

Simply The Best New York City Bagel
A “Better for You” product ... Healthier Alternative



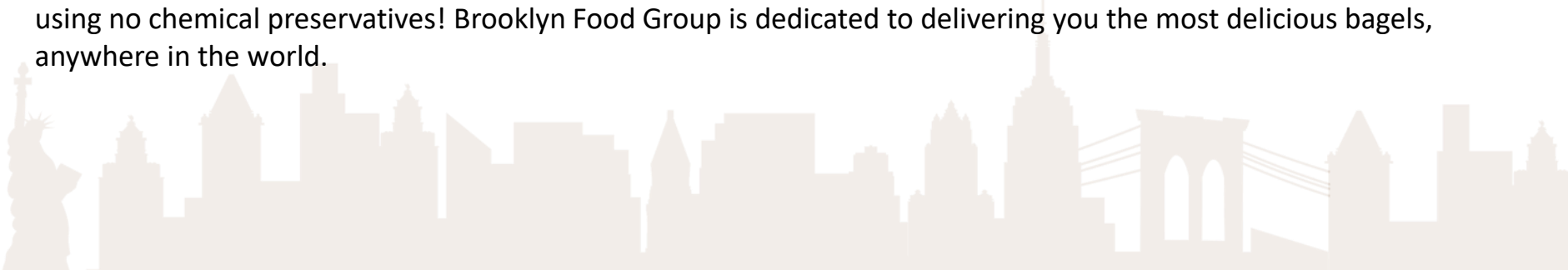


Company Background

Simply The Best New York City Bagel!



Since they were first brought to New York in the 1880s and sold by pushcart vendors, everyone has loved the taste of a New York City Bagel. But what makes a New York City Bagel? It's the water! New York City water is low in calcium carbonate and magnesium, and this results in a better tasting bagel. What makes Brooklyn Food Group's bagels even more exceptional is that they're made from the finest ingredients that owner Gerard Fodera sources from his family business, which has served New York City bakeries for over 85 years, using no chemical preservatives! Brooklyn Food Group is dedicated to delivering you the most delicious bagels, anywhere in the world.



Founder and President



Gerard Fodera

Is the President & CEO of The Brooklyn Food Group. He began his career in the early 1970's working in his family's business assisting in the company's expansion, moving from its original Brooklyn location to Corona, Queens. Gerard directed the company in its implementation of a computerized system and then quickly moved to upgrading its logistical system. He then directed his attention exclusively to Lockport Trucking, Fodera Foods logistical arm. In 1991 Lockport Trucking was sold and Gerard returned to its parent company becoming Fodera Foods' Vice President. During those first two decades Gerard built Fodera Foods into a major regional entity. By making major changes he was able to increase volume from 6,000,000 to 40,000,000.

In 2013 Gerard formed a new company Brooklyn Food Group with an incredible mission. Gerard developed a recipe for a real NYC Bagel, made with NY water that could be mass produced. Finally a product that would be available outside of NY. No longer would the customer have to make a specific trip to a bagel shop they would now have the product available in their own freezer. Gerard has been involved in every facet of the operation beginning with the creation of their logo, sourcing, establishing a broker network, setting up accounts with multiple food service distributors including US Foods, McLane, DPI, participating in both domestic and international trade shows, and expanding the product range to include cookies, pastries, bread, and pasta products. Gerard seeks to expand Brooklyn Food Group by partnering with the most creative and driven individuals each of whom reflects his commitment to quality and innovation.

Domestic Trade Shows



Food Show

What Makes our BFG Brooklyn Bagels the Best?

Meeting Consumer Demand...

Today's consumer wants a "Clean Product":



- No High Fructose Corn Syrup
- No Bleach
- No Bromates
- No Mono-Diglycerides
- No Trans Fats
- No Guar Gum
- No Artificial Preservatives
- No Artificial Colors
- No Artificial Flavoring
- No Datem
- No L-Cysteine



– Unlike our competitors





Comparison to Lender's

It's All About... the Taste & Quality



Conventional Grocery	Price per Oz / Pound	Calories / Oz	Fat (g) / Oz	Sugar (g) / Oz	Sweetener	Food Additives	Chemicals	Type of Salt	Authenticity
"Heat and Serve" Frozen 6 pack	Based on MSRP								
Brooklyn Food Group Plain 18 oz <ul style="list-style-type: none"> 3 oz. bagel, all 12 flavors available <ul style="list-style-type: none"> o Competition for the "Lenders type" product for center of store o Customer to toast or bake at home STAR-K Kosher Certified 	22c / \$3.52	72	0.25	1.5	Brown Sugar and Molasses	No Mono- and Diglycerides	No Dough Conditioners	Sea Salt	Made in NYC
Lender's Plain 12 oz <ul style="list-style-type: none"> 2 oz. bagel, only 8 flavors available <ul style="list-style-type: none"> o Customer to toast or bake at home OU Kosher Certified 	25c / \$4.00	70	0.50	1.0	High Fructose Corn Syrup	Mono- and Diglycerides	Dough Conditioners Including L-CYSTEINE	Salt	Lenders New York style not made in NYC





Comparison to Lender's

It's All About... the Taste & Quality



A Picture is Worth a
Thousand Words



Market and Category Options – Comparison

It's All About... the Taste & Quality

Conventional Grocery	Deli - Bakery • Food Service • Institutional	Convenience
"Heat and Serve" Frozen 12/6 pack	"Heat and Serve" Frozen 12/6 pack	"Thaw and serve" Frozen 4/6 pack
<ul style="list-style-type: none"> • 3 oz. all 12 flavors available <ul style="list-style-type: none"> o 90% of Sales from Plain and Everything o Unsliced o Competition for the "Lenders type" product for center of store • 4 oz. all 12 flavors available <ul style="list-style-type: none"> o Unsliced o Customer to toast or bake at home o STAR-K Kosher Certified 	<ul style="list-style-type: none"> • 3 oz. and 4 oz. all 12 flavors available <ul style="list-style-type: none"> o Same as Retail Grocery except in clear bags o Unsliced o Product is slacked out night before in walk in box and baked 325 degrees for 7 minutes and placed in retail bins o Freezer to oven is 325 degrees for 11 minutes o No waste and always fresh! o STAR-K Kosher Certified 	<ul style="list-style-type: none"> • 3 oz. all 12 flavors available <ul style="list-style-type: none"> o Plain, Everything, Cinnamon Raisin, and Jalapeno most popular! • 4 oz. all 12 flavors available <ul style="list-style-type: none"> o Sliced o Perfect for C and B stores with or without oven capabilities o Thaw for 1 hour at room temperature, apply cream cheese or butter to the sliced bagels. Wrap them for "grab and go" sales. o No waste and always fresh! o STAR-K Kosher Certified



Ranking of Brooklyn Food Group 3oz. And 4oz. Bagels

It's All About... the Taste & Quality

Product	Conventional Grocery Ranking
Everything	1
Plain	2
Sesame	3
Cinnamon Raisin	4
Multi-Grain	5
Jalapeño	6
Onion	7
Whole Wheat	8
Poppy	9
Pumpernickel	10
Blueberry	11
Garlic	12
Seasonal Specials	13



Brooklyn Food Group 3oz. Bagels



JALAPEÑO & RED PEPPER

Spice things up with fresh jalapeños and red peppers for a kick of flavor in every bite!

Unit Barcode



Case Barcode



10858880005281



SESAME

Sesame seeds provide mild flavor that won't overwhelm your topping of choice!

Unit Barcode



Case Barcode



10858880005229



PUMPERNICKLE

This all-around delicious bagel goes well with almost any topping for breakfast or lunch!

Unit Barcode



Case Barcode



10858880005328



CINNAMON RAISIN

Start your morning with a sweet blend of cinnamon swirls and juicy raisins!

Unit Barcode



Case Barcode



10858880005274



BLUEBERRY

A delightful morning treat that pairs perfectly with cream cheese or butter!

Unit Barcode



Case Barcode



10858880005359



POPPY

Breakfast toppings, eggs, lunch meats... add any of these to the poppy bagel for a tasty pair!

Unit Barcode



Case Barcode



10858880005311



PLAIN

There's nothing plain about the taste of our bagels... crispy outside with a soft chewy inside!

Unit Barcode



Case Barcode



10858880005212



EVERYTHING

Loaded with flavor and a variety of seeds, this bagel is everything you want and more!

Unit Barcode



Case Barcode



10858880005236



WHOLE WHEAT

Satisfy your craving with a healthier way to enjoy our classic bagel – made with whole wheat flour.

Unit Barcode



Case Barcode



10858880005335



MULTIGRAIN

Adding more whole grains to your diet just got easier... and more delicious!

Unit Barcode



Case Barcode



10858880005298



ONION

Crisp, crunchy and packed with flavor for your choice of breakfast toppings or lunch sandwiches!

Unit Barcode



Case Barcode



10858880005304



GARLIC

A savory taste craved by many, garlic adds a delicious crunch to your creation!

Unit Barcode



Case Barcode



10858880005342

BFG Brooklyn Bagels are Available in these Varieties

It's All About... the Taste & Quality

3 oz Bagels - 6ct

Case Pk 12

<i>PRODUCT</i>	<i>UNIT UPC</i>	<i>CASE UPC</i>	<i>SIZE</i>
JALAPENO & RED PEPPER	8-58880-00528-4	10858880005281	18 oz
SESAME	8-58880-00522-2	10858880005229	18 oz
PUMPERNICKLE	8-58880-00532-1	10858880005328	18 oz
CINNAMON RAISIN	8-58880-00527-7	10858880005274	18 oz
BLUEBERRY	8-58880-00535-2	10858880005359	18 oz
POPPY	8-58880-00531-4	10858880005311	18 oz
PLAIN	8-58880-00521-5	10858880005212	18 oz
EVERYTHING	8-58880-00523-9	10858880005236	18 oz
WHOLE WHEAT	8-58880-00533-8	10858880005335	18 oz
MULTIGRAIN	8-58880-00529-1	10858880005298	18 oz
ONION	8-58880-00530-7	10858880005304	18 oz
GARLIC	8-58880-00534-5	10858880005342	18 oz



All Clean &
Finest
Ingredients



Brooklyn Food Group 4oz. Bagels



JALAPEÑO & RED PEPPER

Spice things up with fresh jalapeños and red peppers for a kick of flavor in every bite!

Unit Barcode



Case Barcode



10858880005090



SESAME

Sesame seeds provide mild flavor that won't overwhelm your topping of choice!

Unit Barcode



Case Barcode



10858880005014



PUMPERNICKLE

This all-around delicious bagel goes well with almost any topping for breakfast or lunch!

Unit Barcode



Case Barcode



10858880005106



CINNAMON RAISIN

Start your morning with a sweet blend of cinnamon swirls and juicy raisins!

Unit Barcode



Case Barcode



10858880005069



BLUEBERRY

A delightful morning treat that pairs perfectly with cream cheese or butter!

Unit Barcode



Case Barcode



10858880005083



POPPY

Breakfast toppings, eggs, lunch meats... add any of these to the poppy bagel for a tasty pair!

Unit Barcode



Case Barcode



10858880005038



PLAIN

There's nothing plain about the taste of our bagels... crispy outside with a soft chewy inside!

Unit Barcode



Case Barcode



10858880005007



EVERYTHING

Loaded with flavor and a variety of seeds, this bagel is everything you want and more!

Unit Barcode



Case Barcode



10858880005021



WHOLE WHEAT

Satisfy your craving with a healthier way to enjoy our classic bagel - made with whole wheat flour.

Unit Barcode



Case Barcode



10858880005076



MULTIGRAIN

Adding more whole grains to your diet just got easier... and more delicious!

Unit Barcode



Case Barcode



10858880005267



ONION

Crisp, crunchy and packed with flavor for your choice of breakfast toppings or lunch sandwiches!

Unit Barcode



Case Barcode



10858880005045



GARLIC

A savory taste craved by many, garlic adds a delicious crunch to your creation!

Unit Barcode



Case Barcode



10858880005052

BFG Brooklyn Bagels are Available in these Varieties

It's All About... the Taste & Quality

4 oz Bagels - 6ct

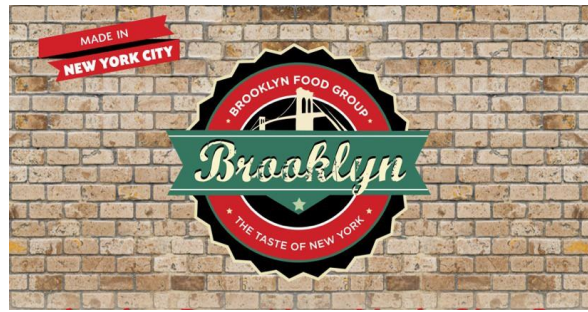
Case Pk 12

<i>PRODUCT</i>	<i>UNIT UPC</i>	<i>CASE UPC</i>	<i>SIZE</i>
JALAPENO & RED PEPPER	8-58880-00509-3	10858880005090	24 oz
SESAME	8-58880-00501-7	10858880005014	24 oz
PUMPERNICKLE	8-58880-00510-9	10858880005106	24 oz
CINNAMON RAISIN	8-58880-00506-2	10858880005069	24 oz
BLUEBERRY	8-58880-00508-6	10858880005083	24 oz
POPPY	8-58880-00503-1	10858880005038	24 oz
PLAIN	8-58880-00500-0	10858880005007	24 oz
EVERYTHING	8-58880-00502-4	10858880005021	24 oz
WHOLE WHEAT	8-58880-00507-9	10858880005076	24 oz
MULTIGRAIN	8-58880-00526-0	10858880005267	24 oz
ONION	8-58880-00504-8	10858880005045	24 oz
GARLIC	8-58880-00505-5	10858880005052	24 oz

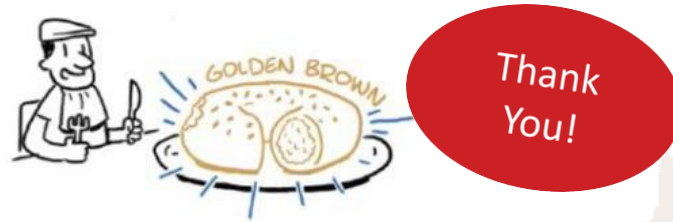


All Clean &
Finest
Ingredients





Turn the Best New York City Bagel into Your Best Seller!



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