



How Will You Defend Against Consumer and Retailer Flight to Store Brands and Private Label?

Insight Culinary has over a billion reasons you should talk to us

In today's tough economy where consumers have been forced into a new awareness of thrift, many people have made the shift to store brands and private labels. Add to this retailers moving to expand their own brand programs and the competitive environment is a new, harsh reality that has never been seen before.



Do you have a plan to defend against this new, harsh reality?

If the answer to this question doesn't help you sleep at night, we should talk.

In fact, Insight Culinary has over a billion reasons we should talk. Why?

Why Insight Culinary?

Because, the work we have done for mid and large size food companies has resulted in over a billion dollars in incremental sales revenues. Sales revenues that would have never occurred without us.

The team at Insight Culinary has done strategic and culinary work for such industry leaders as Heinz Worldwide, Weight Watchers, Diageo, Peet's Coffee, Procter & Gamble, Campbell's, ConAgra, Mars and many more.

Our work has resulted in such successes as Smart Ones frozen entrees, desserts and breakfasts. Smart Ones year one revenue totaled over \$50 million at a 55% gross margin. By year 3 this brand was topping \$300 million in revenue.



BV Coastal Estates wine was another successes story. By year 2 this brand had topped \$300 million in sales and was the world's fastest growing wine brand.



We have achieved other success for other brands and we would be happy to tell you all about them. But we would rather discuss your challenges and how we can help you meet them head-on. Successfully. So you can sleep at night.



Who We Are, What We Do

Insight Culinary is an organization defined by our total devotion to client results. Large enough to handle worldwide brands. Small enough to ensure principal involvement in every project.

At Insight Culinary, we assist high-growth Fortune 1000 and smaller, entrepreneurial companies to swiftly capitalize on fast moving culinary trends to significantly grow their businesses for the long term. We do this via the intelligent and cost effective implementation of:

- Trend spotting and tracking
- Creating and fitting the opportunity to you
- Bench top recipe development
- Recipe commercialization
- Ingredient sourcing, co-packer identification and management
- Consumer and trade research
- Powerful strategic thinking for successful deployment
- And much more

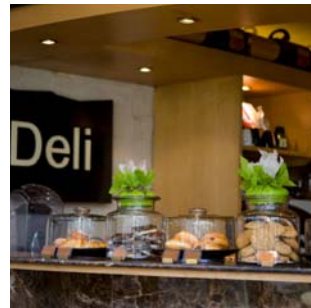
Insight Culinary is located in the very heart of California's gourmet and wine landscape. In this hotbed of culinary imagination, the future of food is being created right here, right now.



Insight Culinary's experience base covers grocery, frozen, fresh and foodservice. We have developed lines for breakfast, lunch, dinner, appetizers, soups, salads, sauces, snacks and more.

Perhaps, most importantly, our team's experience covers the gamut from high end restaurants to large manufacturing and foodservice firms. This breadth of experience allows us the vision to identify today's hot, new culinary trends, and make them work in large enterprise applications.

And, we can do this for you, too.



Call or click

Just give us a call or a click. What do you have to lose but a few sleepless nights?