



Ford's Gourmet Foods
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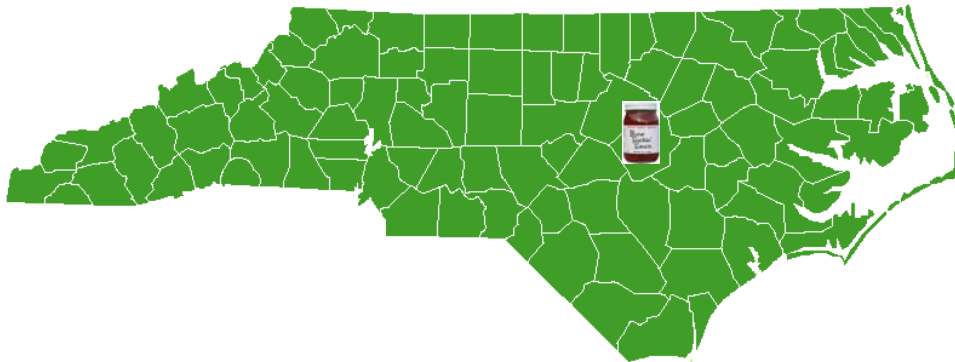
Who we are...

Ford's is a fifth generation family owned and operated business.



Four generations of the Ford family. (Picture provided by *Newsweek Magazine*)

Located in Raleigh, North Carolina



Ford's Gourmet History

1946 - A.J. Ford and his sons, Connie Mac + Carl, started our parent company, Ford's Produce

1985 - Connie Mac, Lynn's father, retires. Lynn + Sandi Ford take over the business. They start new division called Ford's Gourmet Foods.

1987 - Phillip Ford developed Bone Suckin' Sauce while trying to perfect his grandmother's recipe for western North Carolina style barbecue sauce

1992 - First jar of Bone Suckin' Sauce was sold

1994 - Disney World and Harvey Nichols buy Bone Suckin' Sauce

2007 - Bone Suckin' Sauce is sold in all 50 U.S. states and in 30 different countries

Meet the Family...



Committed to Healthy Foods

All Natural

Our entire line of products

No Preservatives

Our entire line of products

Gluten Free

Our entire line of products is **Gluten Free!**

Fat Free

All Bone Suckin'sauces

Kosher

Entire line of products except the A'Lese Tois, Yaki,
& EFO Asian Sauce

VINEGAR BASED VS. TOMATO BASED

The debate. In North Carolina there are two kinds of barbecue sauce. Vinegar based sauce, found in eastern North Carolina, and tomato based sauce, found in the Piedmont and western parts of the state (as well as the rest of the country).

Bone Suckin' Sauce is a western North Carolina style sauce. It is a tomato based grilling sauce made with tomato paste, apple cider vinegar, honey, molasses, mustard, horseradish, onions, mustard, garlic, peppers, and natural spices.

The result is an award winning sweet and tangy sauce great on everything land and sea. We have four different flavors of sauce: Original, Thicker Style, Hot, and Thick Hot.



What we do...

"We're Talkin' Serious"



Awards:

"# 1 Barbecue Sauce in the United States" - *Newsweek*

"A+" - *Health Magazine*

1st Place & "Best in Sales" Battle of the Sauces

#1 Harris Teeter Specialty Sauce

Whole Foods Best Specialty Sauce

Fresh Market Sauce of the Year

Our customers are...

1. Loyal - once customers (young and old) try our sauce they are customers for life.
2. Foodies - love to cook and appreciate great quality
3. Label Readers - Bone Suckin' Sauce is a healthy all-natural, kosher certified, gluten free, no trans fats, no cholesterol, and has no preservatives
4. Funny - buying and selling Bone Suckin' Sauce requires a sense of humor. We have an aisle stopping name that compels people to buy the first jar. The taste wins them over and they never buy another barbecue sauce.
5. Willing to Spend \$ - we sell a premium product that comes at a premium cost. Our customers pay anywhere from \$4.00 - \$9.00 at retail for a 16oz. jar of sauce.

Product Descriptions



Bone Suckin' Sauce - #1 BBQ Sauce - *Newsweek Magazine!* A+ - *Health Magazine!* 1st Place Winner Battle of Sauces & Best In Sales in Winner's Circle. Best seller among specialty stores, health food stores, grocery stores & restaurants. Western North Carolina tomato based sauce sweetened with honey & molasses. All-natural, fat free, gluten free & certified Kosher. Four Flavors: Original, Hot, Thicker Style & Hot Thicker Style. * Case sizes: Regular -24/4 oz., 12/16 oz., 6/.5 Gallons & 4/1 Gallons.
(24/4 oz. jars only available in Regular flavor. Hot Thick Style only available in 12/16oz jars.)



Bone Suckin' Mustard - 1st Place Winner Great American Barbecue Contest - Kansas City! (Highest Score of all Mustards!) Sweet Hot Yum! It's turning the BBQ world upside down! So good you'll want to suck the bones and bread. All-natural, no preservatives, fat free, gluten free & certified Kosher.

* Case sizes: 24/4 oz., 12/12 oz. & 4/1 Gallons.



Bone Suckin' Salsa - 1st Place Winner National Salsa Shootout! Our salsa is fresh & chunky with juicy tomatoes, colorful red, yellow & green bell peppers, red & yellow onions and a hint of garlic. All-natural, no preservatives, fat free, gluten free & certified Kosher. Two Flavors: Regular & Hot.

* Case size: 12/16 oz.



Hiccuppin' Hot Sauce - 1st Place Winner, Fiery Food Challenge, the most coveted honor in the industry! Hiccuppin' Hot is made from the powder of one of the hottest peppers in the world...the Habanero. We then blend with the Hot Bone Suckin' Sauce. Flavor & Heat! When the heat catches up with you it will take your breath away. All-natural, no preservatives, fat free, gluten free & certified Kosher.

* Case size: 12/5 oz.



Bone Suckin' Yaki - Our Bone Suckin' version of teriyaki sauce, but richer in flavor and lower in salt. You'll love the hint of garlic with our perfect blend of Italian balsamic vinegar, Organic Extra Virgin Olive Oil, Organic Evaporated Cane Juice & Sesame Oil. Yaki is NOT Kosher certified because of the true Italian balsamic vinegar. All-natural, fat free, gluten free, and no preservatives.

* Case size: 12/13.25 oz.



Bone Suckin' Sauce Rib Rub - You will wonder how you ever lived without it! Follow the easy recipe on the side of the jar for the most successful ribs you've ever cooked! Great on Ribs - Pork/Beef, Chicken, Seafood, Venison, Beans, Pasta, Vegetables, Steaks, BBQ & Marinating just about anything. All-natural, no preservatives, fat free, gluten free & certified Kosher.

* Case size: 12/6.2 oz, 25 lb bulk foodservice bag



The "Slop Mop" - The Only Basting Tool for The Serious Chef! Fifteen inches between you & grill. Close enough to control the flavor, yet far enough away to save your eyebrows. Just dip your "Slop Mop" into a jar of Bone Suckin' Sauce or your favorite sauce & baste until you get the desired coating.

* Case size: 12 units in case. (Comes with a hang tag)

Product Descriptions...cont'd



Fire Dancer Jalapeño Nuts. 1st Place Winner, Fiery Food Challenge, the most coveted honor in the industry! Award Winner - Great Taste Awards - London! Jumbo peanuts packed with flavor in the very first bite, then, without warning, they heat your mouth while the Fire Dancer begins to dance. Combining heat with great taste is the core of our secret recipe. All natural, no preservatives, gluten free & Kosher certified.

* Case sizes: 12/11 oz. gift tins, 30/1.5 oz Bags.



Wine Nuts - Delicious and distinctive. Five Unique Flavors: Chardonnay, Merlot, Choco~La'te, Margarita Mix & Lemoncella. National Award Winners. Margarita Mix Won Best New Snack Food in America! Uniquely seasoned, extra large, crunchy peanuts, when cooked our special way, create a delightfully rich, roasted flavor finished with the delicious taste of wine, chocolate coffee, cool margarita or Italian Lemoncella. Lemoncella is SODIUM FREE! All natural, no preservatives, gluten free & Kosher certified.

* Case sizes: 12/11 oz. gift tins, 30/1.5 oz Bags

(bags offered in following flavors: Merlot, Choco~Late, Margarita Mix)

Earth Family Organics and Naturals - We believe taste should not sacrifice your family's health. EFO tries to balance healthy food with our responsibility to the environment and our "Earth Family". We believe you can too. A portion of each sale goes toward organic education.



Earth Family Asian Sauce - Made with Organic cane juice, Organic extra virgin olive oil, and Real Italian balsamic vinegar. A rich, full bodied oriental flavor that will spoil you. (A 1,000 times better than teriyaki) All natural, fat free, gluten free, and no preservatives. * Case sizes: 13.25 oz

Earth Family Sea Salted Peanuts - 100 % Organic peanuts, peanut oil and sea salt = 95% Organic. Outstanding "back to basics" old fashioned crisp and crunchy natural peanut.

All natural, gluten free* Case size: 12/11oz gift tins & 30/1.5oz Bags



A'Lese Tois - We have taken all natural pecan brittle and covered it in an all natural American chocolate that has been mixed with real raspberries. The result, a sinfully delicious, impossible to resist, sweet treat. Now who says Americans can't make good chocolate? These beautiful chocolates are handmade in small batches so we can ensure the quality and flavor of each tin. All natural, no preservatives, gluten free.

* Case Size: 12/12 oz. gift tins



Accolades & Awards

Bone Suckin' Sauce -

- "#1 Sauce in America" - *Newsweek Magazine*
- "A+" - *Health Magazine*
- 1st Place Battle of Sauce & Best in Sales
- #1 Harris Teeter Specialty Sauce
- Whole Foods Best Specialty Sauce
- Fresh Market Sauce of the Year

Wine Nuts -

- Best Snack Food in America
- Best Snack Nut in USA
- Silver Medal from the Fine Food Guild in the UK
- "Ford's Foods has taken the "peanut as bar snack" to more sophisticated levels" - *Specialty Food Magazine*

Fire Dancer Jalapeno Nuts -

- 1st Place winner, Fiery Food challenge
- Winner, Great Taste Awards, London
- "Deliciously Unusual" - *Saveur Magazine*

Bone Suckin' Mustard -

- 1st Place Winner, Great American BBQ Contest - Kansas City

Bone Suckin' Salsa -

- 1st Place Winner National Salsa Shootout

Bone Suckin' Hiccuppin' Hot -

- 1st Place Winner, Fiery Food Challenge

We support your Business...

- We want our customers to buy from you.
- We receive a bunch of web hits a month and we will list all locations that carry our sauce so that our customers can find you.
- We provide promotional materials; 4 x6 recipes cards, recipe tear pads, shelf talkers, email blasts, balloons, and posters.

The Press **LOVES** our Products



Health Magazine, June 2006

“Bone Suckin’ Sauce, Thicker Style you can see the chunks of onion and peppers in this tangy-sweet, Carolina-style sauce. We love that it’s naturally sweetened with honey and molasses, and packed with flavor from apple cider vinegar, horse-radish, and mustard. With all this and a hint of smoke, Bone Suckin’ Sauce is great for grilling and dipping. **Grade A+**”



Newsweek, September 26, 2005

“Artisans, they’ve devoted their lives to creating exquisite food with the best ingredients”

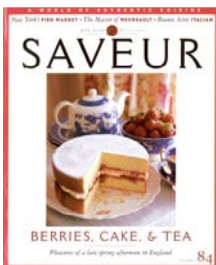
“SENSATIONAL: We tasted hundreds of products – eliminating the kinky, no wasabi/raspberry anything – from the ubiquitous Raleigh, N.C., Bone Suckin’ Sauces, to our farm stand fave... There are a million barbecue sauces, but we fell for the Ford family's... The sauce rocks.”



Food & Wine, July 2001 + June 2003

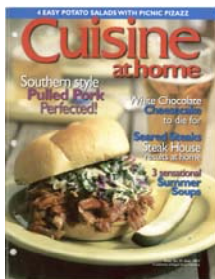
2001 - Staff comment: "First the heat, then the sweet. Nice!" Interesting Bite - Patrick Ford who makes it says, "It's my grandmother's recipe, doctored by my uncle and named by my mother."

2003 - Staff comment: “Tangy and smoky with a real kick.” Interesting bite: “The company president’s grandmother used to suck the sauce off ribs and chicken bones, hence the name.”



Saveur, May 2005

“Hot, Hot Peanuts The Ford family brings a new level of flavor to these familiar snacks...premium local peanuts used for other varieties [Wine Nuts] are dusted with powdered garlic, onions, and jalapeno, along with paprika, sugar, and salt. As you bite into the crunchy treats, each of those flavors comes through and the heat builds gradually, without ever becoming overwhelming; the overall effect is deliciously unusual.”



Cuisine at Home, June 2003

“Phil Ford developed this sauce in 1987 while trying to copy his mother’s recipe for a western North Carolina-style sauce. But it was his sister-in-law that named it and prodded retail launching in 1992. The smooth sauce has honey sweetness with a tangy twist of tomato and vinegar. Go to ironq.com to purchase, or for a store locator map, see BoneSuckin.com.”