



BACKGROUND

Culinary Circle™ Premium Brand Products

Culinary Circle is SUPERVALU's newest brand, providing a wide range of premium food options to help consumers create a casual restaurant experience at home, and save money and time.

Quality and flavor

Culinary Circle gives consumers who enjoy eating out a great way to stretch their food dollar in today's economy, without sacrificing quality and taste. As the "food lovers' food," the brand delivers convenience, quality, freshness and above all — flavor. Consumers can feel good about serving Culinary Circle products to their families and guests because there is no compromise on quality and taste.

Each product package bears a semi-circular logo design to evoke the drizzle of chocolate or specialty sauce on a restaurant plate known as the "chef's mark," the finishing touch to any dish. Packages feature high-level photography depicting the hand-crafted quality, the fresh ingredients and the special cooking techniques that help bring each item to life.

Trend right

Culinary Circle is at the forefront of several grocery trends influenced by consumers' desire for speed, empowerment, choice, simplicity and practicality. Consumers are seeking new dining alternatives to fit shrinking budgets and busier lifestyles, yet they are not willing to give up the innovative new flavors and ingredient combinations that they have learned to enjoy while dining out.

Culinary Circle speaks directly to the growing trend among consumers toward nesting and dining in. It addresses the needs of consumers who love sampling different kinds of foods or indulging in the kind of meal they simply don't have the time, energy or skills to make at home. By bringing new, contemporary, flavorful and on-trend foods to their kitchen table, Culinary Circle helps consumers feel like they are dining out while dining in.

Convenience and variety

For consumers who are time-starved and wish to simplify their lives, Culinary Circle offers high-quality, ready-to-eat foods and quick, easy-to-prepare meal solutions. The restaurant-inspired, flavorful foods provide an exciting variety of menu options made with high quality ingredients. Offerings range from traditional favorites, such as beef lasagna, baked scalloped potatoes

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and carrot cake, to unique original items such as Pork Carnitas Enchilada Casserole, Garlic Chicken Alfredo pizza, Tuscan boule bread or razzelberry pie.

Consumers can also create quick and easy appetizers, entrees, side dishes and desserts by combining Culinary Circle products with everyday grocery items using recipes posted on www.culinarycircle.com.

Whether it's making Shanghai Chicken Wings using frozen chicken, Culinary Circle Five Spice Teriyaki sauce and green onions, or dazzling guests with Chocolate Chip Lava Dessert made with Culinary Circle Soft and Chewy Chocolate Chip Cookies with Pecans, consumers now have the foods and inspiration to quickly create a quality dining experience at home.

Value

Culinary Circle provides an alternative to eating out at a time when the rising costs of gas and other household necessities makes it harder for many consumers to dine out as often as they'd like. It delivers a casual restaurant-quality meal experience made easy at home...at a fraction of the time and cost of dining out. The products are priced approximately 20 to 25 percent below casual restaurant food and 15 to 20 percent lower than premium national brands.

For a complete list of Culinary Circle products, visit www.culinarycircle.com or call 1-877-932-7948.

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