

BUNGE EXPERTISE AND CAPABILITIES

EXPERTISE

Bunge keeps a **finger on the pulse of the food market**, tracking and establishing trends and **developing new innovations** in response to them.

HEALTH AND WELLNESS SHARE OF RETAIL FOOD MARKET



HEALTH AND WELLNESS CATEGORIES FOR OIL, FATS & SAUCES*



With experience in food service, food processing, and consumer goods,

Bunge delivers products that touch people's lives every day.

We understand the challenges of both the B2B and B2C worlds, and Walmart's unique place within them both.

BUNGE

Like Walmart, Bunge is dedicated to developing products that promote **HEALTH AND WELLNESS, SUSTAINABILITY, and SIMPLICITY.**

Bunge recently became partners with **ASDA**, a European subsidiary of Walmart, supplying 100% of their private label spreads.

CAPABILITIES

Bunge has the ability to **recreate a majority of the margarine and spread products currently available** on the market, including **health-focused products with value-added ingredients.**



Bunge offers the unique advantage of our **INGREDIENT INNOVATION CENTER**, in which entirely new, industry-defining products and technologies can be developed in response to changing customer and market needs.

Bunge's

INGREDIENT INNOVATION CENTER is staffed by over **25 scientists.**

AS THE 2ND LARGEST GLOBAL MANUFACTURER OF MARGARINE AND SPREAD PRODUCTS, **BUNGE IS #1 OR #2 IN BRAND SHARE** IN NUMEROUS GLOBAL MARKETS.

TOGETHER, these capabilities offer the potential for **EXPANDING** the **Great Value** brand, as well as for **CREATING NEW**, high-end proprietary brands sold **EXCLUSIVELY** at Walmart.

MARGARINES AND SPREADS

Although originally introduced as a cheaper alternative to butter, margarines and spreads are beginning to gain ground (and market share) as a healthier, value-added solution to butter.



As butter prices increase and health-conscious consumers increasingly seek out new alternatives, margarine and spread sales are expected to grow!

1 Source: Outlook 2 "Trends for the Future" Progressive-Growth January 2011

SPREADS ARE RECOMMENDED as a preferred alternative to butter by **the American Heart Association**, **the National Institutes of Health**, and **the Harvard School of Public Health**.



SATURATED FAT



CURRENT PRODUCT OFFERINGS:

RETAIL PRODUCT OFFERINGS:

- » SOFT SPREADS
- » QUARTERS / STICKS
- » WHIPPED MARGARINE
- » WHIPPED MARGARINE / BUTTER BLEND
- » SQUEEZE MARGARINES

FOOD SERVICE AND FOOD PROCESSING PRODUCT OFFERINGS:

- » 5 GRAM CUPS
- » 14 GRAM CUPS
- » 30 / 1# SOLIDS
- » 30 / 1# SOLIDS (TRANS-FAT-FREE)

- » MARGARINE REDDIES
- » EUROPEAN-STYLE MARGARINE / BUTTER BLENDS
- » LIQUID MARGARINE
- » GARLIC LIQUID MARGARINE
- » UNSALTED MARGARINE
- » 50# CUBES

COMPARED TO BUTTER,  SPREADS OFFER UP TO **60% FEWER CALORIES**, **55% LESS UNHEALTHY SATURATED FATS**, AND **ZERO CHOLESTEROL**.



Demand is increasing for spreads with **ADDITIONAL HEALTHY INGREDIENTS** like olive and canola oil, omega-3 fatty acids, and cholesterol-lowering stanol esters, as well as for healthier products with zero trans fats and fewer saturated fats.

These products generally carry a higher price, **YET THEIR SALES HAVE RISEN 15% IN THE PAST 5 YEARS.**

HEART ATTACK RISK



Switching to **spreads can actually lower "bad" cholesterol** by 11%, and heart attack risk by 19%, **thanks to a higher ratio of heart-healthy unsaturated fats than butter.**



OILS AND SHORTENINGS

Although Walmart is currently interested in working with Bunge as a partner in spreads and margarines, Bunge is also a global leader in the development and production of oil products, an extensive market that continues to grow and expand with new innovations and new opportunities.

WALMART'S OPPORTUNITY WITH BUNGE

Walmart already uses Bunge as a supplier for some oils; however, Bunge has the resources to partner with Walmart as a one-stop resource for oil products.

BUNGE'S FOOD PROCESSING AND FOOD SERVICE PRODUCTS (E.G., SHORTENINGS, FRYING OILS, COOKING SPRAYS) ARE IDEAL FOR USE IN THE PRODUCTION OF OTHER GREAT VALUE ITEMS (E.G., BAKING AND SNACKS). BUNGE CAN ALSO WORK WITH OTHER WALMART SUPPLIERS OR MANUFACTURING PARTNERS TO AID THEM IN THE PRODUCTION OF THEIR PRODUCTS.

Bunge oil products are formulated with unique innovations that can reduce or remove trans fat, decrease saturated fats, and offer non-hydrogenated shortenings and oils. Together, these innovative oils can offer Walmart the potential to develop more health-conscious, heart-friendly products (and promote them as such).

BUNGE IS A GLOBAL LEADER IN OIL PRODUCTION:

- #1 IN GLOBAL OIL SEED PROCESSING,
- #1 AND #2 IN GLOBAL RETAIL BRANDS,
- #1 IN GLOBAL SOYBEAN OIL PRODUCTION,
- #1 IN NORTH AMERICAN CANOLA OIL PRODUCTION.

BUNGE

As consumers grow more educated about nutrition and health and wellness, they're discovering **OILS ARE NOT ALWAYS AS BAD AS THEY'RE MADE OUT TO BE**, serving a useful purpose as a **SOURCE OF ESSENTIAL NUTRITION AND FLAVOR**.



THE CAGR OF OILS IS ESTIMATED TO INCREASE FROM **2% IN 2012** TO **4% BY 2016**¹

1. "Fats and Oils/Cooking Oils in the U.S., North America, Olive Oil, and Beyond." *Pathways Facts*, October 2011.

In particular, healthier oil products—formulations with **LOW SATURATED FATS, ZERO TRANS FATS, AND NO PARTIALLY HYDROGENATED OILS**—are driving consumer demand, accounting for **28% of the marketplace**.

PRODUCT LIST



SHORTENINGS

- ▶ **ULTRASTABILITY**—zero trans fat solution, with low saturated fat and high stability
- ▶ **ULTRABLENDS, ENZYMATIC SOLUTIONS**—zero trans fat solution that offers optimized saturates without partial hydrogenation
- ▶ **ULTRABLENDS, DESIGNER SOLUTIONS**—custom solutions that combine multiple Bunge advances, including reduced trans fat, zero trans fat, and/or non-hydrogenated oils
- ▶ **RIGHT TECHNOLOGY**—reduced trans and saturated fat solution
- ▶ **NH TECHNOLOGY**—non-hydrogenated, zero trans fat solution



FRYING OILS

- ▶ **NUTRA-CLEAR NT**—zero trans fat high oleic canola oil, highly stable for long fry life
- ▶ **POURIN FRY NT**—zero trans fat soy-cornola blend, highly versatile
- ▶ **AMAZING NT**—zero trans fat, unique corn taste, ideal for high-temperature cooking



COOKING SPRAYS

- ▶ Available in non-aerosol, all-purpose, butter-flavored, and high heat varieties
- ▶ Trans-fat- and cholesterol-free



VIRGIN OILS

- ▶ Includes pressed sunflower, soybean, and canola oils
- ▶ Rich in heart-healthy omega-3 fats and a good source of Vitamin E