

Cooking Method Flavors[™] **Naturally Authentic. Distinctly Flavorful.**



Today's discerning palates are exposed to a wide variety of flavors. From savory to sweet, from sirloin to satay, the options seem endless. At Red Arrow, we want to work with you to add that specific, desired taste to make your product stand above all other choices and provide a point of differentiation.

Cooking Method Flavors[™] capture the true essence of authentic roasted, grilled, sautéed, fried, smoked, toasted and caramelized flavors. Use our hearty, meaty flavors to create a profile exclusive to your company or create a taste as familiar as a hamburger on the backyard grill.

"We offer an easy-to-incorporate, cost-effective alternative to the traditional cooking method while still producing consistently authentic-tasting results," said Dr. Robert Johnson, value optimization manager, Red Arrow. "Our flavors allow the manufacturer to produce a more flavorful product that drives more consumer satisfaction while being mindful of cost implications."

Cooking Method Flavors[™] offer numerous benefits to both operators and end users. Besides producing truly authentic profiles, our flavors:

1. Decrease cooking times and increase yield.

Cooking Method Flavors[™] can bridge the gap between the need for commercial production and the desire for authentic home-cooked food. Our flavors incorporate familiar cooking method profiles that are typically lost when using high-speed, high-humidity, industrial cooking processes.

Manufacturers utilize impingement cooking systems aimed at very efficiently driving heat into products, yet these lack the ability to create the character of foods cooked in a traditional sense. Red Arrow can restore these vital flavors which are minimized or even absent. We can tailor specific flavors to restore the depth and complexity of time-honored, traditional cooking techniques.

For example, to achieve a roasted chicken profile, the meat would be slowly cooked at lower temperatures. This is not an efficient cooking method for industrial output. However, with our

roasted chicken flavor, the meat can be quickly processed in an impingement oven, thereby decreasing cook times and increasing output per hour while presenting a quality roasted chicken flavor as if traditional methods were used.

2. Customize the profile for your exact needs and build distinct profiles.

Just as consistency in flavor helps build brands, so does distinct taste. Cooking Method Flavors™ will build your brand and differentiate it from the competition.

"You can take a lower-tiered product, combine it with one or more of our flavors, and end up with a customized higher-valued product that is better tasting and more difficult to replicate," said Johnson. "Our culinary staff and R&D team understand traditional cooking method profiles and have the technical capability to emulate these with our natural flavors."

"We not only enhance flavor but value, as well," said Johnson. "You can start with a lower cut of meat, add our Prime Rib Flavor and/or our Beef Tallow Flavor and create a more premium offering."

A simple meatball becomes a Southwestern appetizer with our Fire Roasted Flavor or a spaghetti sauce turns into a Tuscan dish with our Toasted Garlic and Sautéed Mushroom.

Red Arrow ingredients serve as an equalizer to buffer inherent variation in raw meat material and enable the creation of consistently craveable foodstuffs. In addition to beef, Cooking Method Flavors™ can elevate pork, poultry and vegetarian dishes.

3. Opportunity for new product offerings.

Opportunities exist with vegetable processors and/or entrée manufacturers that didn't previously exist. Flavors that were previously difficult to achieve are now a viable option.

Current industrial cooking processes limit the range of authentic cooking method flavors that are possible to accomplish. Caramelized, fried and sautéed are rarely developed industrially. Cooking Method Flavors™ offer caramelized, fried and sautéed flavors that can be added to onion, mushroom and garlic.

Cooking Method Flavors™ from Red Arrow can save the time and energy required to caramelize, fry or sauté reducing costs.

4. Build great consistency in your product flavor profiles.

Brand loyalty is achieved through consistently delivering dynamic flavors each and every time the consumer makes a purchase. Red Arrow's authentic flavors will help you provide your customers with the same great eating experience each time they take a bite. We take extensive care through taste evaluation, analytical reviews and many more quality control

procedures to ensure that your customized authentic flavor delivers consistently your customer.

5. Stability.

Before a new offering is introduced to the marketplace, each Red Arrow flavor must pass a shelf life study, freeze/thaw study, heat stability study and various application tests. Our flavors survive the high without losing aroma or flavor impact. Top notes are distinguishable prior to and after freezing. A new flavor is challenged by our culinary and research and development team in several recipes to prove its authenticity and validity against a gold standard prepared in a conventional manner.

Why don't you take the next step for your product and your customer? See how Red Arrow's Cooking Method Flavors™ can benefit your brand.