

TOF Lime vs. the Competition

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Taste of Florida Lime \$3.24 PTR
Rose's Lime ASP \$4 to \$5 PTR
Daily's Lime ASP \$3.50 to \$4.50 PTR
Finest Call Lime ASP \$3.50 to \$4 PTR

ASP = Average Street Price. Not including split case fees, fuel surcharges & minimum orders

Compare the lime: Always start a tasting with Lime. Have your customers smell both products and then taste them. On the Lime, have them try ours first.

Rose's enjoys a very high market share. In my estimation at least 80% to 85%. After Rose's you'll most likely see Finest Call or Daily's.

Less Juice? The only product that we make with less juice than our competition is our Lime. Rose's Lime Juice is 100% lime reconstituted from a very high concentrate – as is Finest Call and Daily's. However, that's the problem. They started out as such high level concentrates that they lost their flavor in the reconstitution process. Further, to help gain back the flavor and lime "bite" additional citric acid was added. As a result, they are way too acidic for most cocktails.

Rose's was originally developed to help prevent scurvy on 19th century sailing ships. Tasting good or being used for mixed drinks was never a consideration. Over time, being a reliable source of lime juice, it found it's way into the kitchen and eventually into the bar. Unfortunately, it completely overpowers most things it's mixed with. Have you ever heard anyone say that "margaritas give me heart burn". Well, now you know why – it's our competitor's lime.

Our Lime is different: Our lime is a lime juice blend. This accomplishes several things. First, we have a sweetened lime flavor – not a bitter flavor. Second, it brings the acidity under control – no more heart burn. Third, it doesn't over power the items it's mixed with. Of course, the aforementioned things result in a better tasting beverage. Fourth, the color doesn't turn brown as easily. Lastly, as a blend, it allows us to bring the cost down a little bit.

Conclusion: Our lime was designed for cocktails. It tastes significantly better, is less bitter, less acidic, not overpowering, doesn't change color as easily and costs less. Better & cost less = easy sale!

