



Foothill
FARMS®



Discover Cheese & Queso Sauce Mixes.

Did you know **81%** of consumers polled say they either like or love cheese with $\frac{1}{3}$ eating cheddar cheese multiple times per week?¹ In addition, younger consumers are looking for **bolder** and **spicier** flavors (71% and 62% respectively).²

Our new Foothill Farms® Cheese & Queso Sauce Mixes meet and exceed these demands! They're practical, versatile, shelf-stable and oh-so delicious. Tasting is believing! Try a sample of our new cheese sauce mixes today!

WHY FOOTHILL FARMS® CHEESE & QUESO SAUCES?

RISING DEMAND.



Queso blanco is one variety to consider closely as it contributed 34% of the 5.6% growth in sales in 2023.⁴

CHECKS ALL THE BOXES.

Creamy? Indulgent? Comforting? Check! Foothill Farms® dry cheese sauce mixes satisfies top cravings easily. Just add hot water!



Use across all dayparts:

- Breakfast
- Lunch
- Dinner
- Snacks



Versatile x 10!

- Toppings
- Dips
- Tossable
- Sandwiches

PLAYS WELL WITH OTHERS.

Cheese sauce is a great add-on to level up items you're already serving. Here are the most popular items to pair with it:⁵



15.3%
French Fries



12.9%
Sandwich



11.1%
Nachos



10.5%
Mac and Cheese

JUST SAY NO.

With Foothill Farms® Cheese & Queso Sauce Dry Mixes, you can say goodbye to these pesky issues.

- Can clutter
- Metallic taste
- Stove requirement
- Milk requirement
- Refrigeration requirement
- Shredding cheese loaves

EZ PREP MEANS QUICK-TO-FIX, EASY TO HOLD.



STEP 1

Start with a clean Foothill Farms® mixing bucket & fill with liquid to the indicated line.



STEP 2

Add 1 bag of mix & stir with wire whisk until completely dissolved (about 2 minutes).



STEP 3

Pour mixture into heating element, serving cups, or cover and place in refrigerator.



One Bag
ENDLESS
VERSATILITY

NO LABOR, NO PROBLEM.

Labor shortages are becoming a fact of life as they impact businesses nationwide. Count on the Foothill Farms® brand for products that are quick and easy to prepare, providing high quality without high labor costs.



HOT OR COLD FOOTHILL FARMS® PRODUCTS OFFERS VERSATILITY

HOT APPLICATIONS

- Mac & Cheese
- Loaded French Fries
- Philly Cheese Steak
- Queso Dip with Chips
- Smothered Burritos
- Omelets
- Loaded Hash Browns
- Breakfast Bowl
- Mexican Queso Sauce

COLD APPLICATIONS

- Cold Pack Cheese Dip
- Cold Pack Seafood Dip with Crab Meat
- Cold Pack Horseradish & Bacon
- Cold Pack Pimento Cheese



Speed Scratch Mix

- Made-from-scratch taste
- Consistent quality
- Easy to prepare



HIGHLY VERSATILE

Foothill Farms® Cheese & Queso Sauce Mixes are delicious, durable, and functional. They are able to hold on hot bars for extended periods of time, use them in recipes, and add them into assembly prep.



Fastest Growing Dips

(GROWTH IN MENU MENTIONS Q4 2019 – Q4 2022)³:

- Queso/Cheese Dip: +6%
- Chili Con Queso: +22%



DRY MIXES VS. READY-TO-USE CHEESE SAUCES

Compared to the leading national ready-to-use cheese sauce brand, Foothill Farms® Cheese & Queso Sauce Dry Mixes offer the same great taste and mouthfeel but with major financial relief to operators who are struggling with costs incurred from fresh cheese sauce products.

| DRY MIX | | READY TO USE |
|--|-----------------------|--|
| Cheddar Cheese Sauce 1260 fl oz Queso Cheese Sauces 789 fl oz | TOTAL CASE YIELD | 480 oz |
| 100% of product is used | PRODUCT LOSS | Residual product sticks to plastic bags & can't be recovered |
| 18 months | SHELF LIFE | 7-9 months |
| Dry mixes weigh less so cost less to ship | SHIPPING COSTS | Heavy cases mean higher shipping costs |
| No | REFIGERATION REQUIRED | Yes |
| Just add hot water | RECONSTITUTION | Milk and a stove are required |



FOOTHILL FARMS® CHEESE & QUESO SAUCE MIXES

| Foothill Farms® Cheese Sauce Mixes | KPFG Code | Pack Size | Case UPC | DOT Foods Code | Case Weight (LBS) | Case Cube | Pallet Count | Servings Per Case | Servings Per Bag | Serving Size (Prepared) | Case Yield in Fluid Ounces | Gluten Free |
|--|------------|-----------|----------------|----------------|-------------------|-----------|--------------|-------------------|------------------|-------------------------|----------------------------|-------------|
| Nacho Cheese Sauce Mix | 080T-T0700 | 8/16 oz | 10000645000806 | 430361 | 8.8 | 0.40 | 16 x 8 | 312 | 39 | 1/4 cup | 624 | |
| Cheddar Cheese Sauce Mix | FHFA020002 | 8/32 oz | 10072058635401 | 773473 | 16.9 | 0.59 | 15 x 6 | 632 | 79 | 1/4 cup | 1260 | |
| Superior Melt™ White Queso Cheese Sauce Mix | FHFA020003 | 8/2 lbs | 10072058635418 | 774329 | 17.0 | 0.93 | 10 x 5 | 376 | 47 | 1/4 cup | 789 | x |
| Superior Melt™ Yellow Queso Cheese Sauce Mix | FHFA020004 | 8/2 lbs | 10072058635425 | 774330 | 17.0 | 0.93 | 10 x 5 | 376 | 47 | 1/4 cup | 789 | x |
| Classic Alfredo Sauce Creamy Parmesan Mix | 090T-T0700 | 8/19.0 oz | 10000645000905 | 430367 | 10.3 | 0.40 | 16 x 8 | 320 | 40 | 1/4 cup | 640 | x |
| Deluxe Alfredo Sauce Creamy Parmesan Mix | 575T-T0700 | 8/14.0 oz | 10000645005757 | 430376 | 7.7 | 0.32 | 16 x 10 | 304 | 38 | 1/4 cup | 608 | x |
| Monterey Jack Cheese Sauce Mix | 106T-T0700 | 8/15.5 oz | 10000645001063 | 430373 | 8.5 | 0.40 | 16 x 8 | 304 | 38 | 1/4 cup | 608 | |

To learn more or to order free samples, scan one of the QR codes with your phone's camera or contact your Foothill Farms® representative.

1 Datassential, The Big Cheese (Trends & Insights Report), 2024

2 BOA 6/2023

3 Mintel Menu Insights 2022, Q4 2019 - Q4 2022

4 Circana, Supply Track®, Category: Cheese Based Sauces/Liquid Cheese, 12 months ending December 2023 vs. 12 Months ending December 2022.

5 tastewise.io, Cheese sauce consumption trends, analysis and statistics 2024 report



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