

Peeled Tomato Products Comparison Sheet



Rating

1

Poor

2

Average

3

Good

4


Excellent

5

Extraordinary

Brands being compared: _____ vs. _____

Product Style: _____

Attribute	 Current Brand		Comments
APPEARANCE – Red Color of Tomatoes How “red” are the tomatoes? The brighter the hue of red, the higher the score. The more orange/yellow shades they are, the lower the score.			
APPEARANCE – Uniformity of the Size of Tomatoes How similar in size are all of the tomato cuts in the sample? The less variation in size, the higher the score.			
APPEARANCE – Tomato Piece Integrity Do the tomatoes look like they will maintain their shape in their finished application? Whether they need to be firm, diced, or crushed, the closer to ideal, the higher the score.			
APPEARANCE – Peel and Seeds Present How much tomato peel and seeds can you see in the sample. The less peel and seeds present, the higher the score. (If you see no peel or seeds = 5)			
APPEARANCE – Topping Media The red juice/puree is the media. How red is the topping media? Is it rich in texture? The better quality the media, the higher the score.			
FLAVOR – Intensity of Tomato Flavor How much tomato flavor do you taste in the sample? Think of a ripe tomato out of a garden. The more tomato flavor, the higher the score.			
FLAVOR – Attributes Tomatoes should taste garden fresh as they were picked off the vine. Do you taste any off notes? (i.e.: metallic from the can, stale, or non-tomato flavor).			
FLAVOR – Texture/ Mouthfeel How does the sample taste? Is there anything about the texture that doesn’t go down right? Fresh tomato texture should be firm, but not too firm. The better the texture, the higher the score.			
AROMA – Smell Fresh tomato aroma is a balance of fresh green notes and red ripe, sweet notes. Do any attributes overpower others?			
COMPARISON – Tally up your totals for our brand vs. the current brand being used and circle the winner:			

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Prepared Sauces & Salsas Comparison Sheet



Rating

1

2

3

4

5

Poor

Average


Good

Excellent

Extraordinary

Brands being compared: _____ vs. _____

Product Style: _____

Attribute		Current Brand	Comments
APPEARANCE – Color of Sauce The sauce or salsa should be red or reddish orange and rich in color. The brighter the hue of color, the higher the score.			
APPEARANCE – Uniformity of the Particulates How uniform in cut and size are the tomatoes and other vegetables in the sauce? The less variation in size, the higher the score.			
FLAVOR – Intensity of Basic Tastes How sweet, salty, sour and bitter is the sample? These components of flavor should be balanced with one not being too polarizing.			
FLAVOR – Flavor Profile Onion & garlic profile, herb notes, and vegetable flavor such as peppers should not overwhelm overall tomato profile. How balanced are the samples?			
FLAVOR – Texture/ Mouthfeel How does the sample taste? The sauce should be free from gritty textures. Herb amount shouldn't overwhelm overall product texture. For salsas, vegetables should be firm but not too firm.			
AROMA – Smell How does the sample smell? Aroma should be balanced; garlic, onion, herbs or peppers should not overwhelm overall product aroma.			
COMPARISON – Tally up your totals for our brand vs. the current brand being used and circle the winner:			

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Condiments Comparison Sheet




Rating **1** **2** **3** **4** **5**

Poor Average Good Excellent Extraordinary

Brands being compared: _____ vs. _____

Product Style: _____

Attribute		Current Brand	Comments
APPEARANCE – Red Color of Ketchup How “red” is the ketchup? The brighter the hue of red, the higher the score.			
APPEARANCE – Thickness Ketchup and BBQ Sauce should be thick with a glossy appearance. It should exhibit minimal syneresis or separation.			
FLAVOR – Attributes Ketchup and condiments typically are sweet and tangy, balanced by warm spice notes. They shouldn't be too bitey.			
FLAVOR – Texture/ Mouthfeel How does the sample taste? Is the consistency smooth? Ketchup and condiments should have a smooth, thick consistency. The better the consistency, the higher the score.			
AROMA – Smell How does the sample smell? It should smell like tomatoes accompanied by vinegar and spices. Is there something off about the aroma?			
COMPARISON – Tally up your totals for our brand vs. the current brand being used and circle the winner:			