



10/6/2020

To: All Italian Rose and La Mexicana Customers and Broker Selling Partners
From: Angelo Fraggos, Chairman and CEO
Re: New Company Name Perimeter Brands LLC

Beginning in late 2017 we set out to redefine fresh refrigerated salsa and other produce-based products. Our new name, Perimeter Brands LLC, reflects all that we have worked on together and accomplished as a team. We brought together two companies and created one team with a shared set of values and goals that we are achieving and, in many cases, surpassing every day. Thank you to each and every one of you for your contributions and your business!

Our new name reflects the changes we have made to our business model. Italian Rose Garlic Products was confusing to the trade. While we still make and sell a lot of garlic products, it is no longer the product that defines us and most of the product line is not Italian cuisine based. The new name reflects the area in supermarkets that we sell our products, the perimeter. This is the fastest growing segment in food sales and we are excited to be a leader in the segment. We are proud and thankful to be the #1 salsa producer in North America as well as to have the #1 branded item in America - La Mexicana Mild Salsa- according to IRI!

While we are more focused on a national retail branded presence, we will continue to lead in private label products and select food service categories that share synergy and ingredients in our manufacturing environment.



Who is Perimeter Brands?

Perimeter Brands is the leading producer of refrigerated salsa and dips made with select, fresh vegetables.

What does our new logo signify?

Our logo has a box around it which represents a grocery store and the perimeter area where our products are merchandised. The green leaf dotting the "I" signifies our commitment to fresh produce in our products. Finally, the word "Brands" emphasizes our commitment to building product franchises that consumers look for and trust. Notice "Brands" is plural as we have multiple brands to address the many opportunities in the marketplace that meet our customer's and the consumer's needs.

Where are we located and why?

Our production facilities are located in Florida and Southern California - the leading produce growing regions in the country.

What makes our products special?

Our team of chefs combines fresh produce with just the right blend of spices to create recipes you crave. When we start with a product that's local and fresh, our products can't help but taste delicious.

What is our commitment to food safety?

We have a state of the industry food safety program that ensures our quality is first-rate. Our products are refrigerated from our facilities to our customers' stores and warehouses to ensure all the local deliciousness is shared with families across America. True goodness from brands you can trust.

What changes with this new name?

You will start to see our new logo appear on letter head, documents and signage we use every day. Business cards will be updated to reflect the new logo along with our brand logos as shown here on our new letterhead. We will also be adding the phrase "A Perimeter Brands LLC Company" under the name of each subsidiary on product packaging.



Will there be a new e-mail for the new company?

Everyone with an e-mail will be getting a new e-mail address using the “@perimeterbrands.com”. Everyone’s current e-mail will still work so continuous communication with us will be seamless.

Are there changes in customer invoicing and payables?

There is no change in who customers pay or who they get their invoices from. The Perimeter Brands identity will be added to documents but the company for transactions remains as it is today.

Why are we changing our corporate name?

We are making this change to let the industry know we are a new and vibrant company in the fresh produce food world that is committed to growth, innovation and excellence in everything we do.

These are exciting times for all of us and I am thrilled at what the future holds for each of us and our company- Perimeter Brands LLC!