



## **Glory Foods® Frequently Asked Questions**

### **Who is Glory Foods?**

Glory Foods® manufactures and distributes a comprehensive line of Southern food products to grocery stores nationwide. The late William F. Williams and partners Iris Cooper, Dan Charna and the late Garth Henley founded the company in 1989. The co-founders identified a need on supermarket shelves for Southern-style foods that were emblematic of African-American culture.

### **What are *Seasoned Cooking Bases*?**

*Seasoned Cooking Bases* are a unique line of seasonings available in the dry soup aisle of supermarkets nationwide.

### **What is unique about *Seasoned Cooking Bases*?**

*Seasoned Cooking Bases* are created from slow roasted premium cuts of meat, vegetables and spices like garlic, onions and peppers. One jar equals 45 servings, making these products the best value in the dry soup aisle. It is the only product of its kind to have meat, versus salt, as the first ingredient.

### **Why did Glory Foods® create this line of cooking base products?**

Many people have stated that they use bouillon/broth/soup bases when preparing meals for their families because they like adding extra flavor to some of the dishes they prepare for that special touch. Glory Foods strives to provide products that offer cooking convenience, while still delivering Southern-style flavor that is symbolic of home-cooked taste. Glory Foods developed *Seasoned Cooking Bases* in an attempt to “invite America to its dinner table” with convenient mealtime solutions. Glory strives to make family meals easier and more convenient to prepare, so that families can enjoy them more often – not just on special occasions. *Seasoned Cooking Bases* greatly reduce the amount of time needed to prepare nutritious and delicious meals.

### **How do Glory Foods® cooking bases appeal to consumers?**

*Seasoned Cooking Bases* are very versatile, allowing flavor to be easily added to many different types of dishes. They provide consistent flavor and are easy and convenient to use for both experienced and beginner cooks alike.

### **What flavors are Glory Foods cooking bases available in?**

*Seasoned Cooking Bases* are available in three flavors: Chicken, Beef and Roasted Vegetable.

**Where are Glory Foods® cooking base products sold?**

Glory Foods cooking bases are currently available in the dry soup aisle in grocery stores, positioning them as the first innovator this aisle has seen in years. Visit [www.GloryFoods.com](http://www.GloryFoods.com) for a complete list of stores where Glory Foods products are sold.

**What is *Sensibly Seasoned*?**

*Sensibly Seasoned*™ is Glory Foods' line of lower sodium, low fat, meatless side dishes that taste great. *Sensibly Seasoned*™ side dishes boast all of the flavorful seasoning that consumers expect from Glory Foods, while offering healthy benefits.

**What areas/niche does *Sensibly Seasoned* fill?**

While Glory previously filled the need for ready-to-serve, Southern-style foods – homemade dishes that were seasoned, cleaned and cooked – *Sensibly Seasoned*™ is the first product of its kind to be offered with a healthier, lower sodium, low fat, meatless content that still maintains its homemade taste. For the first time, consumers now have a choice.

**How did Glory Foods® determine the need for *Sensibly Seasoned*?**

The average American consumes approximately 6 to 18 grams of salt daily (1-3 teaspoons), while the average human actually only requires approximately .5 grams of salt daily. At least 46% of Americans report that they are trying to pay attention to reducing the amount of salt in their diets. The Food Marketing Institute found that 48% of consumers purchased products promoted as “low fat/low sodium” within the last 30 days. These facts led Glory to develop a product to address consumer needs.