

Foodservice Sales & Marketing Bulletin



SUBJECT Foodservice Brands Price List effective July 1, 2023
DEPARTMENT Red Gold Foodservice
DATE April 28, 2023
CONTACT Red Gold Foodservice Sales

As a market leader in Branded and Private Label Tomato Products, Red Gold is committed to producing the freshest and best tasting tomatoes in the marketplace.

We believe it is important as your trusted partner and supplier to communicate that, while we have seen some material costs improve such as Corn Sweetener, Corrugate, Steel Cans, and PET, we continue to see increases on key raw materials.

- California Tomato Growers Association set the floor price for Raw Processing Tomatoes for the 2023 Harvest 31% above 2022 levels.
- Midwest Raw Processing Tomatoes have increased 8% driven by labor, chemical cost, and competing crops.
- While Corn Sweetener have seen some relief from the 15% increase in 2022, Cane Sugar costs continue to increase 5.3% above 2022.

Effective July 1, 2023, Red Gold Foodservice will adjust pricing on the following products:

- Fresh Packed Peeled Tomato Products will increase \$0.45 per case
- Bulk Paste will increase ~13%, \$5.80 per case on #10 cans
- Bulk Tomato Products manufactured from Paste like Ketchup, Crushed, Sloppy Joe, Fully Prepared Sauces, and BBQ will increase 3-8% depending on paste content
- Bottle Ketchup will increase 1-3% with paste costs partially offset by other costs
- Juice and Bloody Mary from Concentrate will increase in line with Bulk Tomato Products

Red Gold has taken all measures possible to keep the increases you experience as low as possible. This includes keeping the cost of certain pallet types the same:

- White Wood pallets will stay at \$12.00 per pallet.
- Heat Treated pallets will stay the same at \$13.00 per pallet.

In addition, the following items have been discontinued/transitioned:

- Migliore Chopped Tomatoes in Puree, #10 can (ILMBU99)
- Sacramento Tomato Juice, 5.5oz can (SACVA35L). This will transition to a new 7.2 oz can in the near future.
- Red Gold Vegetable Juice 46oz can (REDWA46), transitioned to SACWA46.

Finally, Red Gold has updated the look and information included in our National Branded Price list. Please see the separate Sales & Marketing bulletin for complete details.

Thank you for your continued support of Red Gold Foodservice!

If you have any questions, or for more information please contact your Red Gold Sales Manager or Broker.
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