

artisan pizza topped with CREMEDELA roasted red bell pepper cream cheese



get inspired by sweet and savory, shelf-stable cream cheeses

cremedela from EFCO is an exhilarating, customer-pleasing line of sweet and savory cream cheeses that can be used as an inclusion, topping, spread, dip and is even bake-stable and freeze/thaw-stable. Flavor never had so much versatility.

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June 2014

cremedela™

an EFCO brand innovation



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**NO SINGLE INGREDIENT
CAN IMPACT MORE
FOOD IDEAS AND
MORE DAY PARTS THAN
CREMEDELA.**

It is easier than ever to give your patrons a food item they'll crave and come back for time-and-again. cremedela is a flavorful, rich and creamy cream cheese in both sweet or savory flavors. Re-inventing breakfast, lunch and dinner has never been so tasty.

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- DAVID MILLER
VP, SALES + MARKETING, EFCO PRODUCTS, INC.



IN THIS EXECUTIVE SUMMARY, QUICKLY LEARN THE FIVE POSITIVE HIGHLIGHTS OF EFCO'S CREMEDELA BRAND.

NO SINGLE INGREDIENT CAN MAKE AS MUCH IMPACT ON YOUR MENU THAN CREMEDELA BECAUSE IT GIVES FOOD THE TEXTURE AND FLAVOR THAT YOUR PATRONS WILL CRAVE TIME-AND-AGAIN. HERE'S WHY...

001//SWEET OR SAVORY

Cream cheese is a neutral base that is a great carrier for both sweet or savory flavors and provides unparalleled creaminess, texture and mouth feel.

002//SHELF-STABLE SAVES REFRIGERATOR SPACE

cremedela is shelf-stable which means it doesn't need to be refrigerated during distribution and storage, and frees up your refrigerator space. This save you money and impacts your bottom line.

003//VERSATILE FOR ALL DAY PARTS

New menu items that incorporate cremedela can be created to increase per check averages for breakfast, lunch and dinner.

004//VARIETY FOR ALL TYPES OF FOODS

cremedela can be used to re-invent everything from crepes and pancakes to artisan pizzas and pasta meals. Not to mention its use in desserts such as cakes, donuts, muffins and more.

005//BAKE & FREEZE/THAW STABLE

cremedela is bake-stable and will maintain its stability under high heat. cremedela also holds its flavor and characteristics during freeze/thaw cycles perfect for par-bake and other frozen foods.

**NOW YOU KNOW THE SHORT OF IT.
CONTINUE READING FOR AN IN-DEPTH EXPLORATION
AND LEARN HOW EFCO CAN INSPIRE YOUR MENU WITH
CREMEDELA CREAM CHEESE//**



DECISIVELY SWEET OR SAVORY. FLAVORS NEVER HAD IT SO GOOD.

cremedela brings an entirely new meaning to cream cheese. This is not your ordinary cream cheese that may have limited use as a spread. No, far from it. cremedela from EFCO is a cream cheese that will change everything you thought you knew about cream cheese.

In fact, while cremedela can be used traditionally as a spread or even a dip, it really opens up the possibilities when you start to look at what it can do when you cook or bake with it. It impacts both sweet and savory food items.

cremedela uses cream cheese as a base because it has a neutral flavor profile that is a remarkable way to deliver the finished flavor, such as pumpkin or roasted red bell pepper. It is also creamy and rich in texture which gives your final preparation a unique appeal and mouth feel. These are qualities that make cremedela inspired foods irresistible among patrons.

SHELF-STABLE TAKES ON A WHOLE NEW MEANING.

cremedela can have tremendous impact on both top line revenue and bottom line profitability. That doesn't happen just because you can offer patrons higher valued and priced food items, but also because cremedela is shelf-stable and does not require refrigeration. cremedela cream cheese from EFCO is heat treated and uses preservatives that make it safe to be stored on a shelf, far from premium refrigerator space. And it does not require refrigerated distribution. This is the power of cremedela - increase top line revenue and impact bottom line profit.

chicken sandwich layered with CREMEDELA chipotle cream cheese



morning crepes stuffed with CREMEDELA raspberry cream cheese

BREAKFAST REINVENTED. (LUNCH AND DINNER, TOO.)

Work with EFCO to unleash the possibilities of what could be. It's how we collaborate to reinvent breakfast. (Lunch and dinner, too.) Open your taste buds and imagine for a moment, a scrumptious breakfast crepe stuffed with cremedela raspberry cream cheese. Or use that same cream cheese in between layers of hot pancakes. That raspberry sweetness. Creamy. Rich in texture. Mmm. Perhaps for lunch, unlike anything you've tasted before, an artisan pizza that uses cremedela roasted red bell pepper cream cheese as a replacement for traditional tomato sauce. It's a gastronomic experience you will literally crave. Then comes dinner. A baked ziti pasta made with cremedela sun dried tomato cream cheese. What more could your patrons want? How about dessert. Maybe it's a seasonal chocolate cake layered with cremedela pumpkin or maple cream cheese.

OUR BEST FLAVOR MAY BE THE ONES NOT YET CREATED.

cremedela is available in both sweet and savory flavors that can be used in foods for breakfast, lunch or dinner. And let us not forget appetizers, side dishes or desserts. Truly, the possibilities are only limited by imagination. And fortunately, here at EFCO, we have an unlimited source of imagination. cremedela is available in a range of flavors that are ready and available for use immediately. These include orange, raspberry, pumpkin and maple for the sweet flavors. As for savory flavors, EFCO offers roasted red bell pepper, sun dried tomato and chipotle.

cremedela is limitless and you can turn to EFCO to help craft new food ideas created with custom formulated, specific cremedela flavors made just for your menu. cremedela can incorporate fruits, vegetables, flavors and even other ingredients like spices and vinegar. That's truly inspirational and why we think that some of our most popular flavors are those not yet created.



baked ziti with CREMEDELA sun dried tomato cream cheese

BAKE & FREEZE/THAW STABLE

cremedela from EFCO is also designed to be bake-stable, which has tremendous impacts for chain restaurants and even frozen food processors. This is an ideal characteristic for using cremedela in high-heat environment to make baked goods because it will not boil out.

In addition to being bake-stable, cremedela is freeze+thaw stable. It holds its flavor and characteristics through a free and thaw cycle, such as may be the case with frozen and par-baked products.

SPREAD SOME CREAM CHEESE ON TOMORROW'S MENU.

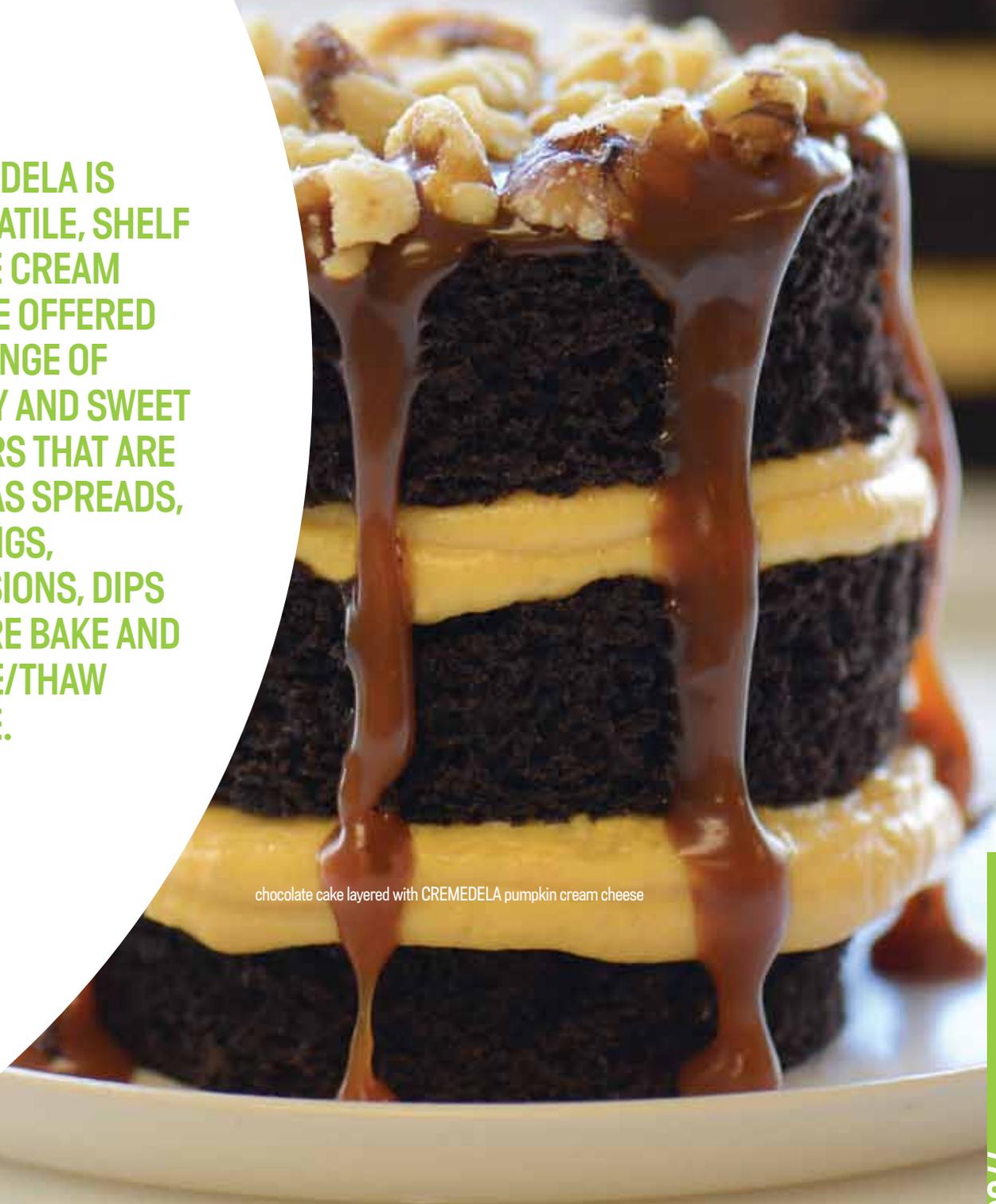
We've been sharing the many benefits of adding food items to your menu that incorporate cremedela cream cheese from EFCO. Perhaps it is the ability to increase top line revenue and bottom line profit or to offer food items that create a sensational crave that patrons will come back for time-and-again. Or it is the ability for cremedela to be stored without refrigeration. Maybe it's the idea of adding rich, creamy texture to reinvent breakfast, lunch and dinner foods.

Adding cremedela cream cheese to your menu starts with reaching out to EFCO. We work corroboratively with you to help identify and create new food items for every day part. This is where EFCO's 50+ years of expertise comes to bear. You can always count on our collaborative approach to formulate custom sweet or savory flavors of cremedela. Our expert R&D team, manufacturing know how and consumer insights come together to help create distinct and patron-appealing products for your restaurant, bakery or café.

Let's continue the discussion about cremedela cream cheese and find out how you could put EFCO to work to help you re-invent breakfast, lunch and dinner, too.

CREMEDELA IS A VERSATILE, SHELF STABLE CREAM CHEESE OFFERED IN A RANGE OF SAVORY AND SWEET FLAVORS THAT ARE IDEAL AS SPREADS, TOPPINGS, INCLUSIONS, DIPS AND ARE BAKE AND FREEZE/THAW STABLE.

chocolate cake layered with CREMEDELA pumpkin cream cheese





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an on-going series of insights about food and beverage innovations from EFCO providing chain restaurants with inspiration to increase efficiencies, patron appeal and reduce waste to otherwise become more competitive

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