

FLAVOR YOUR WAY is an innovation by MINOR'S that will revolutionize the soup base market.

With this innovation, kitchen operators will be exposed to benefits they did not know were possible.

Three of the main benefits of Flavor Your Way are new **versatility** options, **time-saving** factors and updated **safety** measures.

Flavor Your Way has the same MINOR'S taste, quality, consistency and ingredients except there are more added benefits. The integrity of the operators' dishes won't be harmed or changed in any way.

If the operator already knows and loves MINOR'S, they're going to love it more! The following materials will introduce you to Flavor Your Way to assist in future sales opportunities.

QUESTIONS?

New innovations come with new questions. To ensure our sales representatives are 100 percent confident in relaying the benefits of Flavor Your Way, we are available for any questions you may have.

Call: 1-800-243-8822

Email: minorschefs@flavormeansbusiness.com



COMMUNICATING THE BENEFITS OF FLAVOR YOUR WAY


Flavor Your Way
Unlocking unlimited cooking possibilities

MINOR'S is more than excited to release Flavor Your Way in November 2014. Our sales representatives are what keep our company growing. We look forward to the release of our product and depend on our sales team to get the word out. We thank you in advance for correctly communicating the benefits of Flavor Your Way.



VERSATILE.

Prior to the release of **Flavor Your Way**, kitchen operators were required to add soup bases to boiling water before adding it to any dish. With Flavor Your Way, boiling water is no longer necessary. This opens doors for kitchen operators that were not available before. Now, Flavor Your Way can add flavor to **cold, warm** and **hot** applications. Options are no longer limited.

Flavor Your Way is about assisting kitchen operators on the job. Now with the versatility benefit, MINOR'S is taking the soup base market to a new level.

TIMESAVING.

As mentioned previously, **Flavor Your Way** can be added directly to hot or cold dishes; meaning, boiling water is no longer needed. Working in a kitchen means you must have keen time management skills. With Flavor Your Way, kitchen operators will no longer have to wait for the water to boil, stir in the soup base, and then allow it to cool down. Flavor Your Way is stirred into any dish and then the dish can be **immediately served**.

This innovation will help kitchen operators focus on other factors in the kitchen, like the quality and taste of their dishes. Flavor Your Way opens up new doors in the kitchen without affecting the time it takes to get there.

SAFE.

Flavor Your Way will make one of the most important factors in a kitchen easier -- food safety. MINOR'S bases were safe before, but now they are **safer**. It's imperative to correctly communicate this benefit so the MINOR'S name is not jeopardized.

MINORS' previous bases, as well as every other base on the market, requires boiling water before adding bases to dishes to ward off any foodborne illnesses. The problem is many operators already add the bases directly to dishes.

MINOR'S is devoted to safety, and Flavor Your Way is an added safety precaution. Since Flavor Your Way can be added right into dishes without the boiling water, there is no longer a fear that kitchen operators will increase the risk of foodborne illnesses.