



**The First All Natural Onion Topping
Made with 100% Real Onions**



Just the Fact's Maa'm

ONION CRUNCH is the only **ALL NATURAL** crispy crunch topping in America. Made from 100% real onions they are peeled, washed, cut and battered. Then we use high quality sustainable palm oil to lightly fry them, creating a perfect, crispy onion topping with an absolutely delicious taste.

Put it on **EVERYTHING!!!** Soups, Salads, Chicken, Fish, Steak, Eggs, Humus, Dips, Mac & Cheese, Casseroles, Sandwiches, Steaks, Pizza, Baked Potatoes, Vegetables, Hamburgers, Hot Dogs, etc...

- 0 Grams Trans Fat
- Low in Carbs
- Low in Cholesterol
- Low in Sodium



Compared to fresh onions **Onion Crunch** is more sustainable remaining fresher with a shelf life of over 1 year.



Nutrition Facts

Serving Size 2 tbsp (7g)

Amount Per Serving	% Daily Value*
Calories 45	Calories from Fat 30
Total Fat 3.0g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 35mg	1%
Total Carbohydrate 3g	1%
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Onion, Palm Oil, Wheat Flour, Salt



Look Who's Catching On:

U.S.



Burger King adds
crispy fried onions to
their Steakhouse Burger

Steakhouse Burger

The new Steakhouse Burger is packed with Angus beef, melted cheese, crispy onions, lettuce and tomatoes, all smothered in A.1.® Thick & Hearty Steak Sauce. It's the burger you can't wait for.



Nathan's served Crunch Dogs
with Onion Crunch at the
National Restaurant Show 2011



Sabrett co-brands with
Onion Crunch to launch
this summer to all NYC
vendors and retailers



Europe / Asia

This product is the most popular hotdog condiment in Sweden, Denmark, Holland, Poland, Norway, and Finland. It is also served as a popular hot dog condiment in all 12 baseball stadiums in Japan. It's even served on burgers in South Africa.

**In Sweden, which is a market of just over 8 Million people, every year 1,322,774 pounds of crispy fried onions are sold.

- Roughly \$10MM is sold directly to the consumer a year, just in supermarkets.
- 57% of Swedes eat their hot dog with crispy fried onions.
- In the condiments segment, crispy fried onions has a total market share of 50.3%



Cross Merchandising

The typical location of ONION CRUNCH is of course in the condiment aisle, where shelf talkers are placed in front of the ONION CRUNCH product. Now we began migrating to other sections of supermarkets. Shoppers picking up their deli and meat products, for example, encounter the ONION CRUNCH in-store shelf talkers near the deli/meat section, where it reads, "Serve your burgers/hot dogs with a shake of ONION CRUNCH". In another ad near the hamburger/hot dog buns, a shelf talker reads, "Having a cookout? I recommend ONION CRUNCH as a condiment".





Sampling Builds Brand Equity and Increases Customer Loyalty Beyond Same Days Sales Lift

66% Customer Acquisition 63% Customer Conversion Customer 63% Retention



- Over one-third of shoppers buy sampled products same day
- 33% of shoppers who didn't buy the same day of the sampling plan to buy the product in the future
- After sampling, 80% of customers will always buy the product if they need it or want it
- 81% of same day buyers will also be repeat buyers
- People who sample in-store spend 34% more overall during their shopping experience (Kenneth C. Herbst, PhD, Wake Forest Univ.)



What's the Buzz?



“Loved it, its a great product!”

- Lee Schrager

Founder of NY and South Beach Wine and Food Festival



“The must-have condiment for hamburgers and hot dogs”

“Onion Crunch is so much better than french fried canned onions. Not only does it have a better flavor, but it is crispier.”



Super Dogs Of Topeka! We have people putting it on everything even Biscuits & Gravy.!

Young, Free & Frugal



Wearing the Onion Crunch Hat
Supporting Onion Crunch
Roberto Clemente Jr.
Major League Baseball

Dogsontheroad.blogspot.com/

Hey Onion Crunch, here is your next slogan..."Your hotdog will thank you for it".



“I need onion crunch for this boring shrimp salad! Need a bottle delivered to the set in Atlanta now!!”

- Sofia Vergara,

Star of the ABC hit series, Modern Family
Twittered over 1/2 a million followers

“It's absolutely delicious and I love the flavor and crunchy texture it adds to the usual all beef hot dog.”



Rita Alarcon, One 2 Try Food Blog

"I am hooked on scrumptious Onion Crunch.”



GATECRASHER FRANK DIGIACOMO

with CARSON GRIFFITH and ADAM CAPARELL

Sofia Vergara supports boyfriend Nick Loeb in crispy onion venture

Monday, July 25th 2011, 4:00 AM



We'd buy just about anything from [Sofia Vergara](#).

So, we're not surprised to learn that her boyfriend, entrepreneur and potential [U.S. Senate](#) candidate [Nick Loeb](#) invited the "Modern Family" masterpiece to tag along as he toured upper East Side grocers and delis on Third Avenue in the 70s last Wednesday selling his latest venture: a crispy sandwich and salad topping called Loeb's Onion Crunch.

On the other hand, the store owners were slack-jawed to behold the gorgeous actress in the company of Loeb, who was nerdily dressed in a hat and t-shirt emblazoned with his product's logo.

"You could see them thinking, 'Something here doesn't make sense,'" Loeb says with a laugh. "They were staring at me in my Onion Crunch shirt and hat and then at this glamorous celebrity and thinking, 'Is this a practical joke?'"

It wasn't. Vergara's handsome beau may be a scion of the wealthy [Loeb Rhodes](#) banking family, but he calls himself a "door-to-door guy" at heart, and has been making rounds here to get his product on shelves.

He launched Onion Crunch about three months ago and says it will soon be available in Gristedes, [Morton Williams](#), and D'Agostino's stores and Sabrett hotdog carts. (Loeb claims that in [Europe](#), crispy onions are the "number-one" hotdog condiment.)

Loeb says he'd been thinking about putting out the "all-natural, low-carb" product for a while, but fast tracked it after "[Sofia](#) tried them" and "went wild" for the crispy topping.

Charles Eshelman/FilmMagic

Sofia Vergara's beau Nick Loeb attempts to sell latest venture - Loeb's Onion Crunch - with actress girlfriend by his side.



Customer List

(Retail) Current and Pending



NASH FINCH COMPANY



Customer List

(Food Service)

