



Tasty Food
Exclusive food product

Elevating the Boutique Retail Experience

The Chef in a Jar Strategy for Premium Markets



The Modern Culinary Dilemma

Restaurant-Quality Ambition

Consumers increasingly desire sophisticated, chef-level flavor profiles in their daily home-cooked meals.



Time and Technique Deficit

These same consumers lack the hours to slow-roast confit garlic or the culinary training to balance a perfect chimichurri.



The gap between ambition and reality is the retailer's highest-margin opportunity.
The consumer is actively looking for culinary confidence to take home.



The Engine Behind Israel's Top Kitchens

Origin

Deep partnerships with local Israeli agriculture, sourcing the freshest herbs and vegetables directly from the fields.

Heritage

Decades of experience developing and manufacturing products for the institutional and professional market.

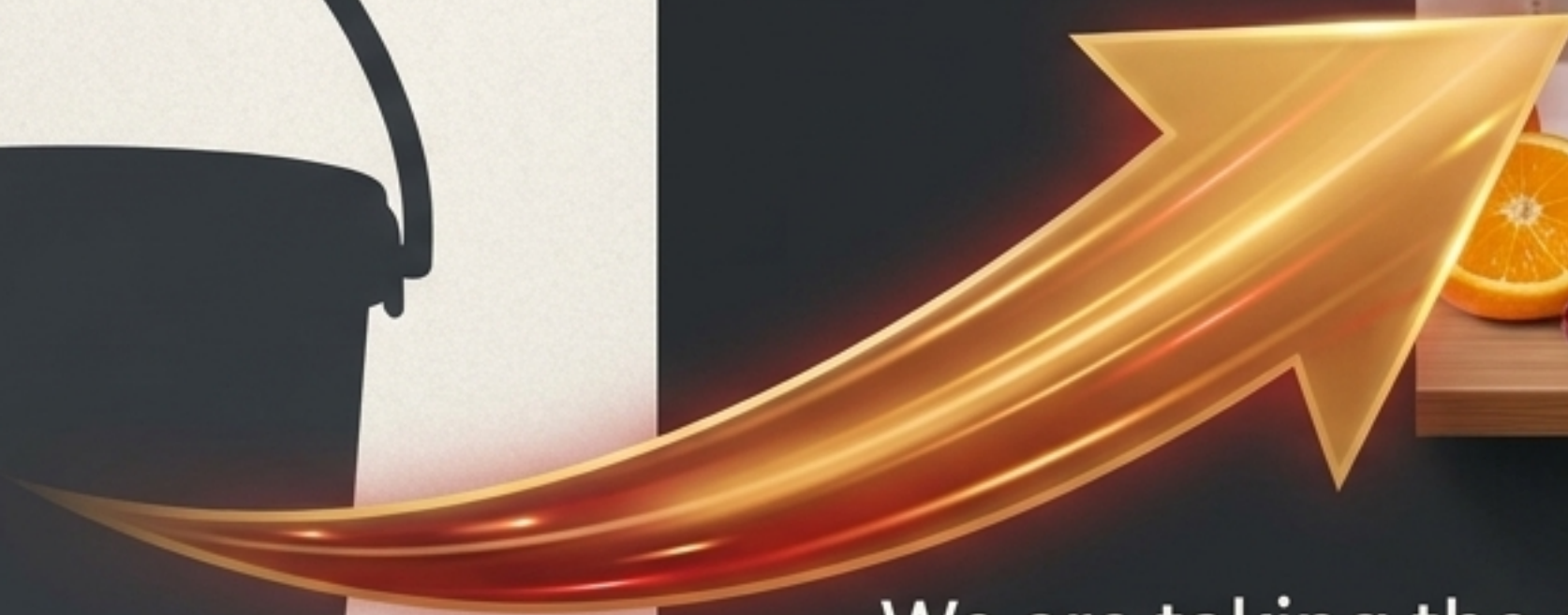
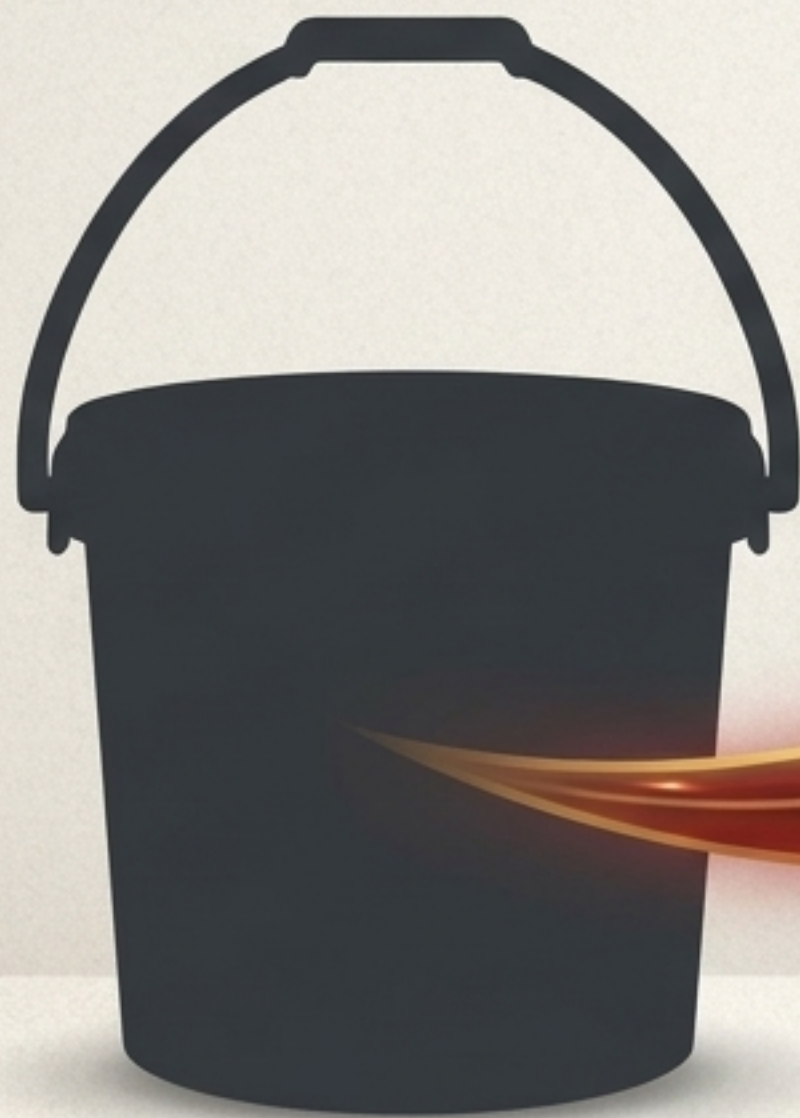
Scale

The trusted supplier for catering halls, premium restaurants, and leading cafe networks.

Unlocking the Vault: The Le Chef Series



Tasty Food
Exclusive food product



We are taking the exact flavor profiles trusted by professional chefs and scaling them for the boutique consumer.

Anatomy of a Chef in a Jar

Tailor-Made Branding

Available as the established Le Chef label or fully customized for Private Label.

Chef-Developed Profiles

Complex, restaurant-quality formulations (e.g., Chipotle Aioli, Kalamata Tapenade) rather than basic condiments.

Local Agriculture

Rooted in high-quality Israeli produce, ensuring fresh, vibrant flavors.



Tasty Food

Exclusive food product

The Premium Differentiation

| Standard Retail Condiment | | Tasty Food's Chef in a Jar |
|---|---------------------|---|
| Reconstituted powders and imported extracts. | Ingredient Origin | Freshly sourced Israeli herbs and vegetables. |
| Factory-led, optimizing for lowest cost and maximum shelf life. | Product Development | Chef-led, optimizing for authentic culinary experiences. |
| Singular, flat flavor notes (e.g., standard spicy). | Flavor Complexity | Layered, complex profiles (e.g., Smoky Chipotle Aioli with balanced acidity). |



Curated for the Boutique Environment



The Butcher's Block Collection



The Deli Counter Collection

Synthesizing a massive institutional catalog into targeted retail solutions.

The Butcher's Block Collection



The Marinades



Premium
Brisket Sauce



Classic
Teriyaki



American
BBQ

The Accompaniments



Fresh
Chimichurri
(herb-rich)



Garlic
Confit



Chipotle
Aioli

Empower your customers to treat your premium cuts of meat with the respect they deserve.



The Deli Counter Collection

The Spreads

- Basil Pesto
- Kalamata Olive Tapenade
- Artichoke Gourmet Spread
- Sun-Dried Tomato

The Vinaigrettes

- Citrus Vinaigrette
- Classic Balsamic

The Specialties

- Preserved Lemon Spread
- Spicy Arissa





Cross-Merchandising: The Halo Effect



Primary Premium Item
(e.g., \$100 Wagyu)

Basket Size
Expansion



Chef-Crafted
Accompaniment

Positioning a premium, chef-crafted sauce directly next to high-end raw ingredients increases total basket value while elevating the perceived prestige of both items. You aren't just selling a condiment; you are selling the complete meal solution.

The Crown Jewel: Private Label Manufacturing

Tailor-Made: We produce exactly what you want, under your own banner.



Tasty Food

Exclusive food product

Beyond Inventory: **Acquiring** an R&D Engine



Tasty Food
Exclusive food product



Agile, beloved by the community, but limited in manufacturing capability.



The Private Label Partnership



Massive factory infrastructure, food scientists, chefs, and national sourcing.

When you partner with Tasty Food for a Private Label, you are not simply buying jars of sauce to put on a shelf. You are instantly acquiring an entire culinary R&D team and a mass-manufacturing infrastructure, allowing a local boutique to possess the product development power of a national food brand.

The Private Label Pipeline

Step 1: Ideation & Profiling



Collaborate with our chefs to select or develop the exact flavor profiles that match your store's culinary identity.

Step 2: Custom Production



Our facilities scale the recipe, sourcing premium local ingredients and adhering to the strictest quality and kosher standards.

Step 3: Shelf-Ready Delivery



Your bespoke product arrives beautifully packaged under your brand, ready to build immediate equity with your customers.



Choose Your Partnership Path



Path A: Stocking the Le Chef Series

Time to Market: Immediate.

Brand Equity: Leverages Tasty Food's established gourmet reputation.

Customization: Curated from our existing premium catalog.

Best For: Retailers looking to instantly upgrade their condiment offerings with zero friction.

Path B: The Private Label Program

Time to Market: Planned rollout.

Brand Equity: Builds total exclusivity and loyalty for the retailer's own brand.

Customization: 100% Tailor-Made flavor and packaging.

Best For: Boutiques looking to scale their own brand name into customers' home pantries.



Tasty Food

Your Store. The Chef's Secret.

Whether adopting the Le Chef series or launching your own bespoke label, partnering with Tasty Food guarantees your customers will leave your store with culinary confidence.



Let's build your culinary canvas.

053-9370055 | office@tasty-food.indexm.co.il