

Culinary Innovation from Kitchen to Table



A Comprehensive Solution

**Manufacturing, Marketing and Sales of
Kitchen and Food Products**

Why Food?



- Entrepreneurs are the back-bone of America; they are the predominant force in small businesses that drive the economy. Consumers have an affinity for local, regional and specialty foods that are unique. All across America there are hundreds of food related products that are uniquely creative because of location, regional availability of a food product, have been a staple in the local business for many years.
- Many have become national favorites. These “artesian“ foods are small niche companies that produce limited quantities but have developed a niche market for their products. The Tarantino Food Group has the ability and the infrastructure to help scale these artesian food companies and provide them with national distribution.
- The popularity of Food TV, Cooking Shows and how things are made have driven the consumer’s interest in niche products to new heights. Television has become a marketing arm for many artesian foods as well as brands who today have multimillion dollar enterprises.



Why We Are Unique



- We specialize in food products for television
- Successful product development of foods
- Experience in developing and sourcing kitchen items
- Frozen & Refrigerated Fulfillment Specialists
- Experience in Celebrity Chef Brands
- Research Chef projects in many areas



Strategic Business Units

The Tarantino Food Group is 4 companies operating as one consolidated group. Here is an overview of what each unit specializes in.

- **Tarantino Food Group, LLC** – Our full-service recipe and development kitchen stand ready to create new dishes, or produce you favorite recipe for you to sell. Let our Chefs work with you to commercialize your recipes, create nutritional panels, submit label approvals or refer you to one of our creative partners to print you boxes and marketing material
- **City Beef Company, Inc.** – With our fully USDA “Ready to Eat” license , City Beef can custom cut, mix, cook and pack many items. Our partner companies assist with everything from Pasta to Sausages.
- **On Sight Promotions**– this is the marketing arm that builds brand awareness and consumer sales dollars, focuses on consumer interactive demonstrations, in store sampling, local and national event tours.
- **Chef Rick Enterprises** – Chef Rick Tarantino is a seasoned TV personality, having done numerous radio and television appearances, commercials, product development and sold food and kitchen items on QVC, HSN , Shopping Channel Canada and ShopNBC. This unit utilizes Chef Ricks work in the TV Media arena as tool for marketing, talent recruitment, celebrity endorsements, National and local events , new products and Trade show exposure.





- Develop and designs kitchen products for companies such as All-Clad and Westinghouse
- Create recipes and food offerings for Brands names like HP Hood, Crockpot, Cattlemen's BBQ Sauce, Bailey's Coffee Creamers, National Supermarket Chains, Marilee's Seafood , PIL Publishing and more.
- Acquires products to sell on shopping television and other direct to consumer markets
- Experience in sourcing and manufacturing products overseas in China, Hong Kong, France, Italy and Canada.
- An advisory board of industry leaders with vast experience in home appliances, food manufacturing, marketing, public relations, new product development and multi-media marketing.

Culinary Innovation

- Focused on finding unique food offerings to sell in our targeted market via multiple channels
- Partnerships with Celebrity Chefs, TV Celebrities and Sports Figures creates unique “Fan Foods” that target specific buyers
- Trade Shows, Consumer Home and Food Show, as a platform to showcase our products direct to consumers and buyers
- We Utilizes Television as a sales and marketing medium to build product brand awareness, initial sales as a foundation for bigger markets like retail and internet.
- Partnerships to provide necessary components for companies to sell on television , internet, catalog and other Direct to consumer venues. Our partner services include EDI order processing, pick and pack fulfillment, two warehouse fulfillment centers to handle non-food items and food items including frozen and refrigerated fulfillment





Onsight - Promotions

- Direct to consumer marketing is the most successful method of building brand and product awareness as well as sales.
- We provide complete live demonstration programs to supermarkets, pharmacy, and department stores. These services range for standard sampling and couponing to external guerilla marketing, celebrity events, outdoor culinary events and competitions.
- Working with CPG brands and private local companies our goal is to increase product awareness and knowledge to consumers while having a direct impact on growing unit sales at the consumer level in the stores.

Current Customer Sampling



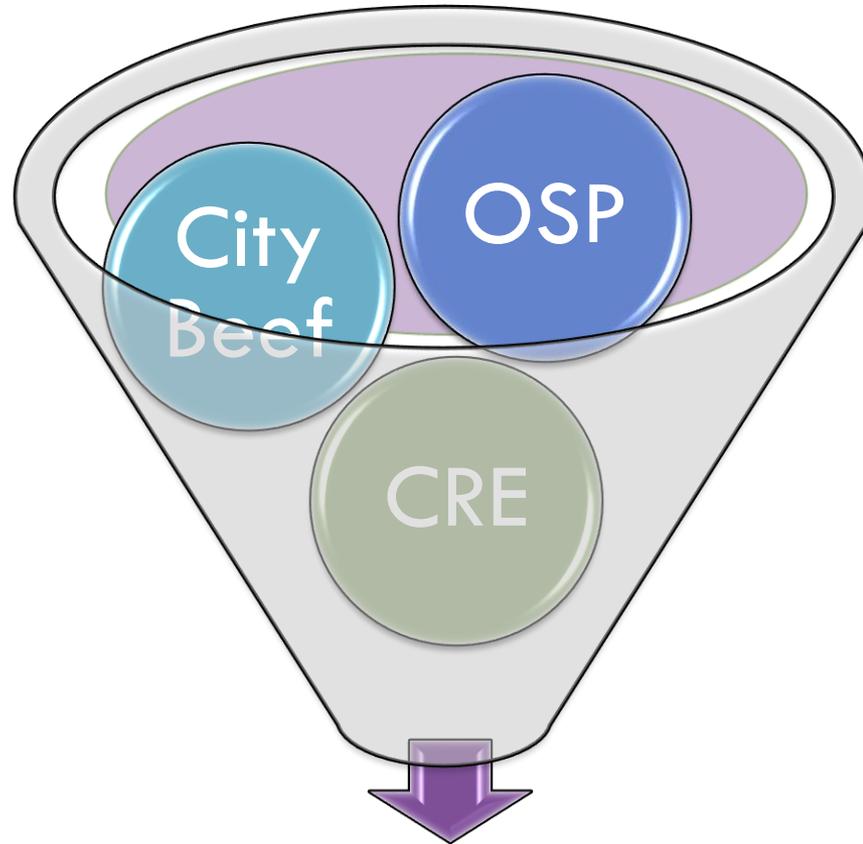


Chef Rick Tarantino Enterprises



- Chef Rick has over 25 years of television experience . Selling on QVC, HSN , The Shopping Channel Canada, ShopHQ in Australia, and ShopNBC (EVINE) and is an experienced veteran of direct sales.
- He is recognized from television commercials and national talk shows across America.
- To maintain the brand , Chef Rick works with other celebrity Chefs to develop their food items for TV and appears a national tradeshow
- As a “Pitchman” Chef Rick has worked on many infomercials and “As Seen on TV “ products over the years.

Consolidated Business Efforts



Tarantino Food Group



Tarantino Food Group

By consolidating operations, we are able to:

- Develop products faster for celebrity / TV brands
- Scale foods for national distribution
- Support distribution of direct to consumer
- Establish and support retail distribution
- Grow / support brands at events and supermarkets nationwide
- Distribute food items direct to consumer for sales made on television shopping, commercials, internet & more

The Cooking Marketplace

- Tarantino Food Group is partnering with the **Cooking Channel** to build and distribute foods for a new show concept. The show will introduce viewers to local foods from around the country. Viewers in turn can purchase these foods and select other items to be delivered to their home.
- **The Pursuit Channel** has asked Tarantino Food Group to support a unique cooking show that focuses on wild game recipes and products that consumers can purchase like wild meats from Fossil Farms and Game Seasonings Technology from FlavorSeal.
- Tarantino Food Group has developed an array seasonal foods for **ShopNBC**.
- **QVC** and **HSN** each utilize our drop ship services allowing them to deliver fresh foods to their individual consumers.

Recipe Development

- From Crab Cakes to Daisy Cakes
 - One of the first TV products we help launch was Daisy Cakes from the hit TV show Shark Tank.
 - Next up we developed Carb Cakes from the Discovery hit show Deadliest Catch. Johnathan and Andy Hillstrand



Daisy Cakes



□ Infomercials and Commercials

- Hood – Cottage Cheese & Heluva Good Products
- Pitch TV – Working on Green Apple Bakeware
- Bialetti - Aternum Cookware
- Blue Water Media – Multiple Kitchen Infomercials
- Thane Direct - Flavor Stone Cookware



Distribution Examples

- Evander Holly Field “Real Deal “
BBQ Sauce
 - We teamed up with Evander and his partner and also ex-boxer Keith Davis to sell the Real Deal BBQ Sauce



- We have partnered with Rastelli foods who specializes in frozen and refrigerated fulfillment for DRTV.





Board of Advisors

- **Steve Frasier-** President of JMJ Global Advisors Ltd., a management consulting company specializing in driving operational excellence, growth strategies, business turnarounds and developing exceptional management teams. Mr. Frasier has over thirty years of management experience working with privately held companies with a track record of exceptional revenue and EBITDA growth, building strong customer relationships and manufacturing and global supply chain solutions. He is the retired as Chairman & CEO of Wilton Products Inc. after ten years where he grew revenue from \$168 million to over \$700 million during his tenure.
- **Chris Carroll** – President of CMS FlavorSeal , the second largest food film company in the USA and Leading company in process seasoning. Chris has grown his company into a \$200 million dollar success. He also bring a state-of-the-art facility in Westlake Ohio that is centrally located for process, storage and fulfillment. Client include, Boars Head Meats, Tyson Foods, Hormel and Honey Bake Ham to name just a few
- **Winston Shelton(Emeritus)** – a true pioneer, Winston worked for GE as its lead Project Engineer, developing the modern-day washing machine, dishwasher and 30 other patents. After that great success he invented the pressure fryer for the Colonel at KFC then discover a scientific principle called Controlled Vapor Technology that has changed the way food is cooked and held in restaurants , hotels and food service.
- **William Tiefel-** Retired Chairmen of the Board for Marriott Hotels, & Ritz Carlton Hotels. He is a true industry leader recognized around the world. He sits on the boards of many fortune 500 companies and is a great inspirational leader
- **Maribeth Bissinere** – Senior VP Disney Worldwide A successful hotelier for over 20 years , Maribeth began working for Disney as a hotel manager then grew from Director of Diversity to now Senior VP, overseeing the growth of third part retailers, the opening of a new Disney in Hawaii and continues to grow the Disney Brand.



Advisory Board

- **Edwin Garrubbo** – He founded Creative Commerce, LLC and serves as its Chief Executive Officer. Mr. Garrubbo serves as the Chief Executive Officer of Creative Commerce Group. He served as the Chief Executive Officer of American Telecast Products, LLC, where he helped launch more than a dozen celebrity-driven direct response television campaigns, including Christie Brinkley and Chuck Norris for Total Gym, Suzanne Somers, Cher, Victoria Jackson, and Jane Fonda, to name . He sits of on the Board of both ShopNBC and The Direct Marketing Association.
- **Paul Chappa** - Editor/Managing Partner of Frozen & Dairy Buyer Magazine. In his role Paul interacts with 100% of the food retailers and manufacturers in the United States. His magazine is the leading source of frozen and dairy foods for supermarkets and retailers across the country.



Contact

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Brands

Chef Rick Tarantino's
Chicago Candy Company
Silver Shell Gourmet
In-Room Bistro
Party in a Box