

TREEHOUSE FOODS OATMEAL, GRITS, AND FARINA

Energize your Day

Oatmeal blueberry smoothie up

11%

in social discussion

Shrimp is the most common accompaniment to grits with

55%

of grits dishes also featuring shrimp



Oatmeal cookies are trending with social share growth of

13%



Source: Mintel Hot & Cold Cereal – US – 2024; Datassential SNAP™ 2024; Circana Panel L52WE 8-11-24



Savory & Sweet Oatmeal



- ✓ **Versatile Base for Creative Toppings:** Serve oatmeal as a blank canvas ready for a variety of toppings. Customize each bowl with fruits, nuts, and spices to create endless flavor combinations and appeal to diverse tastes.
- ✓ **Better For You Option:** Made with whole grain oats, oatmeal is a heart-healthy option with a good source of vitamin A, calcium, and fiber per serving.
- ✓ **Hearty Comfort:** Enjoy a substantial, comforting meal with each serving. Achieve the perfect balance of warmth and satisfaction, providing a fulfilling and soothing experience.
- ✓ **Cost-Effective Way to Enhance Menus:** Provides a budget-friendly option with a long shelf life and no special equipment needed to prepare.

Younger consumers putting their own spin on oatmeal:

chia seeds, sea salt, flax seeds, acai, dried fruits, vanilla, and other mix-ins

18% increase in social conversation about savory oatmeal:

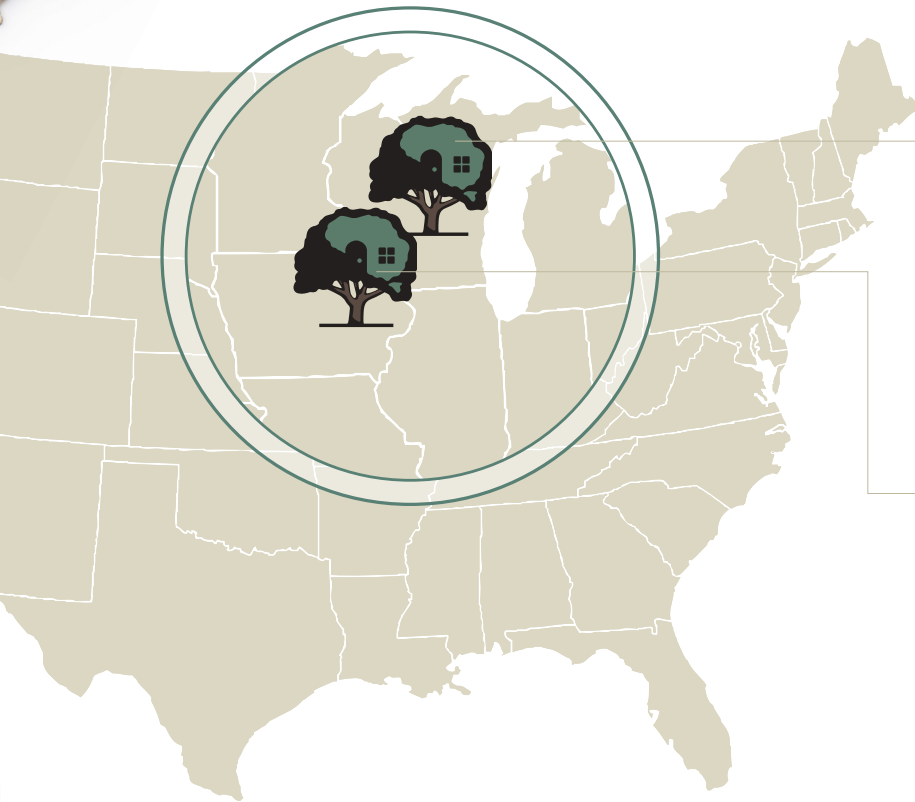
Savory oatmeal is emerging as trending choices with increasing popularity in the culinary world

34% of consumers say healthy offerings are very motivating on menus

oatmeal is trending among vegan, gluten free, plant based, high protein, and organic diets



TreeHouse Foods Manufacturing: Committed to Quality



TreeHouse Foods plants

Manawa, WI Plant

- Instant Oats
- Grits/Farina

Certifications:

Organic, Kosher OU, Roundtable on Sustainable Palm Oil (RSPO), *Whole Grain Council, Real Seal, Non-GMO Project

Cedar Rapids, IA Plant

- Rolled Oats
- Steel cut oats
- Instant Oats

Certifications:

SQF, Kosher, Organic, *Whole Grain Council, Non-GMO Project

Strong Relationships



Uncompromising priority on food safety and quality assurance to be our customers' preferred partner



Striving towards sustainability and recyclability goals in line with our customers' goals

Expertise



Full assortment of products, flavors, and packaging options across value tiers



Strong supply chain integration as oat processing and packaging done in-house

Dependability



TreeHouse Foods has a 99.3% Case fill rate to commitment for Hot Cereal for 2024 YTD

*Most, but not all, of the Hot Cereal products have this designation

Grits & Farina — Comfort in Every Spoonful



QUICK PREPARATION

Grits & farina cook efficiently, allowing for fast service and streamlined kitchen operations, perfect for busy shifts and high-volume settings.



CUSTOMIZABLE FLAVOR BASE

With the ability to enhance with diverse seasonings and ingredients, grits offer a customizable base to craft signature dishes and cater to diverse customer preferences.



VERSATILE USAGE

Farina is incredibly versatile. Use it for creamy porridge, delicate puddings, or as a thickener in soups and sauces. Quick to prepare and nutritious, it's a simple way to elevate dishes.



COST-EFFECTIVE AND LONG-LASTING

Affordable and with a long shelf life, grits & farina help manage food costs, reduce waste, and improve overall profitability.



Grits are trending in social conversation as consumers appreciate indulgent meals –

74%

of consumers say they are more likely to try a menu item if it is indulgent



Works well in both breakfast and brunch dishes as it pairs nicely with ingredients like bacon, eggs, sausage, chicken and shrimp

TreeHouse Foods Offerings



COOK TIME



STEEL CUT OATS

Coarsely cut oats without additional processing provide a hearty porridge-like consistency that's an ideal premium menu offering.

30 MINUTES



OLD FASHIONED OATS

These oats have been cleaned, hulled, cleaned again, steamed and flattened. Great for the buffet table or as an ingredient for muffins and cookies.

5 MINUTES



QUICK OATS

These are oats with whole-grain goodness, cut into several pieces before being rolled so they're quick to prepare.

1 MINUTE



INSTANT OATMEAL

Just add hot water to these convenient, delicious varieties, fortified with eight essential vitamins and minerals.

1 MINUTE



QUICK GRITS

Rich and buttery, grits is a time-honored staple of Classic Southern American cuisine.

5 MINUTES



FARINA

Farina is made with ground wheat, has a smooth texture, and is an excellent source of iron and calcium.

2 MINUTES

Full Range of Hot Cereals Available in Convenient Packaging Options

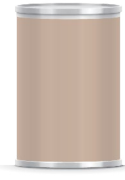
Custom packaging available upon request



Pouches
24oz, 28oz



**Single Serve
Packets in Carton**
8CT, 10 CT, 12CT



Canisters
18oz, 25oz, 30oz, 42oz



Bulk
1-10lb, 25lb, 50lb

Material #	Brand	Product Description	Pack Style	UPC
2200F425265	Ralston	Instant Oatmeal Variety Pack MBS/REG/AC/SC/PCHCRM	12/10CT Instant Packets	4182081689
2311F455265	Ralston	Instant Oatmeal Variety Pack BAN/BLBRY/PCH/STRW	12/8CT Instant Packets	4182082187
Y170F395265	Ralston	Instant Oatmeal Variety Pack REG/AC/MBS/RSN/CINN	12/10CT Instant Packets	79166939505
Y170F335265	Ralston	Instant Oatmeal Maple Brown Sugar	12/10CT Instant Packets	79166919923
Y1727115265	Ralston	Instant Oatmeal Apple Cinnamon	12/10CT Instant Packets	79166919936
Y18461T5265	Ralston	Instant Oatmeal Regular/Organic	12/8CT Instant Packets	4182081593
W500F345265	Ralston	Instant Oatmeal Regular	12/12CT Instant Packets	79166919910
W50485T5265	Ralston	Instant Oatmeal Cinnamon Roll	12/10CT Instant Packets	79166933653
W50086F5265	Ralston	Instant Oatmeal Pumpkin Spice	12/8CT Instant Packets	4182081555
W52462T5265	Ralston	Organic Old Fashioned Oats	12/18oz Canisters	4182081587
W53538T5265	Ralston	Old Fashioned Oats	12/42oz Canisters	79166967014
W52538T5265	Ralston	Old Fashioned Oats	12/18oz Canisters	79166940936
W5227475265	Ralston	Steel Cut Oats Quick Cook	12/25oz Canisters	4182081589
W52514T5265	Ralston	Steel Cut Oats Traditional	12/30oz Canisters	4182081590
W52522T5265	Ralston	Quick Cooking Oats	12/18oz Canisters	79166940935
W53522T5265	Ralston	Quick Cooking Oats	12/42oz Canisters	79166962022
X24600T5265	Ralston	Quick Cooking Grits	12/24oz Pouch	79166940044
X24635T5299	Ralston	Farina Creamy Wheat	12/28oz Pouch	79166940028



READY TO ENERGIZE YOUR DAY?

Affinity Group: (262) 832-8300 x8344

TreeHouse Foods: (800) 558-4700

www.bayvalleyculinary.com



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