



NEW ENGLAND MADE

LOCAL TOMATO SAUCE

In 2014, FATBOY Foods in partnership with the Massachusetts Farm to School Project, Harvard University and Tufts University engaged in a pilot program to produce 1,000 gallons of delicious marinara sauce made with locally grown tomatoes. Based on the success of that first year's project in 2015, FATBOY Foods, under the New England Made brand, produced 18,000 gallons of marinara, utilizing over 150,000 pounds of tomatoes. The tomatoes were grown largely on family farms in the Pioneer Valley of western Massachusetts. Sources included producers from as far away as Bars Farm in Deerfield, but also as close as Wards Berry Farm in Sharon. At Harvard and Tufts, the resulting sauce displaced two national (West Coast- and Midwest-based) brands. The New England Made Marinara Provided Harvard and Tufts with a superior marinara that is low in sodium, and free of sugar and high fructose corn syrup, and is all produced locally, in West Bridgewater, MA and distributed by Costa Fruit and Produce of Boston and Paul W. Marks Co. of Everett, MA.

The Sauce: Each university received a custom formulation developed over a series of meetings and tastings with its dining, culinary, and procurement staffs. Together we crafted two unique, custom sauces that were designed to appeal to each university's dietary and nutritional needs. In the case of Harvard, we developed a rich, lightly seasoned marinara that can easily be used over the course of the year on a variety of dishes. Tufts University required a more seasoned sauce with light herbal notes and a slightly thicker mouth feel.

The Result: For the 2015/2016 academic year, each university has a healthy, locally sourced and produced custom tomato sauce that can be used on a wide variety of dishes.

Looking Ahead: FATBOY Foods, under the New England Made brand, is aiming to produce 36,000 gallons of sauce for the 2016 growing season and will utilize an estimated 300,000 pounds of locally grown tomatoes that will be produced in our AA-rated GFSI, HACCP, FDA, USDA facilities for schools, colleges, universities, institutions and CSAs across New England.



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Ugly tomatoes produce marinara students will enjoy

By Ann Trieger Kurland, Boston Globe Correspondent – November 10, 2015

BROCKTON — Boxes of Massachusetts-grown tomatoes, blemished, bruised, and misshapen, sit in a chilly storage room at food processor Boston Fresh here. Most shoppers would likely deem them unappealing, though they're perfectly safe to eat, with flesh that's dense and sweet. <https://www.bostonglobe.com/lifestyle/food-dining/2015/11/10/from-ugly-tomatoes-come-marinara-students-will-enjoy/Elzzt5XO3SaATgBjH71U8M/story.html>

Seeds of expansion: Food entrepreneur turns Franklin County tomatoes into sauces for Harvard, Tufts

By RICHIE DAVIS, *Recorder* Staff – October 23, 2015

Plenty of tomatoes seemed to be still out on the vine when food entrepreneur Karl Dias was out in Franklin County picking up hot peppers for salsa he was selling to Tufts University last year, and it dawned on him he might be able to turn the tomatoes into a hot-selling item for college dining halls. <http://mobile.recorder.com/home/19126517-108/seeds-of-expansion-food-entrepreneur-turns-franklin-county-tomatoes-into-sauces-for-harvard-tufts>

How Massachusetts' own FATBOY Foods feed Harvard and Tufts

By Rachel Greenberger *examiner.com* – October 8, 2015

Plenty is made of food tech these days, as is the corresponding mass migration of tech entrepreneurs and investors into the food industry. But Boston local Karl Dias has a unique story. He is a relatively new food entrepreneur with a long career in software sales and marketing here in Massachusetts. <http://www.examiner.com/article/how-massachusetts-own-fatboy-foods-feed-harvard-and-tufts>

New tomato sauce sparks interest in locally grown Tufts Dining offerings

By Sophie Dasinger – October 28, 2015

<http://tuftsdaily.com/features/2015/10/28/new-tomato-sauce-sparks-interest-locally-grown-tufts-dining-offerings/>

120,000 Pounds of Local Tomatoes Make Beautiful Marinara at Harvard

October 1, 2015 - 1:15pm

<http://www.dining.harvard.edu/120000-pounds-local-tomatoes-make-beautiful-marinara-harvard>

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TOMATO SAUCE SPECIFICATIONS

Each formulation of New England Made sauce is generally custom and can be crafted as either a refrigerated or a shelf-stable product. Each formulation is proprietary and comes with its own unique nutrition panel, bar code and scheduled process. The ingredients and percentages will vary from formulation to formulation, but will not contain high fructose corn syrup, may only contain small amounts of sugar at the customer's discretion and are generally low in sodium. Our signature sauce is made with vine-ripened tomatoes, aromatic herbs, and extra virgin olive oil. These simple, natural ingredients are slowly simmered together to develop the rich taste and thick texture everyone is sure to love.

Typical ingredients are: Pureed Local Tomatoes, Tomato Paste, Olive Oil, Salt, Oregano, Basil, Garlic, Granulated Garlic, Onion, Onion Powder, Fennel, Corn Starch, Tapioca Starch, Citric Acid, Lemon Juice

The Pack: Unlike most bulk or food service tomato products that come packed in a traditional number 10 can, New England Made packs in an ecofriendly, sustainable pouch that can range in size from as little as 5 oz. up to 1 gallon. A typical pack is a 64 oz. pouch packed 8 to a case and 36 cases to a pallet. Custom packing is always available.

Distribution: Our facility is certified and currently does business with a number of distributors like Sysco, Perkins, Reinhart, PFG and others.



For additional information contact:

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