

2x TREND WATCH

BONUS – Notes and nibbles from the desktop of:

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This year I attended the annual NRA Show for a specific purpose: probe the intersection of at-home and out-of-home foods. I joined the throngs of attendees – Sunday and Monday were particularly heavily trafficked.

Here are a few BONUS highlights in addition to the recently distributed (packaged) food show notes ...

National Restaurant Equipment Show? The NRA Show, more than any other, caters to the collective needs of the (broadly defined) food service operator. Of course, food is center of the plate (all puns intended). Other exhibitors showcase work shoes, uniforms, plates, cookware – and yes, toilets and toilet cleaners. But, as food service operators attempt to differentiate themselves, sometimes the solution is via equipment. How about a deep fryer with baskets big enough to hold two 20 lb. turkeys??



How Sweet It Is. The North Carolina Sweet Potato Commission was providing some awesome recipes for S.P. gnocchi, S.P. pecan bread pudding, and many other tasty morsels! In a related trend, there was no shortage of crisp sweet potato fries – offered by a broad number of suppliers and avoiding the normally soggy outcome that comes with the higher moisture content inherent to the orange spuds. However they did it – mom will be happy we're eating our colored veggies!



Saucy! Evolving from the white table cloth restaurants, there are now sauces to turn everyday fries into gourmet, specialty spuds. I say *oooooh* to the roasted garlic french fry sauce. Will this be a commonplace table condiment someday – both at fast food restaurants and in the fridge at home, too? I'm ready to start buying.

Trans Fat Free Foods. At the opposite end of the spectrum, there was no shortage of products and cooking aides that were trans fat free. Baked goods. Appetizers. Seemed to have a very small upcharge in costs, if at all, but not a sacrifice in taste. Yummm.

All Jumbled Up. Especially when chocolate is involved. Real Food Marketing Inc. was showing off their *Brownie Jumbles* line – and I was paying attention. Solid brownie base spread with chocolate or caramel sauce, piled high with more diced brownies, and topped with cream cheese icing. When I finished the samples, I ate the pictures too. Sorry.

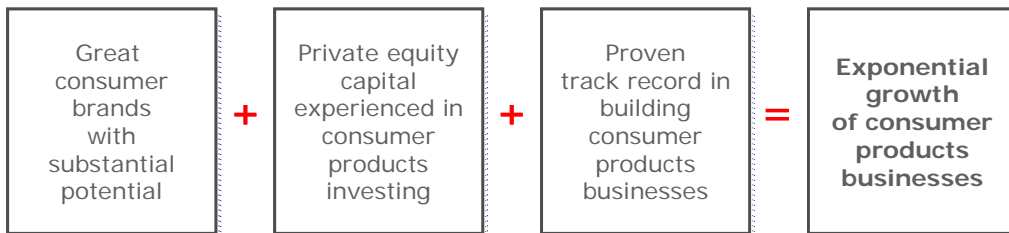
Hope these bonus thoughts are helpful. If I can add perspective, please feel free to contact me at 312.337.9085 or asw@2xManagement.com. Notes from prior food shows, natural product shows, ethnic products shows, and other consumer products industry shows are available under the News section at www.2xManagement.com.

A handwritten signature in cursive script that reads "Andy".

Overview

2x Management invests in consumer products businesses capable of growing exponentially via infusion of capital and management expertise. 2x Management brings proven leadership in building consumer products businesses.

Formula for Success



Investment Profile

Branded consumer products businesses with \$20–200 million in revenue. Focus areas include food and beverage, organic/natural and ethnic products, pet care, and other non-durable branded consumer products.

Capital Availability

2x Management provides capital in conjunction with Catterton Partners, the leading private equity firm with an exclusive focus on providing equity capital to growing middle market consumer companies in North America. Available investment capital totals over \$1 Billion.

Management Resources

2x Management brings extensive consumer products industry experience in building established businesses, transforming under-performing businesses, and creating new businesses. Seasoned consumer products leader is ready to help companies realize full potential. 2x Management can provide functional support or management team members depending on the needs of the business, including Operations, Finance, Marketing, Sales or others as appropriate (e.g. Strategy, IT, R&D).

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