



JUST
FOOD

heat & eat meals

- No artificial ingredients or preservatives
- No artificial colors or flavors
- High Pressure Processed (HPP)
- Enhanced food safety & quality
- Restaurant inspired recipes
- No added antibiotics, hormones or steroids
- BPA-free packaging
- 45 day shelf-life!



Delicious ready to Heat & Eat meals that are healthy, fresh, natural, nutritious, all with a truly clean label - without the use of preservatives or added colors. Most fresh meals go bad in less than seven days. However, using leading edge technology, High Pressure Processing (HPP), all fresh, ready-to-heat meals are pressurized, ensuring that fresh stays fresh on your shelves for over 45 days! Give your customers the clean label foods they are looking for with JUST FOOD's Heat & Eat Meals.



Core-Mark®

current trends

JUST
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Clean Label Labeling is expected to become more consistent and transparent, as retailers and restaurants will use sustainability and traceability to gain a marketing edge.*

Fresh Consumers relate the word “fresh” with “healthy”. 30% of non C-store customers would be encouraged to shop C-Stores more frequently if there were “healthy” product offerings in store.**

Consumers National Association of Convenience Stores (NACS) show that more than one in three Americans (34%) say that they have purchased more snacks that are considered “healthy choices” over the past year, and they are increasingly turning to convenience stores for these healthy purchases.

Disruptive Innovation HPP is enabling the “fresh” paradigm to shift. Similar shift taking place from heat pasteurized and shelf stable to cold pressed and refrigerated.

HPP Growth Markets and Markets**** calculates the global HPP products market is projected to increase from \$5.01bn in 2012 to \$12.08bn by 2018 (projecting \$5.84bn in North America by 2018).

HPP Products Growing in Popularity Lining more and more shelves at local grocery stores and C-stores. For retailers, there has been a constant tension between shelf life and providing fresh, all-natural products to consumers. HPP gives retailers a new weapon.



PRODUCT CODE	DESCRIPTION	CASE/SIZE
121772	MAC & CHEESE	6/9.5oz
121775	CHICKEN ALFREDO	6/9.5oz
121779	CREAMY TOMATO PENNE	6/9.5oz
121782	CHICKEN CARBONARA	6/9.5oz
121783	JAMBALAYA	6/9.5oz
121784	CHICKEN CURRY RICE	6/9.5oz

HPP Processing

Unique Processing—most processed foods today are heat treated or use artificial gases to prolong shelf life. HPP eliminates the need to heat treat product and therefore all nutrients are retained and food quality is natural and fresh

