THE MARKET

Southeast Asia Food, Inc. (SAFI) manufactures and markets Mang Tomas Sarsa (sauce), the most popular all-around sarsa (Filipino language derivation from the Spanish word: salsa, which means sauce) in the Philippines. Originally conceived as a dip for lechon (roasted pig), consumers over the years have discovered that its unique flavor is perfect as a condiment when added to a great number of Filipino dishes. Mang Tomas Sarsa provides the perfect balance in taste that Filipinos demand, evoking a hint of spiciness that alternates with a subtle sweetness.

This success is reflected by the fact that Mang Tomas Sarsa enjoys a lion's share of the meal sauces market.

In spite of this unquestionable market position, further growth is still being realized, as more consumers discover the pleasures of adding the sauce to their traditional dishes to achieve a deliciously unique flavor. The popularity of Mang Tomas Sarsa continues to rise overseas. Currently Mang Tomas Sarsa is exported to the United States of America, several countries of the Asia Pacific Region such as Guam, Singapore and Saipan, as well as to Europe and the Middle East. Export volume has grown exponentially in the last decade.

ACHIEVEMENTS

From its humble beginnings in the late 80s when it produced just 100 cases per month, Mang Tomas Sarsa has now reached a monthly production of almost 100,000 cases and still growing. From a tiny company, Mang Tomas is now a proud member of the NutriAsia family, with its roster of market leaders and popular brands such as Datu Puti, UFC, Papa, Jufran, Mafran and Heinz.

The demand for Mang Tomas lechon sauce is on fire also because of the historically premier position lechon has occupied (and continues to do so) in the culinary landscape of the Philippines. If the turkey is the symbol of American Thanksgiving Day culinary preparations, lechon, the suckling pig slowly roasted over live coals to make it evenly crispy and mouthwateringly succulent, remains the reigning centerpiece of a typical Filipino fiesta. Filipinos all over the world bring with them the image of the lechon everywhere they go, whether they are overseas contract workers or immigrants. Never mind if they cannot have the real thing… buying instead a few kilos of pork, and then frying it in deep fat, they smile with delight after buying a bottle or two of Mang Tomas from an Asian store. The feast then begins, conjuring memories of home from wherever they are.

Filipinos love to flavor their food with dipping sauces, which the elders call "sawsawan", meaning "where to dip". It is not unusual therefore to find people dipping delectable morsels of chicken, fish, meat, even celery stalks and carrots into a bowlful of Mang Tomas Sarsa. Or else, for lack of a viand, they find an able substitute in Mang Tomas Sarsa, using it as rice topping and flavoring their rice with it.



HISTORY

The company was formed in the late 80s by Hernan Reyes. In those days, Manila had a number of small independent "lechon houses". Each of these houses prepared lechon sauces using their own secret family recipes. One such business, "Aling Pitang" located in Quiapo, did not enjoy great popularity. Still Hernan Reyes believed that the thick, rich sauce they offered with the cooked meat was the best in town. Purchasing the recipe, Hernan Reyes set up a small manufacturing plant.

He named the product after a much more successful lechon house named Mang Tomas located in Sta. Mesa, Manila.

Many years later, in order to gain an exclusive hold on the name, Southeast Asia Food Incorporated purchased the lechon house. By that time Mang Tomas Sarsa had already become more famous than the lechon house itself. In October 1991, a group of Philippine businessmen engaged in the manufacture and distribution of food products and specializing in condiments, began to bring together several smaller manufacturers via both



mergers and acquisitions under Southeast Asia Food Incorporated, which later became an integral part of the NutriAsia group of companies.

Mang Tomas also introduced other products such as a hot and spicy variant for consumers who preferred a slightly "hotter" sarsa. Mang Tomas also introduced Mang Tomas Adobo Mix to allow busy housewives to conveniently prepare another Filipino favorite, adobo.

THE PRODUCT

Mang Tomas was originally conceived as a sauce specifically for lechon, the king of dishes among Filipinos.

The result is a sauce that is sweet, spicy, sour and salty, a combination that stimulates the palate and enhances the taste of meats. It was consumers themselves who discovered that the very same sauce was a superb accompaniment to many other types of food. As a dip, Mang Tomas enhances the flavor of liempo (roasted pork leg), lechon kawali (fried pork), pork chops, squid balls, lumpiang shanghai (spring rolls), daing na bangus (salted and dried milk fish), and among many others.

Consumers have also discovered that Mang Tomas Sarsa added flavor not just to cooked meat, but also to cooked fish, vegetables and other dishes. Mang Tomas adds a distinct flavor to everyday dishes such as adobo (fried pork pre-marinated in soy sauce), chopsuey (meat and vegetables sautéed the Chinese way), kaldereta (stewed pork or goat), binagoongan (stewed pork accompanied by fish paste) and kare-kare (meat and vegetables cooked in a peanut-based sauce). In effect, the sauce has now evolved into an inextricable ingredient of the Filipino kitchen and dining table.

RECENT DEVELOPMENTS

The product was recently renamed Mang Tomas All Around Sarsa to embody the product's versatility as a dip for roasted and fried dishes, as well as a cooking ingredient for everyday dishes. The company has also developed an advertising campaign to inform consumers of Mang Tomas All Around Sarsa's versatility. Recipes using Mang Tomas Sarsa have also been developed to demonstrate the latter's indispensable value as a cooking ingredient. These recipes are widely distributed through on-the-pack merchandising and print ads.

As part of this promotion, Mang Tomas All Around Sarsa also sponsors cooking shows, demonstrating the product's various uses and harping on the improved taste of dishes when the sarsa is included in the recipe.

PROMOTION

Tri-media campaigns have proven to be a key strategy to promote Mang Tomas All Around Sarsa's various uses. The brand's advertising campaign highlights how Mang Tomas All around Sarsa makes everyday dishes into extraordinary ones by adding its unique flavor to the dishes. Recipes are published in leading women's magazines, while cooking demonstrations are conducted on television.

Mang Tomas is kept in the public's eye by with its promotion of televised regional game shows and cooking programs. Moreover, sample sachets are distributed in wet markets and supermarkets, allowing potential consumers to taste the product.

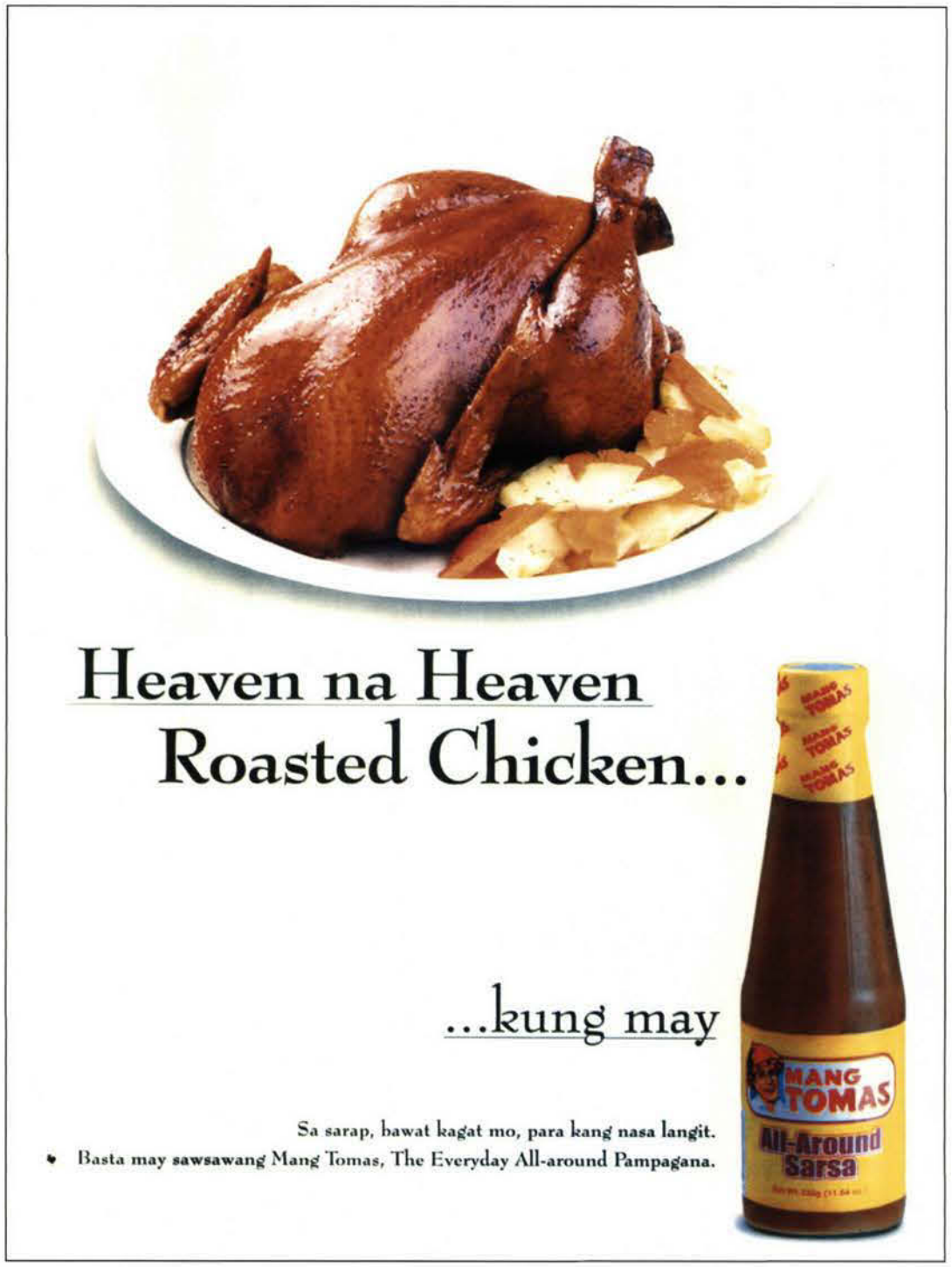
BRAND VALUES

The now very familiar logo of Mang Tomas shows a man's smiling face. He is wearing a salakot (the native cone-shaped straw hat), and a white shirt, both typically used by Filipino farmers. Thus he is portrayed as approachable and as someone proud of his nationality as well as his name, Mang Tomas. It is a clever touch, as both aura and attire project a man of humble origins – suggesting a homey, unpretentious background with absolutely no snob appeal. The image endears Mang Tomas all the more to his multitude of Filipino patrons, not the least of which are the masa (masses).

Of late, a subtle change has been introduced in the logo. It used to have a bamboo border, but now has a more contemporary one using rounded edges to signify that Mang Tomas, apart from his endearing, grass-roots origin, has a facet to him that is also growing and changing with the times.

Mang Tomas is recognized as the superior Filipino sauce of uncompromising quality. And as a result of the company's successful export thrust in recent years, people overseas now regularly taste and enjoy the delicious flavor of Mang Tomas All around Sarsa in the same way an entire nation has grown to instantly recognize, love and savor the brand.





THINGS YOU DIDN'T KNOW ABOUT MANG TOMAS

- Hernan Reyes named his product after a very popular lechon (roasted pig) house called Mang Tomas because he believed that the thick, rich sauce of the Aling Pitang lechon house from whom he had originally purchased the sauce recipe was also the very best in town. He then set up a small manufacturing plant and began selling the sauce.
- Mang Tomas was originally conceived as a sauce specifically for lechon, the king of dishes for Filipinos.
- It is now known as Mang Tomas All around Sarsa to embody the product's versatility and extremely wide spectrum of use.