

# BETCHUP

## Better Ketchup

### Why? It's Simple

Everyone loves ketchup, but not everyone wants engineered ingredients like High Fructose Corn Syrup. We don't put that junk in our products.

The ketchup segment is \$550 million and growing strong (up 6.1% in the last 52 weeks). There's so many consumers with curious palates craving more exciting and spicy flavors.

Melinda's Ketchups fit this bill. We have five super flavorful ketchups that are inspired by fire.

We have a heat level and chile pepper profile to fit the heat seeking consumer. We follow the Melinda's Creed to always provide flavor with our heat!

Stock Melinda's Betchup, that's right, better ketchups and dip into this huge market opportunity with a product that will light your sales register on fire.



**No high fructose corn syrup,  
we use pure cane sugar**

