

## HORMEL® REV™ Wraps Coming Summer, 2013!

### Product Attributes:

- 15+ grams of protein/wrap
- High quality, real ingredients
- 8 varieties
- Eat hot or cold
- Produced & shipped fresh
- 3oz - Single Serve
- SRP: \$1.99 - \$2.29

### Product Line:

- #67758 Hormel REV™ Wrap Pepperoni Pizza (12/3oz)
- #67763 Hormel REV™ Wrap Ham & Cheese (12/3oz)
- #67766 Hormel REV™ Wrap Peppered Turkey (12/3oz)
- #04643 Hormel REV™ Wrap Meat Lovers Pizza (12/3oz)
- #67762 Hormel REV™ Wrap Italian Style Ham (12/3oz)
- #67765 Hormel REV™ Wrap Hot Pepper Ham (12/3oz)
- #67759 Hormel REV™ Wrap Italian Style (12/3oz)
- #67760 Hormel REV™ Wrap Spicy Italian (12/3oz)



### **NEW FOOD GROWTH PLATFORM-** Satisfying Real Protein Snacks

- No immediate, portable, eat anywhere, anytime, hot or cold satisfying snack w/ real protein and no mess exists in market today
- The closest food items are: bars, drinks, candies and salty snacks... but they lack...what teens need...

### *Teens need...* **REAL, CONFIDENT, ENERGIZING SNACKS:**

- Cool look of an energy drink, but REAL sustained ENERGY from protein...a better, guilt free choice
- Wraps have an inherent health perception

### **24/7 SOLUTION:**

- Traditional meal occasions are blurring...”I snack my meals”
- Consumers are “settling “ with less than optimal choices when they are on-the-go
- Tortillas are consumed at all meal occasions

### **CONSUMERS LOVE THE PRODUCT:**

- “looks fresh, its filling, but not heavy, like it will bog you down”
- Strong CLT scores, at parity with Hot Pockets

[www.hormelfoodservice.com](http://www.hormelfoodservice.com)

Ideas That Deliver.

