



Tasty Bite Simmer Sauces

UNFI 15% OI Intro June/July/August 2024

Available in Select UNFI East and West Warehouses

First Ship- April 2024

Tasty Bite proudly brings you the all-NEW Biryani Rice Bowls. Expanding our ready-to-heat bowls portfolio, the Biryani Rice Bowls, ready in just 60 seconds, are bursting with authentically awesome, bold flavors & ingredients and provide a convenient on-the-go meal.



Rank #1

#2

#3



- Tasty Bite is **Authentic. Awesome. Indian**
- Tasty Bite is the #1 Ready to Heat Indian brand and highest household penetration.
- DRIVE CATEGORY GROWTH:** Alternative format (bowls/cups/trays) RTH Rice bowl format is outpacing category growth (+24% YOY)
- TRENDING:** "Biryani Bowls" are growing in social discussions (+23.83% vs YA - Taste wise 7/11/23)
- INCREMENTAL:** Truly differentiated RTH Rice Entree innovation minimizing cannibalization
- POPULAR:** over 76% of all Indian restaurant menus feature a Biryani dish
- AUTHENTIC:** Rooted in tradition – Biryani has been labeled the most popular dish in India
- VERSATILE:** Biryani has multiple use occasions – lunch, dinner or afternoon snack
- DELICIOUS:** Consumer testing of Tasty Bite Biryani Bowl recipes showed high purchase intent



Aromatic Indian rice with a vegetable medley and authentic, flavorful spices

pk/sz	description	case upc	each upc	unfi west		unfi ncal		unfi scal		unfi ridg		unfi den		unfi tx		unfi gil		unfi east all warehouses			
				item #	uos	whlsl	srp	whlsl	srp	whlsl	srp	whlsl	srp	whlsl	srp	whlsl	srp	item #	uos	whlsl	srp
6/7oz	Chickpea Biryani Rice Bowl	7-82733-62166-9	7-82733-02166-7	32947	cs	21.35	5.35	21.85	5.45	22.08	5.49	22.99	5.75	22.91	5.75	21.35	5.35	3055969	cs	21.72	5.49
6/7oz	Smoky Paneer Biryani Rice Bowl	7-82733-62167-6	7-82733-02167-4	32952	cs	21.35	5.35	21.85	5.45	22.08	5.49	22.99	5.75	22.91	5.75	21.35	5.35	3055977	cs	21.72	5.49
6/7oz	Vegetable Biryani Rice Bowl	7-82733-62168-3	7-82733-02168-1	32955	cs	21.35	5.35	21.85	5.45	22.08	5.49	22.99	5.75	22.91	5.75	21.35	5.35	3055985	cs	21.72	5.49