

TREEHOUSE FOODS

# The Power of the Pickle

**+10 pts**

Menu penetration  
growth of Pickles  
since 2013

now on

**47%**

of U.S. menus\*



\*Datassential Dec 2023



TreeHouse

# The Power of the Pickle

- ✓ Versatile ingredient that can be used on multiple menu items like sandwiches, appetizers, in a drink or served on the side
- ✓ Simple application
- ✓ Crunchy, sweet, and acidic – pickles provide the balance needed for creamy or meaty dishes
- ✓ Low cost way to add value to your menu with multiple forms (whole, chips, spears, slices) that can meet all needs



**+13%**

Menu penetration trend of 'fried pickles' over past 4 years\*

## PICKLES IS THE FASTEST GROWING INGREDIENT

on steak sandwiches, burgers, and chicken sandwiches

**Top 15**

ingredients by menu item application\*

**+30%**



**+16%**

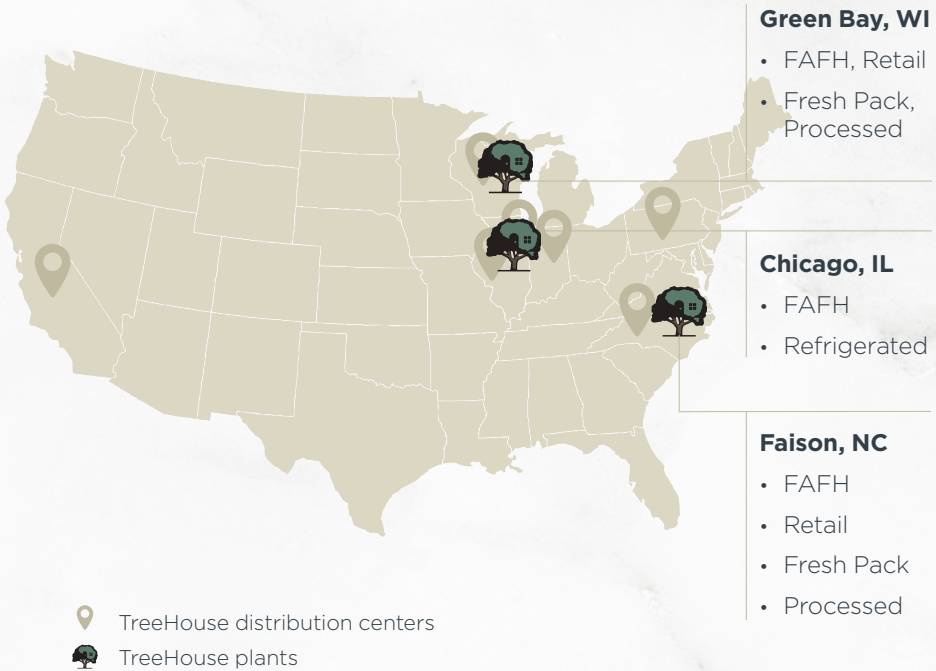


**+53%**



\* Datassential 2023 Pickle 4 year menu growth by item

# TreeHouse is a Pickle Powerhouse



## Strong Relationships



TreeHouse is one of the largest procurers of pickles & peppers in North America



30+ years of relationships with key growers

## Agility & Diversification



Multiple plant locations with redundant capabilities to protect surety of supply



Our network of production and distribution facilities allow TreeHouse to provide a competitive landed cost

## Dependability



99.6% case fill rate to forecast for Pickles in 2023

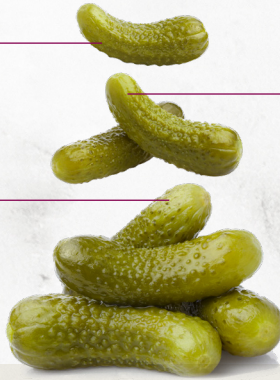
# We are experts in what makes pickles taste great

## Texture

especially critical for cut stock

## Flavor

having the right amounts of garlic, dill and sweetness



## Color (clean label)

cut quality (size, shape, seed cavity- especially important for spears)



## We maintain unwavering quality standards

### Crop Grading

We grade our crop at the fields and again upon receipt. Crop that is out of spec is rejected

### NewTec Optical Sorter

High speed cameras to measure and analyze each cucumber to sort out desired size and specs

### First Pass Quality Check

**99.5+%**  
across all plants



Outstanding flavor, vibrant color, crisp texture and consistent, uniform size

100% usable counts in every container

No artificial firming agents

Shipped and stored under refrigeration for the highest quality



A true menu workhouse that provides the right balance of quality and value

High usable counts with lower cost per portion to reduce waste

Consistent color and crisp texture

Shipped and stored under refrigeration for the highest quality

# Pickles Are trending!

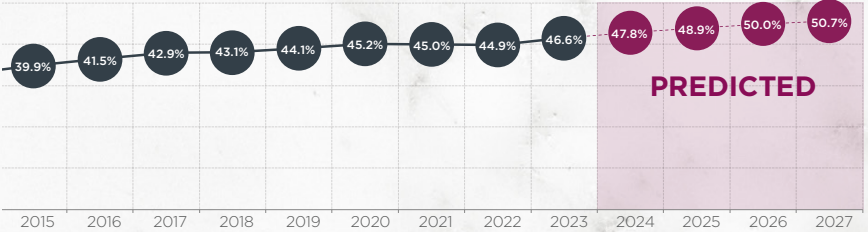
# 47%

of US menus have pickles in them

Pickles ranks in the

# 92nd\*

percentile for future growth potential compared to all other foods, beverages, and ingredients over the next 4 years



\*Datassential Dec 2023



Available in 4/1 gl jugs and 2 gl or 5 gl pails, flex packaging in development



Product available in **Bay Valley** or **Schwartz** brands



**Wholes, Chips, Spears, Slices** to meet every menu need



# READY TO TAP INTO THE POWER OF PICKLES?



Affinity Group: (262) 832-8300 x8344  
TreeHouse Foods: (800) 558-4700

TreeHouse Food Product No.	Brand	Product description	UPC	Pack Count / Size	CUT	TEMP	Shelf Life
12746771170	Bay Valley	Hamburger dill - pickle slices	004182005889	614-678	1/8 PC	Ambient	366
12914951170	Bay Valley	Fresh pack   kosher pickle spears	004182005853	97-114	1/4	Ambient	547
<b>2 GALLON PICKLE PAIL</b>							
29253040756	Schwartz's	Refrigerated spicy hamburger pickle slices	000044623040	675-825	1/4 cc	Refrigerated	182
29254080756	Schwartz's	Refrigerated kosher lengthwise pickle slices	000044624080	240-320	3/16 cc	Refrigerated	122
29257010756	Schwartz's	Refrigerated kosher Pickle spears	000044627002	145-175	1/4	Refrigerated	182
29257520756	Schwartz's	Refrigerated kosher pickle slices	000044627520	675-825	1/4 cc	Refrigerated	182
09205061170	Bay Valley	Refrigerated bread & butter pickle slices	004182005805	400-550	5/16 cc	Refrigerated	274
09215181170	Bay Valley	Refrigerated kosher pickle spears	004182006013	105-135	1/4	Refrigerated	274
09215641170	Bay Valley	Refrigerated kosher lengthwise pickle slices	004182005808	250-290	5/32 PC	Refrigerated	274
<b>5 GALLON PICKLE PAIL</b>							
29654580756	Schwartz's	Refrigerated kosher lengthwise pickle slices	000044654580	700-800	3/16 cc	Refrigerated	122
29655000756	Schwartz's	Refrigerated kosher Pickle spears	000044655001	275-325	1/4	Refrigerated	182
29655010756	Schwartz's	Refrigerated kosher pickle spears	000044655002	375-425	1/4	Refrigerated	182
29655020756	Schwartz's	Refrigerated kosher pickle spears	000044655003	215-265	1/5	Refrigerated	182
29655210756	Schwartz's	Refrigerated whole kosher pickles	000044655210	60-70	Whole	Refrigerated	182
29655220756	Schwartz's	Refrigerated whole K kosher pickles	000044655220	45-55	Whole	Refrigerated	182
29658270756	Schwartz's	Refrigerated kosher Pickle slices	000044658270	1125-1345	5/16 cc	Refrigerated	182
29658280756	Schwartz's	Refrigerated kosher Hamburger pickle slices	000044658280	1400-1600	1/4 cc	Refrigerated	182
09615211170	Bay Valley	Refrigerated kosher Pickle spears	004182005821	275-325	1/5	Refrigerated	274
09647611170	Bay Valley	Refrigerated kosher dill pickle slices	004182005818	1000-1200	5/16 cc Slice	Refrigerated	274