Gluten-Free". The marketing thrust is to convince consumers that Chef's Choice has great taste. Using all fresh ingredients, the soups will be produced in a company-owned USDA-monitored facility. No MSG or preservatives are used.

Chef's Choice Gluten-Free Soups were tested by an independent lab to be gluten-free.

**Production samples were tested for taste by faculty at Le Cole Culinaire and produced favorable results.**

- 1) Hearty Chicken Noodle Product Description: Fresh chicken and vegetables simmered in Homemade Chicken Stock, with high protein gluten-free noodles made from red lentils.  
UPC 869136000106
  
- 2) Chicken And Brown Rice Provencal Product Description: Fresh gluten-free chicken and vegetables, with gluten-free brown rice simmered in homemade chicken stock seasoned with spices from the Provence region of France.  
UPC 869136000113
  
- 3) Beef Taco with Real Cheddar Cheese Product Description: Gluten-free ground beef simmered in Taco spices, with fresh vegetables and real cheddar cheese.  
UPC 869136000120

**These soups taste so good you won't know it's gluten-free.**

Packaging Description:

- 1) Shelf stable 14.5 oz. plastic pouch measuring 6" w x 8.25" h x 1.5" d.
- 2) Bulk Refrigerated options available

Unit Pricing:

Retailer cost: \$2.45 per pouch

Suggested Retail Price: \$3.49

Mark-up: 30%

12 units per case