



## Brand Guidelines

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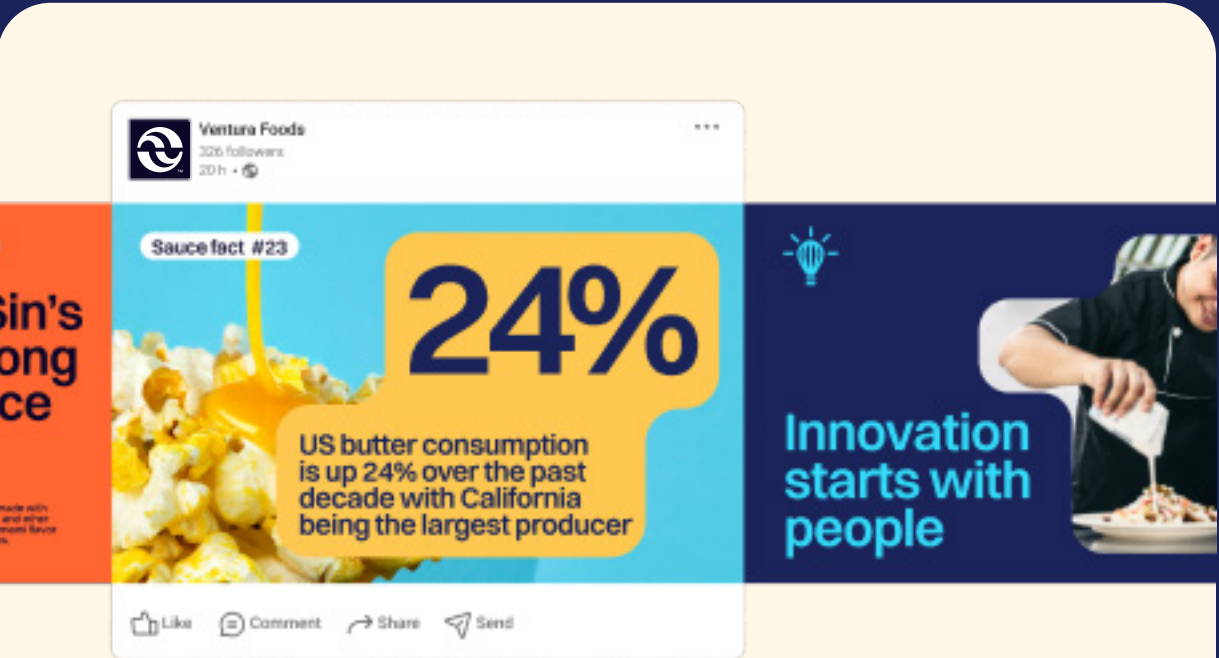
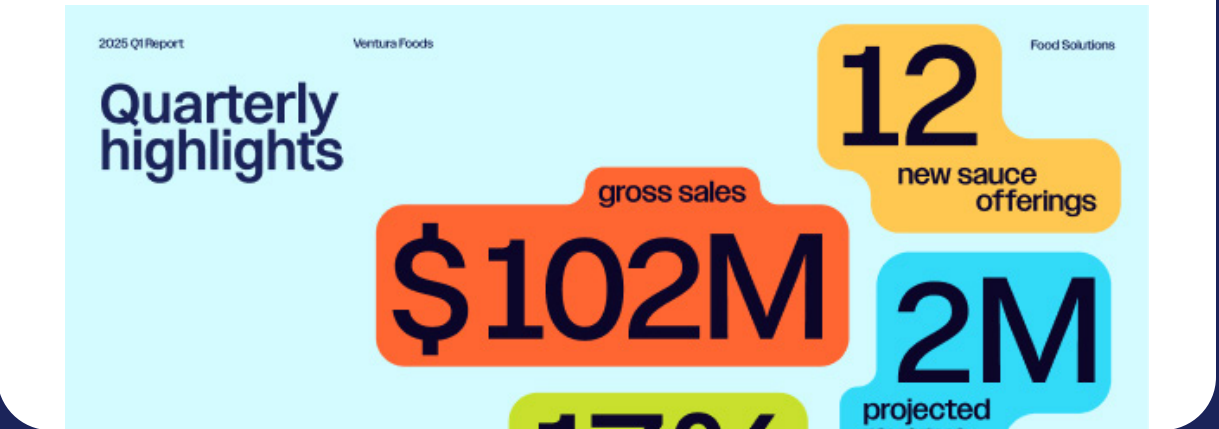
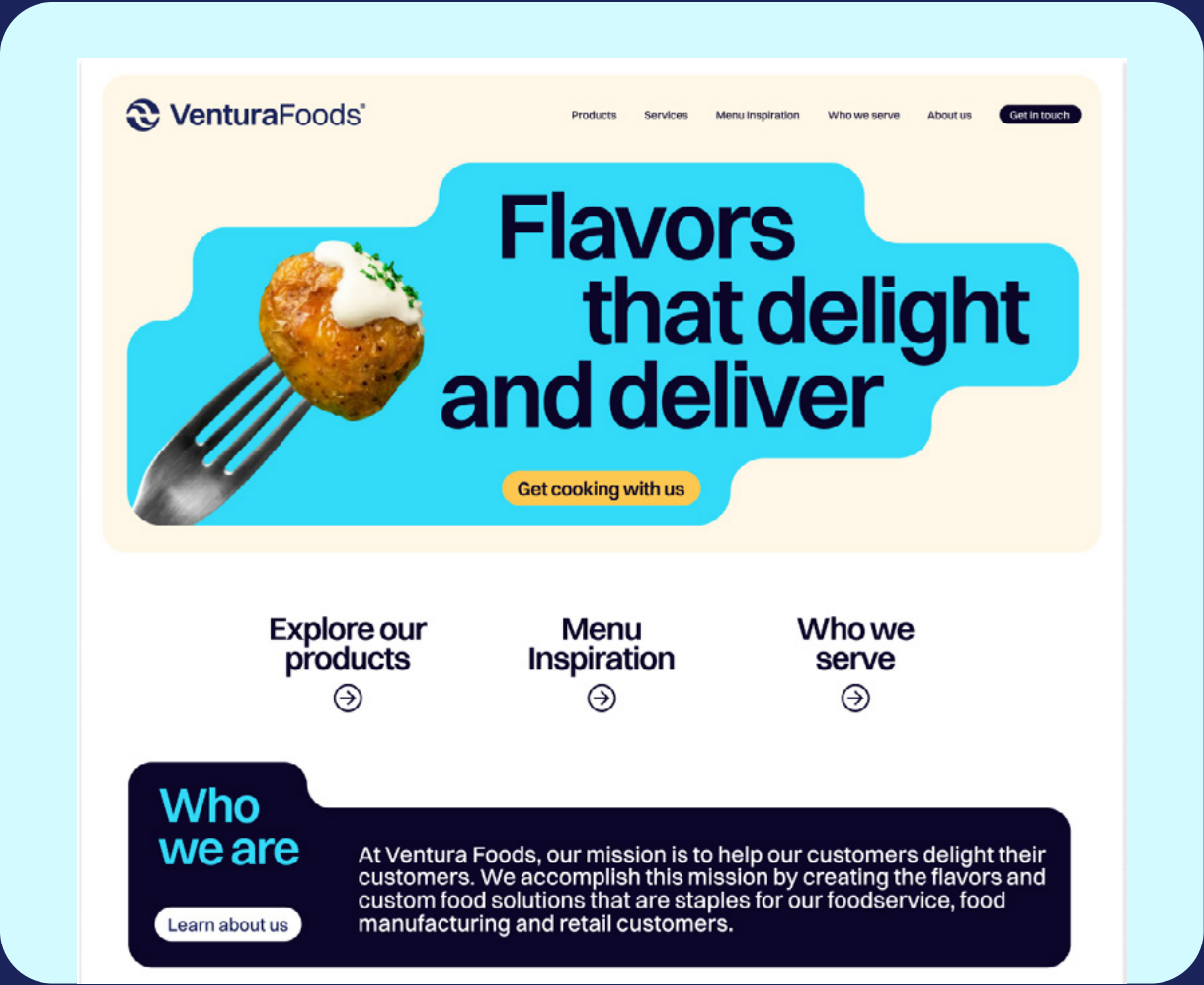
# Overview

Welcome to the Ventura Foods Brand Guidelines.

This guide offers a detailed overview of the key elements that define our visual identity. It's designed to help you understand our brand and apply it consistently, while also supporting thoughtful evolution of our look and feel.

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# Who is Ventura Foods?

We are company built on care, collaboration, and craft. For decades, we have been trusted partners to the foodservice industry—known for our quality, consistency, and ability to meet customers where they are. But today, Ventura Foods is more than a manufacturer. We are a solutions-driven company, connecting culinary creativity, operational scale, and deep industry expertise to help our partners succeed.

Our story is defined by four enduring attributes:

<b>Trustworthiness</b>	<b>Innovation</b>	<b>Care</b>	<b>Collaboration</b>
We show up with integrity and reliability, always putting customers and employees first.	We bring forward-thinking solutions to the table, from chef-driven solutions to cutting-edge operational systems and manufacturing processes.	We put our people and their performance first, fostering a culture of belonging and pride while supporting our partners with the same commitment.	We thrive on partnership, working side-by-side with customers, employees, and communities to build extraordinary outcomes together.

Yet what sets us apart is how we connect these strengths into a unified whole: a brand that bridges customer needs and employee pride, and a company that blends practicality with vision.

Modern, approachable, and dynamic, the new Ventura Foods reflects our growth orientation, our culture of care, and our customer-first disposition. We are here to help our partners navigate complexity, unlock new opportunities, and bring extraordinary food experiences to life.

Note: Full voice & messaging guidelines with detailed tactics and in-depth breakdowns are available in a separate PowerPoint document.

**01**

# Voice & Messaging



# What is voice & messaging?

## Messaging is what we say

The structure and prioritization of thematic ideas we want our audiences to know and remember.

We use our messages to inform our copy, so when we're writing, we're always connecting back to who we are and what we stand for.

## Voice is how we speak

Our writing and speaking style, such as language, syntax, rhythm, and pacing.

When used correctly and consistently, our brand voice allows us to create a familiar connection with our audiences.

# Our voice persona

Our voice brings a warm, accessible kind of expertise to the table.

We sound passionate without pretense.

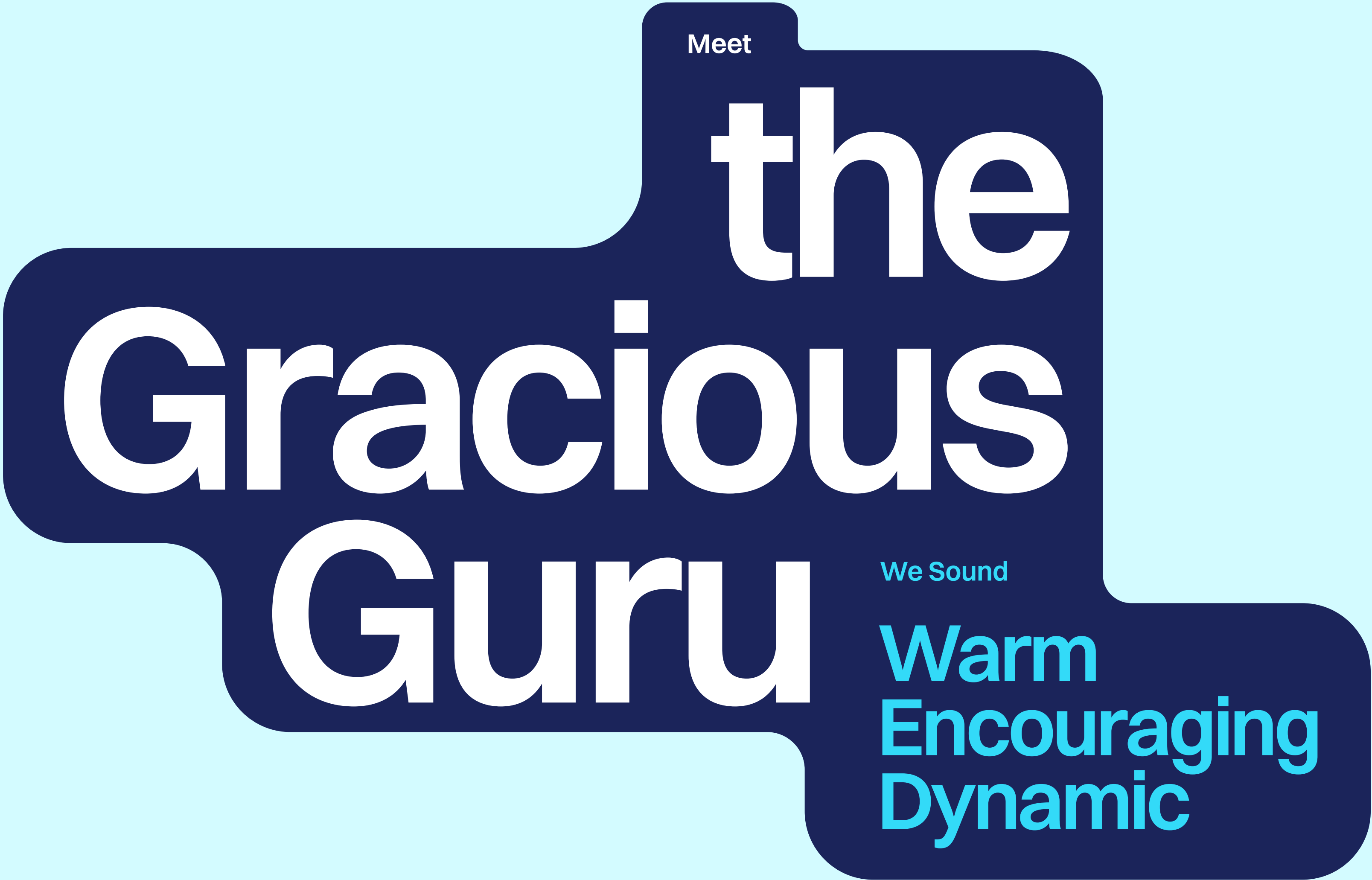
Authentic. Assertive. With an engaging touch of energy.

Showing our care—without compromising confidence.

The kind of collaborative leader who empowers through helpful insights, experiences, and creative ideas.

So every idea is inspired by “we”, and every action results in shared success.

Ready to start building together?





# Our voice principles

## Lead with heart

**Description**

We share our expertise with care and confidence. Expressing genuine warmth while showing up as a trusted leader.

## Invite them in

**Description**

We want our audiences to feel included, so we say it simply—engaging directly with accessible language.

## Keep it moving

**Description**

We move things along. That means we say what we mean, keep it brief, and always hold their attention.

Sounds

**Empathetic and Assured** never overly Sentimental or Preachy.

Do

- ✓ Show we care by prioritizing warm, heartfelt language and a conversational tone.
- ✓ Guide audiences and signal expertise by making declarative statements, stating perspectives and knowledge with confidence.

Do Not

- ✗ Get overly personal or emotional so it feels unprofessional or fake.
- ✗ Make claims or absolute statements that sound arrogant, comparative, or over-promising.

Sounds

**Welcoming and Relatable,** never overly Commanding or Corporate.

Do

- ✓ Write like you speak. Using familiar words, clear constructions, and straightforward explanations.
- ✓ Engage collaboratively with inclusive contractions (e.g., let's, we're, etc.) encouraging invitations, and the occasional question.

Do Not

- ✗ Use business jargon that makes things colder and harder to understand.
- ✗ Create undue urgency or pressure with an aggressive tone or unnecessary punctuation.

Sounds

Sounds **Concise and Compelling,** never Frantic or Disjointed.

Do

- ✓ Write shorter, snappier sentences. Get there with thoughtful use of fragments and punctuations.
- ✓ Add interest-not length- with targeted alliteration, repetition or directional statements (e.g., “From X to Y”, “First X, then X”).

Do Not

- ✗ Break it up to the extent that things start to lose meaning.
- ✗ Overuse alliteration or repetition in the same sentence.

# Modulating our voice

The following aren’t strict rules, but tools to help you approach your Voice for your writing objective, to be used in addition to your discernment or any additional context.

When you need to	Engage	Inform	Inspire
In channels like	Social media, Trade shows, Recruiting	Web (e.g. trend casting/insights, capabilities, brochures, product descriptions)	Web (e.g. Who we are, case studies, events, etc.)
Lead with	<div>Keep it moving</div> <p>by writing snackable sentences to grab attention and “stop the scroll”.</p> <p><i>“The facts, the flavors, the formulas”.</i></p>	<div>Lead with heart</div> <p>by giving clear context for our reasoning and recommendations, so people can feel confident in our guidance.</p> <p><i>“When sales data doesn’t show the whole picture, panel testing helps you see what your audience is looking for.”</i></p>	<div>Invite them in</div> <p>by using invitational phrases to help people picture themselves in what we do.</p> <p><i>“See how we turned a diner’s optional side salad into a must-order”.</i></p>
Support with	<div>Invite them in</div> <p>by using welcoming and inclusive language to foster interaction.</p> <p><i>“Come see how our connected teams can support your talents”.</i></p> <div>Lead with heart</div> <p>by declaring our perspective with conviction to get people interested in our expertise.</p> <p><i>“Explore the top food trends everyone will be talking about in 2026”.</i></p>	<div>Keep it moving</div> <p>by using directional statements to simplify length and complexity.</p> <p><i>“When sales data doesn’t show the whole picture, panel testing helps you see what your audience is looking for”.</i></p> <div>Invite them in</div> <p>by using simple language to make industry-specific jargon accessible.</p> <p><i>“Limited-service restaurants (like Chipotle)”.</i></p>	<div>Lead with heart</div> <p>by using phrases that show our passion to help ignite passion in others.</p> <p><i>“seeing our creativity come to life with inventive new flavor combinations”.</i></p> <div>Keep it moving</div> <p>by using alliterative or repetitive style to emphasize exciting possibilities.</p> <p><i>“Crunchy, crispy, or crumbly”.</i></p>



# Our supporting messages

The big picture message we want our audiences to feel, remember, and associate with Ventura foods

## Building Extraordinary Together

The messages that support our story and help us deliver on the overarching message

### We build extraordinary by

Guiding with actionable experience

As seasoned leaders from every corner of the food industry, we're experts at helping you thrive in yours. We extend our hands-on expertise and forward-looking vision to help people take their skills, products, or businesses to the next level. With a blend of industry insights and time-earned perspectives, we foster excellence throughout our organization—from the kitchen to the factory floor—and give customers the clarity and direction they need to drive their business forward.

Connecting with care

We believe in the power of trusted partnership. It's evident from the way we listen closely, communicate clearly, and collaborate across everything we do. Sharing our talents, ideas, and resources freely, we uplift each other to achieve more. It's all in service of creating inspired custom solutions with a personal touch—so the flavors and formats coming out of our doors can exceed our customers' expectations.

Pursuing quality every day

At Ventura Foods, we deliver outstanding quality every day—at every level and in every department. We take equal pride in our manufacturing expertise, food innovation, and the vital functions that support them, driving continuous improvement across our entire portfolio. Whether we're fine-tuning a solution, processing ingredients, or packaging essentials, our customers can count on us to get the job done right—again and again.

# Our messaging by audience

The big picture message we want our audiences to feel, remember, and associate with Ventura foods

Building Extraordinary Together

The messages that support our story and help us deliver on the overarching message

We build extraordinary by

Guiding with actionable experience

Connecting with care

Pursuing quality every day

Translations of each supporting message that speak more directly to each of our main audiences

So our customers can...

Think bigger (and smarter) for their business

Wow consumers and win new ones

Have a go-to source for the usual and the unique

So our talent can...

Grow their knowledge and hone their skills

Be part of a supportive community

Feel proud of their work and its broader impact



# 02 Logo

# Our logo

The logo is the foundation of our brand, it speaks to who we are, what we offer, and our aspirations as a company.

It is composed of our sauce symbol and conjoined wordmark. Never separate these parts of our logo beyond the provided lock-ups.



Sauce symbol

VenturaFoods

Conjoined Wordmark



# The sauce symbol

Our new symbol communicates our unique brand story—capturing our strategic focus and unique value in the food industry as both a food manufacturer and innovator—setting the stage for future growth.

Two halves represent both parts of our business: manufacturing and innovation and nod to our joint venture ownership structure with CHS, Inc and Mitsui & Co.

Sauce swirl inspired shape



Hidden ladles in negative space of the symbol



# Our logo system

Our logo and system can be used in a few different ways, however they should follow the following principles to maintain cohesiveness and consistency.

## Primary Logo

The ideal lockup of our logomark runs horizontal and should be used whenever possible.



## Secondary Stacked Logo

Our secondary stacked logo is used when space is limited, ie vertical banners that have narrow margins.



VenturaFoods®

## Symbol Only (Limited Use)

Our symbol can be used without the wordmark only in applications where it is accompanied by our full name in text e.g. social media avatars or app icons.



# Logo clearspace & minimum size

We’ve defined a buffer zone around our logo and symbol. The clear space protects the integrity of our logo. Minimum size ensures our assets are legible and easy to read across all formats.

## Clear Space

The clear space around both our logo lockup and symbol is equal to one half of the swirl symbol.

## Minimum size

The minimum size of our logo lockup is measured by their width. Below this size, our logos become illegible and are not advised for use.




## Social Avatar



## Minimum Size

  
54 px  
0.75 in

  
36 px  
0.5 in

  
9 px  
0.125 in



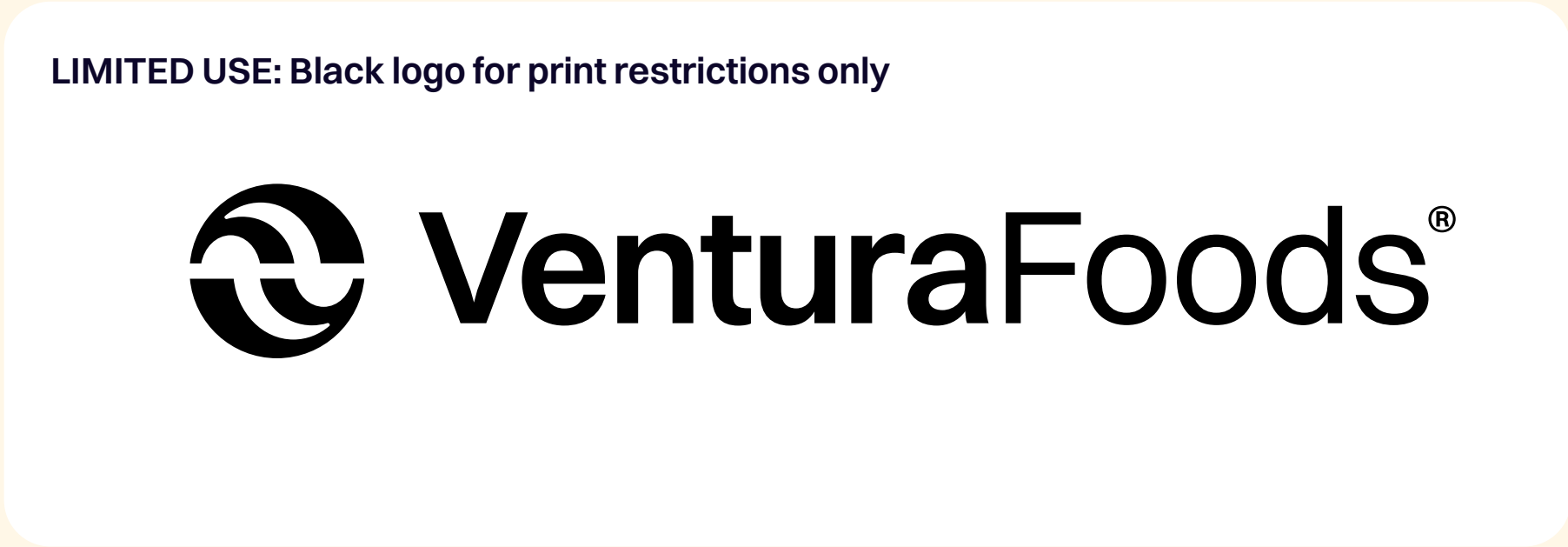
# Logo color and use

Our logo and wordmark must always be used in a single unified color of either White or Ventura Foods Blue.

When using the logo over imagery, make sure the image behind the logo is simple and not busy and that there is enough contrast between the logo and image.

Please follow the following guidance around color usage:

- Use white logo on dark backgrounds and over
- Use Ventura Foods blue logo on our innovation blue, accent colors and white backgrounds as well as light images
- Limited use of black logo is reserved solely when print restrictions make it requirement



# Social avatars

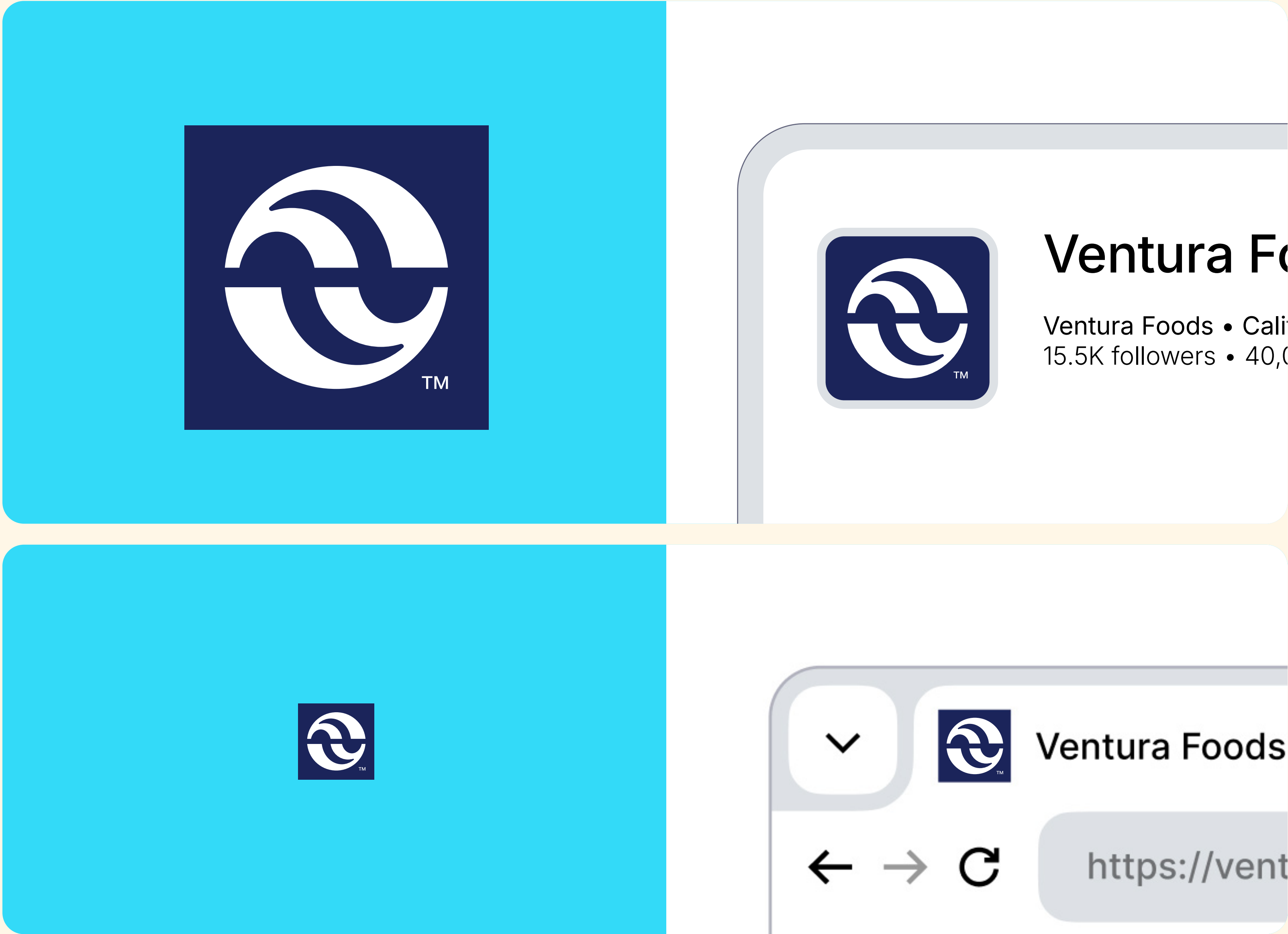
## Social profile & app icon

The logogram on a Ventura Blue color background should be used as our media symbol across social and digital platforms.

## Digital small size

To ensure visibility for all users whether they have light or dark themed browsers our favicon uses the flat version of the logo in White against the Ventura Blue background.

Maintain the logo clear space rules.



# Descriptive Lock-ups

Our location and service lockups use a consistent approach where the descriptor line is set based on the following guidance:

- Use Switzer Medium
- Place centered below the wordmark
- Height of descriptor is 1/2 the cap-height of the wordmark
- The space between is equal to the height of the descriptor

Location lockups are only to be used with our company legal entities (Canada and Mexico) and should not be used with specific sites.

## Horizontal lockups



## Stacked lockups



## Examples In-Use



## Examples In-Use



# Ventura Edge logo

We’ve updated the existing Ventura Edge logo suite into our new color palette. Make sure there is enough contrast between the logo and background.

Innovation Blue



Ventura Blue



White & Innovation Blue



Ventura Blue + Innovation Blue



White



Black





# Logo misuse

To maintain brand integrity, we have a few important watch-outs for logo use. Follow these rules to ensure consistency across all applications.



Do not use our old logo assets



Do not place the logo over a busy backgrounds with low contrast



Do not use the V & F to create a monogram



Do not change the symbol or wordmark



Do not use unapproved colors, strokes, or effects on the logo



Do not use descriptive lockup with plant location  
E.g. Customer Solutions Center or Chambersburg

# 03 Color

# Color palette

Color is a critical component to our brand system and should be treated as such when applying it throughout.

Our primary palette is built around the heritage and trust of our Ventura Foods Blue, while our highlight Innovation Blue speaks our commitment to new food solutions.

Our accent palette is inspired by sauces and provides variety and energy to our system. They are always used individually in combination with our blues—either as accents on primary brand expressions, or used larger on secondary applications where the brand is established.

Note: Colors have been refined digitally and CMYK values are determined using Adobe conversion and should be tested before printing.

<p><b>Dark Blue</b></p> <p>RGB: 12/6/41 HEX: 0C0629 CMYK: 89/86/50/68 PMS: 289 C</p>	<p><b>Ventura Foods Blue</b></p> <p>RGB: 23/36/90 HEX: 1B245A CMYK: 100/96/33/26 PMS: 280 C</p>	<p><b>Innovation Blue</b></p> <p>RGB: 51/218/248 HEX: 33DAF8 CMYK: 68/0/9/0 PMS: 311 C</p>	<p><b>Light Blue</b></p> <p>RGB: 211/251/255 HEX: D3FBFF CMYK: 14/0/2/0 PMS: 9464 C</p>
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<p><b>Butter</b></p> <p>RGB: 255/200/81 HEX: FFC851 CMYK: 0/22/78/0 PMS: 135 C</p>	<p><b>Hot Sauce</b></p> <p>RGB: 255/102/50 HEX: FF6632 CMYK: 0/75/86/0 PMS: 1655 C</p>	<p><b>Olive Oil</b></p> <p>RGB: 200/224/45 HEX: C8E02D CMYK: 26/0/96/0 PMS: 390 C</p>	<p><b>Mayo</b></p> <p>RGB: 255/247/231 HEX: FFF7E7 CMYK: 0/2/9/0 PMS: 9224 C</p>	<p><b>White</b></p> <p>RGB: 255/255/255 HEX: FFFFFFFF CMYK: 0/0/0/0</p>
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\*Pantone codes updated on 10 November 2025



# Color use

When using our colors, it's important to consider a few principles.

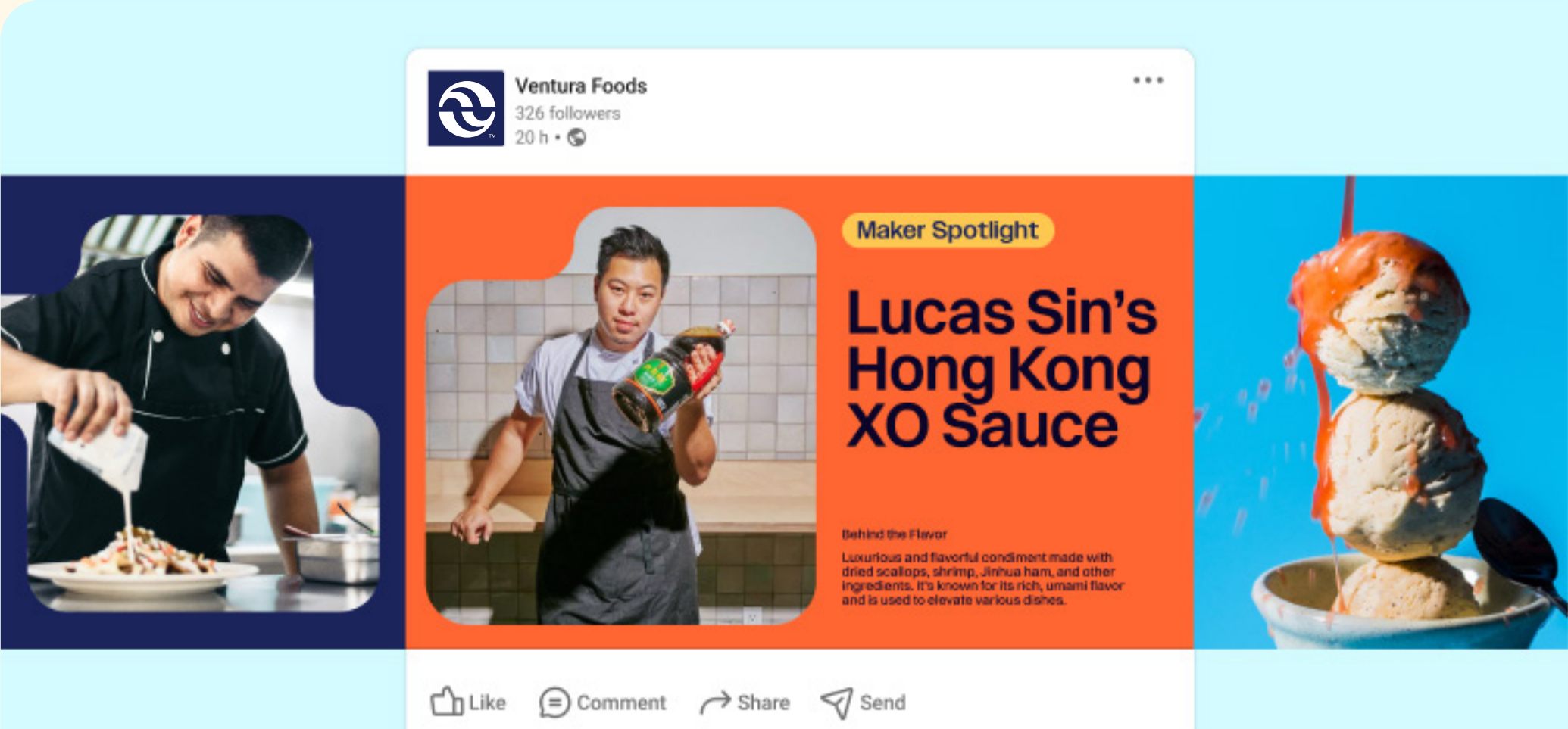
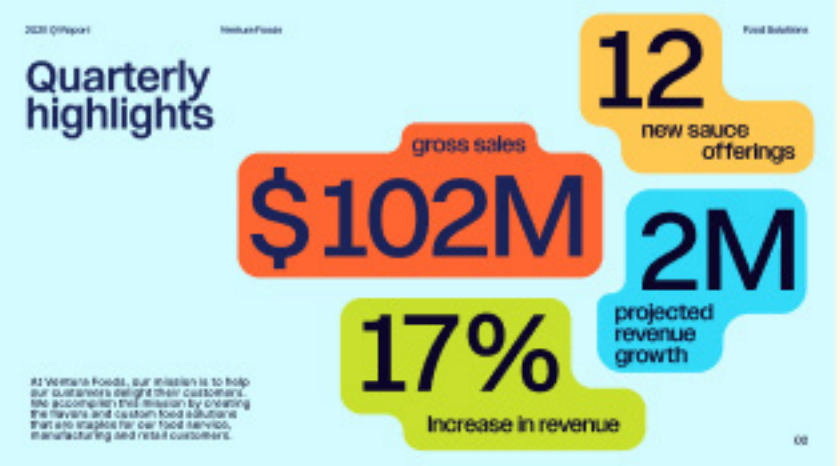
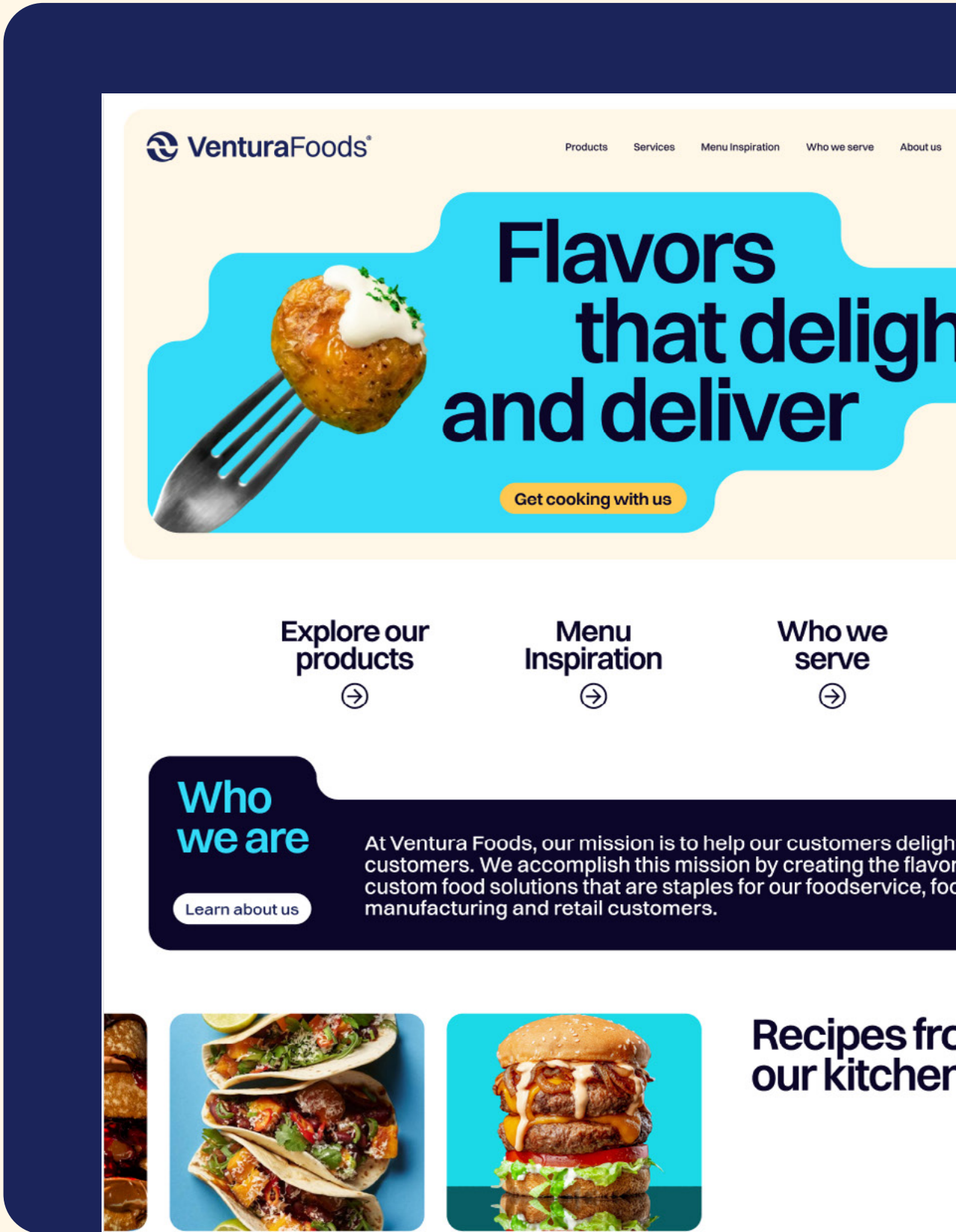
## Blue First

First and foremost our brand is a blue brand, while there are scenarios where we can use an accent as a color flood, the rule of thumb is that we should be 80% blue palette and 20% accents.

Within our blue palette, we should use the navy Ventura Foods Blue as our dominate color and Innovation blue as a highlight.

## Using Accents

When applying accents it's important to use them properly, as an offset in small scale in a website button, or as a color flood in a social carousel. However it should never be the only application of color in a graphic.





# Color accessibility

Web Content Accessibility Guidelines compliance ensures that individuals with disabilities have equal access and opportunities to read content clearly in all web and digital settings.

All text combinations listed to the right meet or exceed AAA standards of 7:1 contrast.

AAA

AAA

AAA

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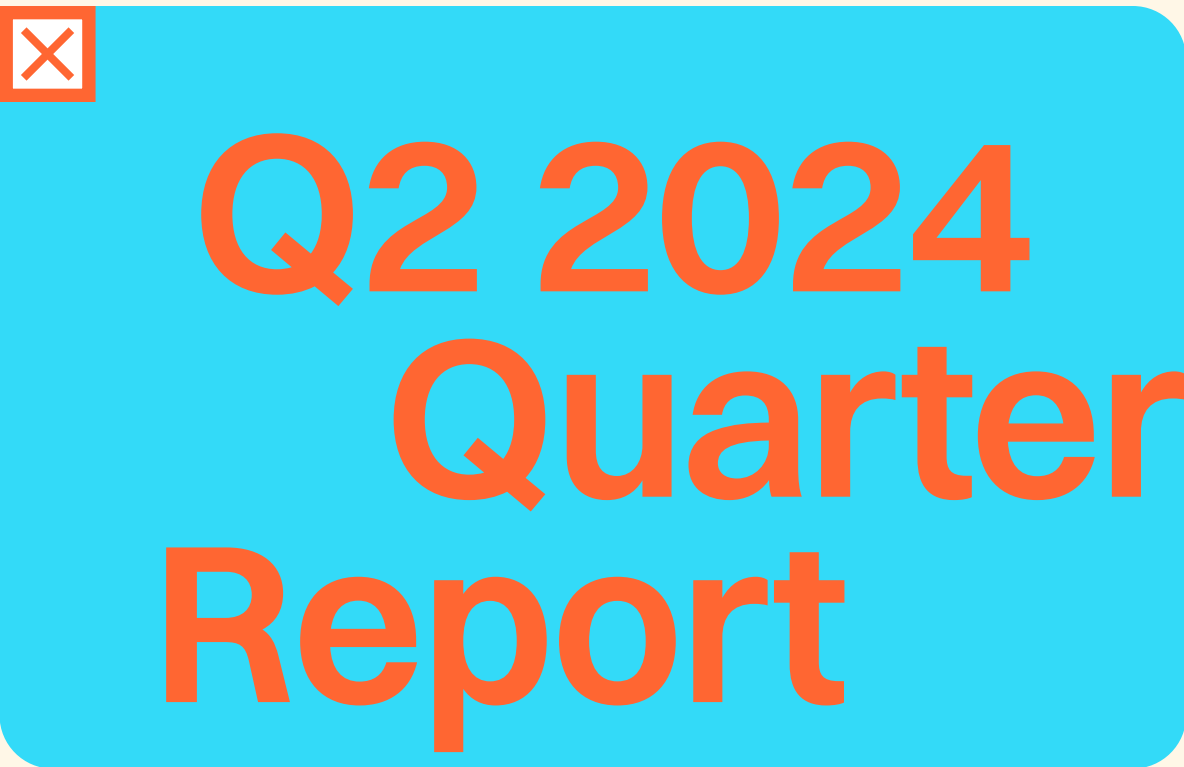
AAA

AAA

# Color misuse

Color is central to our brand expression and plays a vital role in building recognition and emotional impact. Misusing color can weaken our visual identity and compromise accessibility.

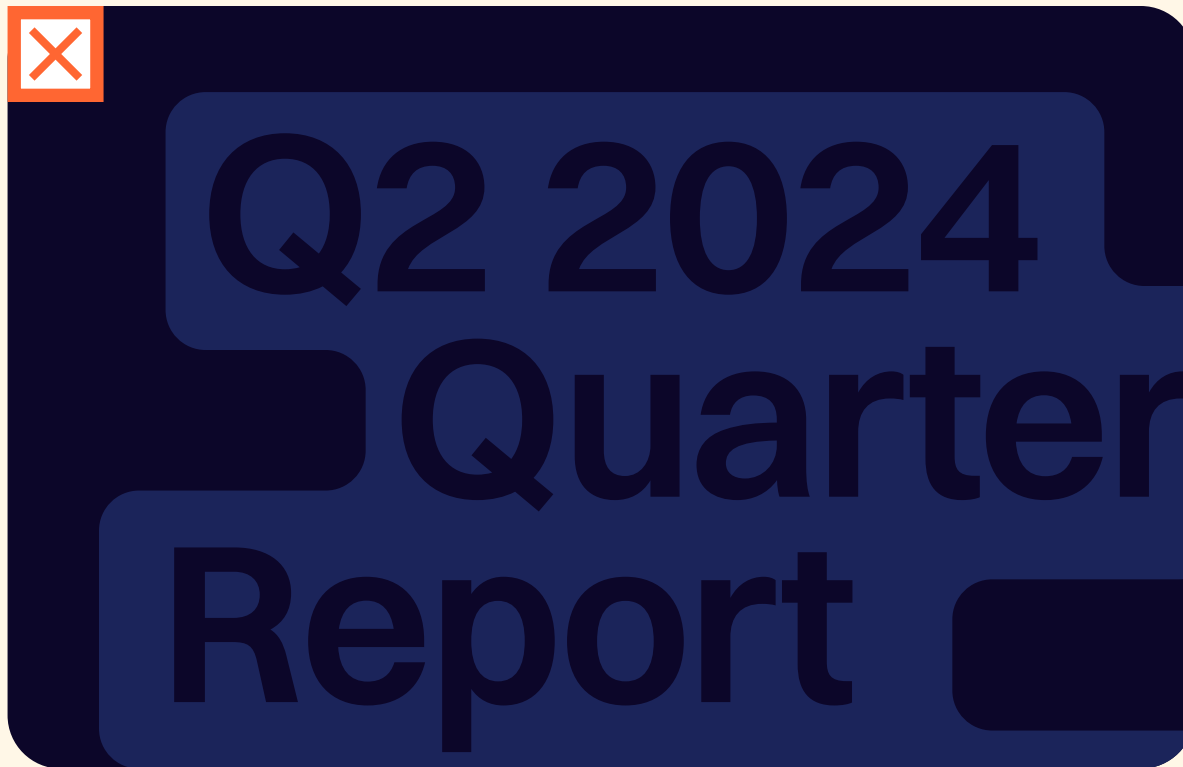
The following guidelines outline what to avoid to ensure our color usage remains consistent, effective, and inclusive.



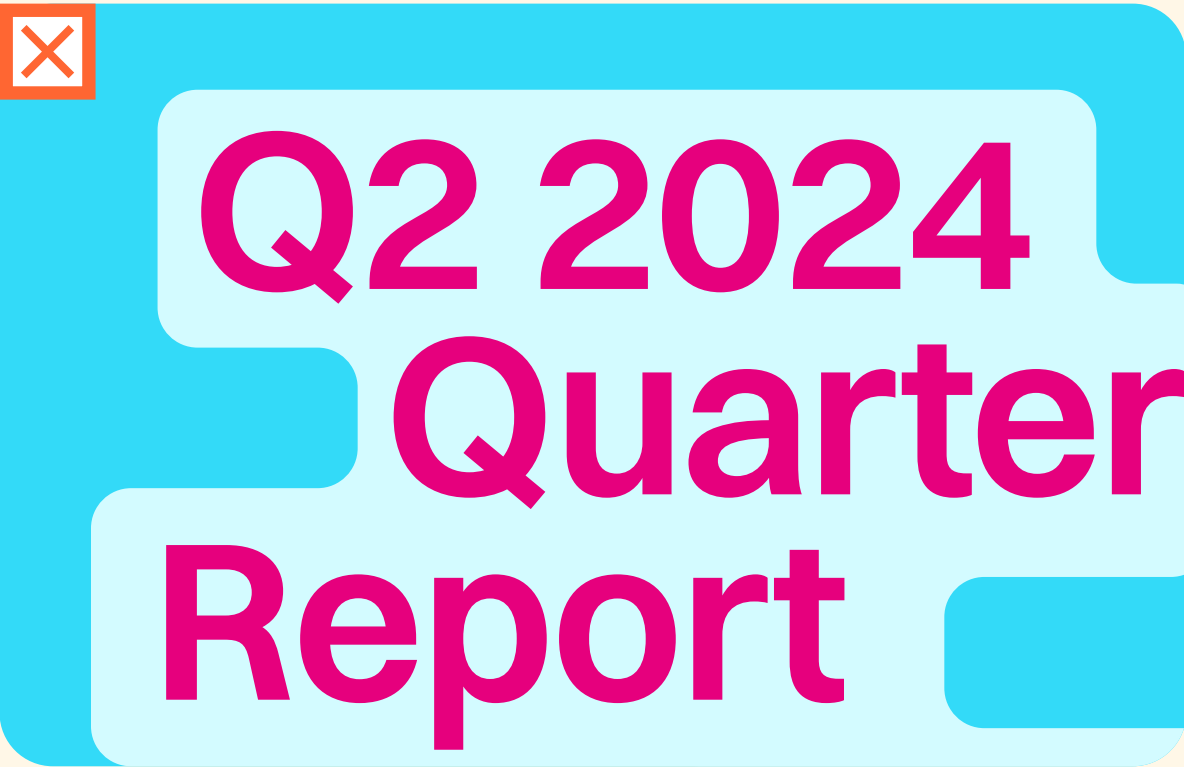
Do not put headlines in an accent color



Do not use accent colors on other accent colors



Do not use low contrast color pairings when text must be fully legible



Do not use unapproved colors



Do not use too many colors



Do not use gradients

04

# Typography

# Our typeface

Our new brand font Switzer captures our boldly innovative but trusted design with the large presence of its lowercase characters yet refined, even modernist construction. Designed by Indian Type foundry this international style neo-grotesk font is free and accessible without license fees from [fontshare.com](https://fontshare.com)

Switzer is our universal brand typeface and should be used across all our branded communications.

In general, our headlines are set in Switzer Semibold and our body copy is set in regular. Please follow the typesetting guidance on the right.

# Switzer

**Switzer  
Semibold**

**Typesetting:**

Tracking: -4%  
Leading: 90%

**This is an example headline  
using Switzer Semibold.**

**Switzer  
Regular**

**Typesetting:**

Tracking: 0%  
Leading: 100%

This is an example of body copy using Switzer Regular intended for longer blocks of copy. It should not be used for headlines



# Standard hierarchy

Consider the following as a starting point for typesetting guidance. However, every application should be formatted based on its specific needs and use.

We should always use sentence case universally across every level of hierarchy without exception.

Our typography should only be set in our blues, cream or white.

When using our fallback font Arial, headlines should appear in Bold.

Remember to follow accessibility guidance around color usage.

Flavors  
that deliver

**H1**  
Switzer Semibold  
Size: 4-8X  
Tracking: -4%  
Leading: 90%

Team up with the best.

**H2**  
Semibold  
Size: 2-3X  
Tracking: 0%  
Leading: 110%

Our mission

At Ventura Foods, our mission is to help our customers delight their customers. We accomplish this mission by creating the flavors and custom food solutions that are staples for our foodservice, food manufacturing and retail customers.

**H3**  
Semibold  
Size: X  
Tracking: 0%  
Leading: 110%

**Body**  
Regular  
Size: X  
Tracking: 0%  
Leading: 110%

Get cooking with us

**CTA**  
Semibold  
Size: X  
Tracking: 0%  
Leading: 110%

# System fonts

We use our fallback fonts when creating collateral for internal use or limited distribution when our brand typefaces are not available.

Microsoft Office system fonts are only suggested if all other fonts are not able to be loaded due to software restrictions.

These fonts are a last resort and furthest from our ideal brand expression. In such cases, we can use Arial Bold for headlines and Arial Regular for body copy.

**\*DO NOT use fallback fonts on external, widely published collateral.**

Arial Bold

Typesetting:  
Tracking: -4%  
Leading: 90%

This is an example of body copy using Arial Bold.

AaBcCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWw  
XxYyZz

0123456789  
!@#\$%^&\*()

AaBbCcDd

Arial Regular

Typesetting:  
Tracking: 0%  
Leading: 100%

This is an example of body copy using Arial Regular.

AaBbCcDd

# Type misuse

Typography is a key element of our brand voice and helps create a consistent, recognizable identity. Misusing type can disrupt readability, tone, and visual harmony.

The following points highlight what to avoid to ensure our typography remains clear, cohesive, and on-brand.



Do not use unapproved fonts or colors



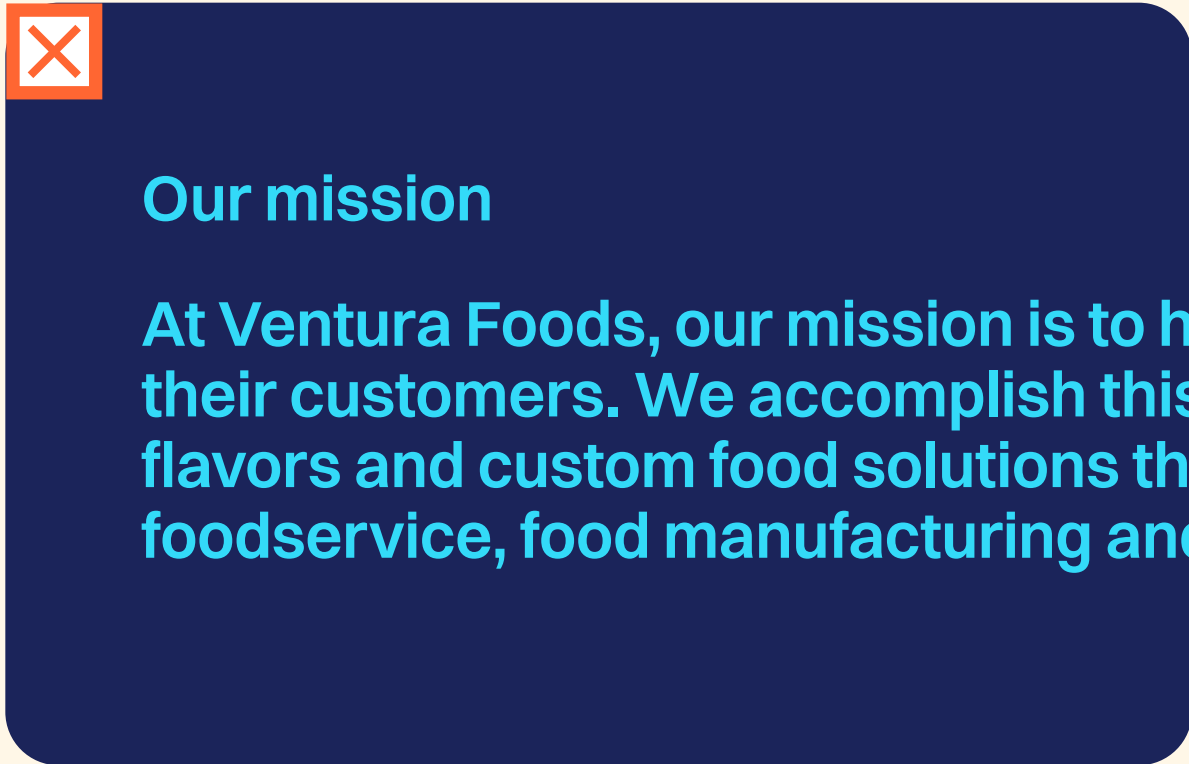
Do not apply strokes, shadows, or effects to typography



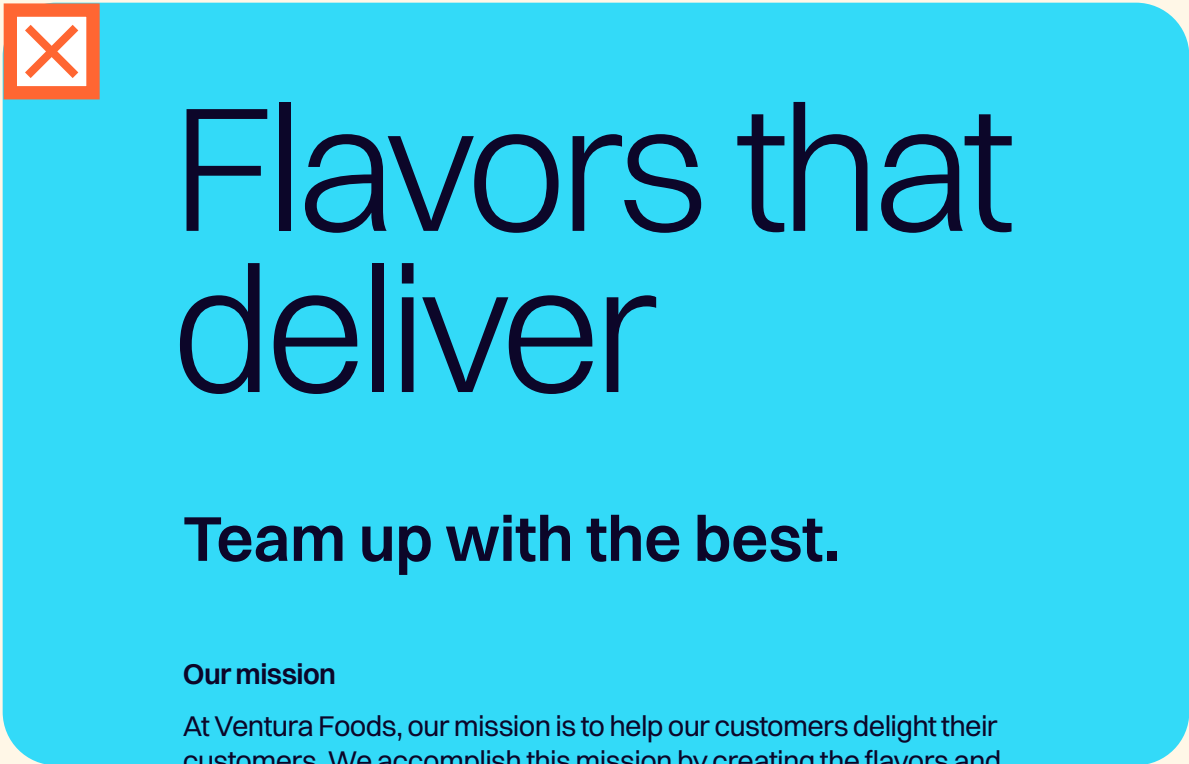
Do not use improper kerning or tracking



Do not use all caps for headlines



Do not use heavier weights for body text



Do not use lighter weights for headline text

**05**

**Photography**



# Photo overview

Photography is the means in which we can capture who we are, in both the products we serve and the people who make it happen in the manufacturing sites, innovation centers and corporate offices.

Whether it's sourced imagery or a bespoke photoshoot, it's critical to follow our principles we have set forth in how we capture our people, processes, and food to create a cohesive look and feel.





# Food photo principles

## Boldly blue

Our food photos are taken against studio back drops that are either cohesive with—or edited in post to match—our brand palette. Propping is kept to a minimum.

## Crisp contrast

High contrast lighting creates strong shadows and crisp focus that bring out the details in our food.

## Saucy styling

We're extra saucy with our food styling, highlighting our impactful flavors through dripping excess.





# Process photo principles

## Expertise

Location is either a professional kitchen or in a manufacturing space to highlight our capabilities and reinforce our knowledge and reliability as a partner.

## High exposure

Exposure is high with sharp contrast to match food photography and create focus on our craft.

## Process focused

Our photography should highlight the people and processes that go into our food innovation services.





# Photo misuse

When using photography across brand materials, consistency and intention are key.

Certain approaches can dilute our visual identity or misrepresent our values.

The following guidelines outline what to avoid to ensure our imagery remains aligned, effective, and on-brand.



Do not turn exposure too low



Do not turn exposure too high



Do not oversaturate



Do not use non-brand color backdrops



Do not crop food imagery improperly



Do not desaturate photography

**06**

# Graphic layout



# Our graphic device

At the center of our brand is our liquid graphic device. It forms the core of our design system; mirroring the viscosity of sauce. It adapts to fill space or can contain text or imagery.

Its flexible nature highlights our agile nature and allows for a range of easily executable designs.



Hold text



Adapt around text



Contain imagery



# How to build: designers

In important external-facing or long-lasting marketing materials, the liquid graphic device should be implemented by graphic designers in design programs for the highest quality of execution. The following outlines the process for building our liquid graphics in Adobe products or Figma.

**Step 1: Plan out composition**  
As a general rule, larger shapes should be towards bottom.

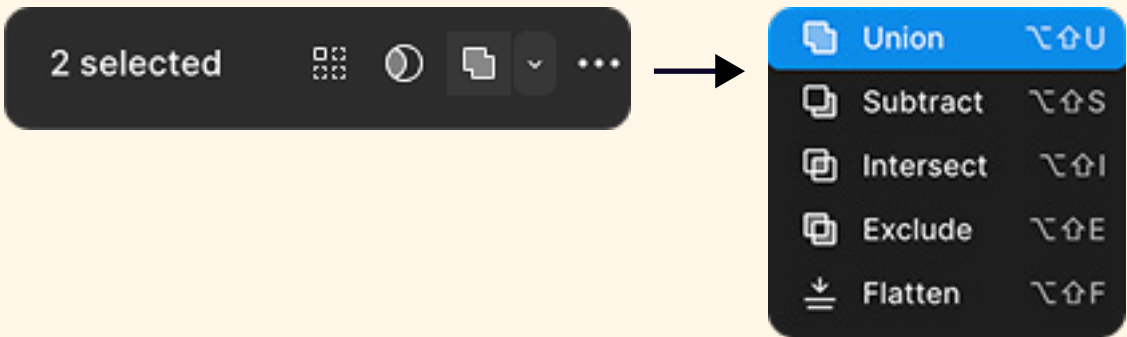
If using text, lay out your headline first, considering how to off-set each line.

If using an image, consider what areas to show versus mask.

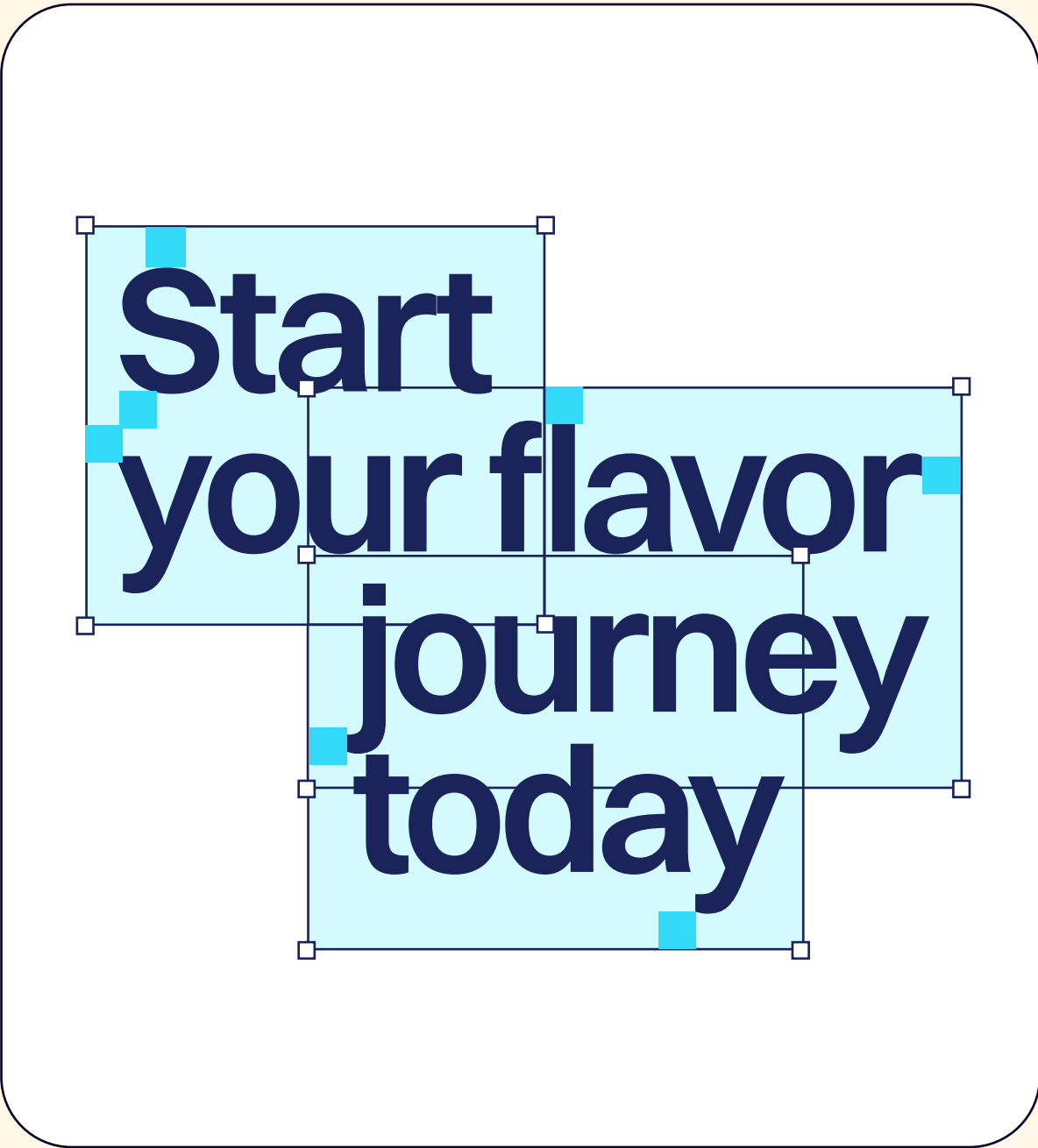
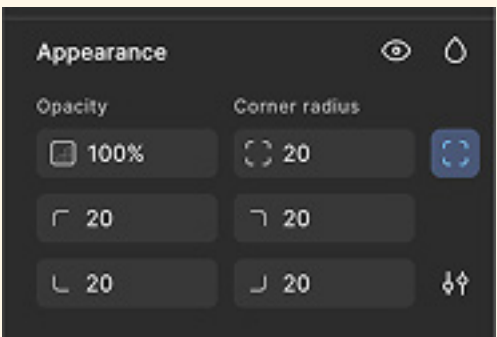
**Step 2: Create rectangles**  
Based on your content, create a series of overlapping rectangles.

If using text make sure to maintain a roughly consistent padding of 1/2 your line space.

**Step 3: Merge shapes**  
Use pathfinder tools to merge various rectangles into a single shape.



**Step 4: Round corners**  
Use a corner radius roughly equal to your line space (or 2x your padding).



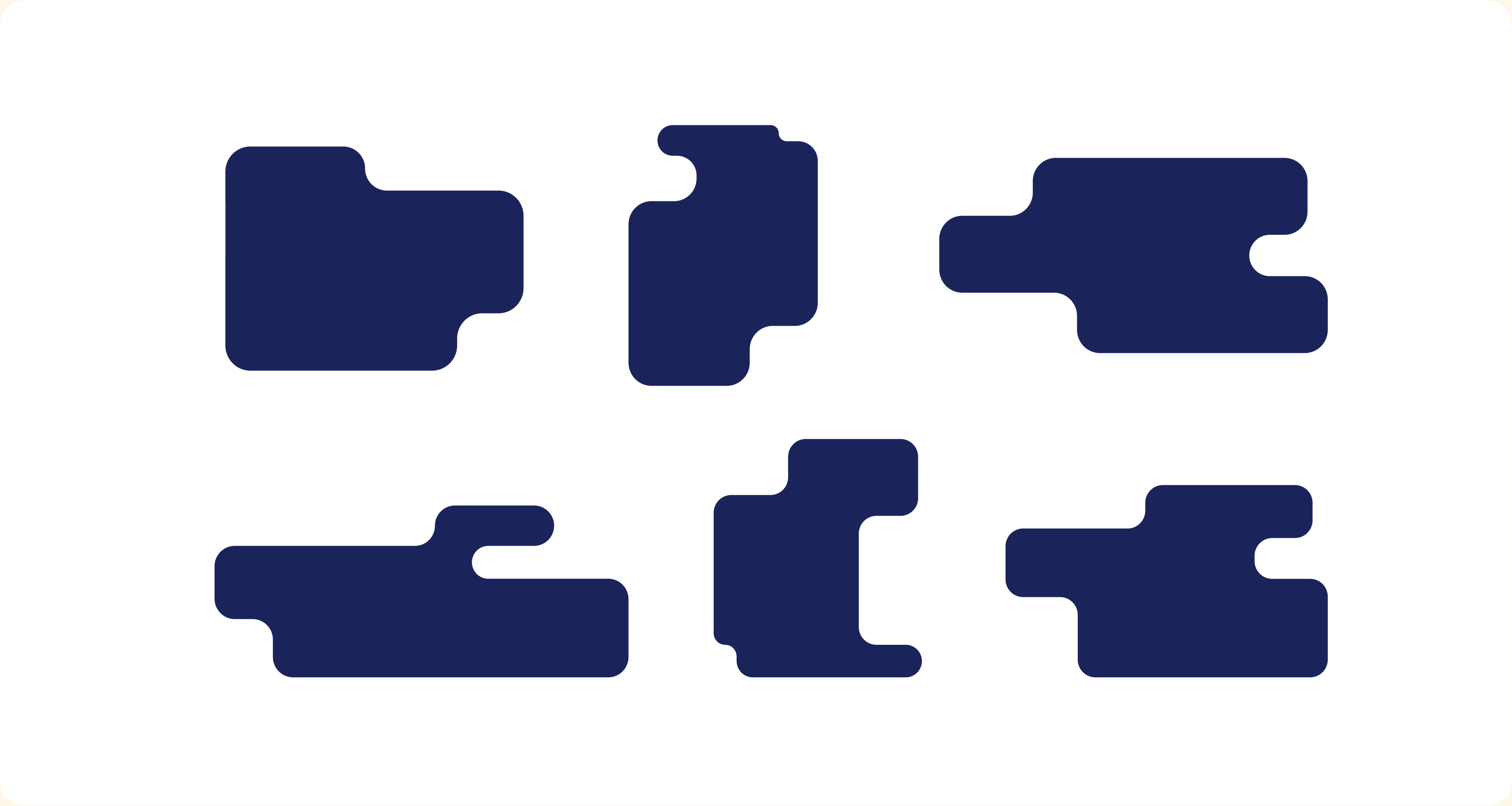
# How to use: non-designers

Non-designers may create facsimiles of our liquid graphic shapes for more ephemeral marketing materials like one-off presentations, internal communications, or social media.

Avoid using this approach for key brand collateral.

## Pre-made Shape Library

We’ve created a library of pre-made liquid shapes available as transparent pngs or vectors. These can be used as text holders or custom image clipping masks in PowerPoint or Canva.

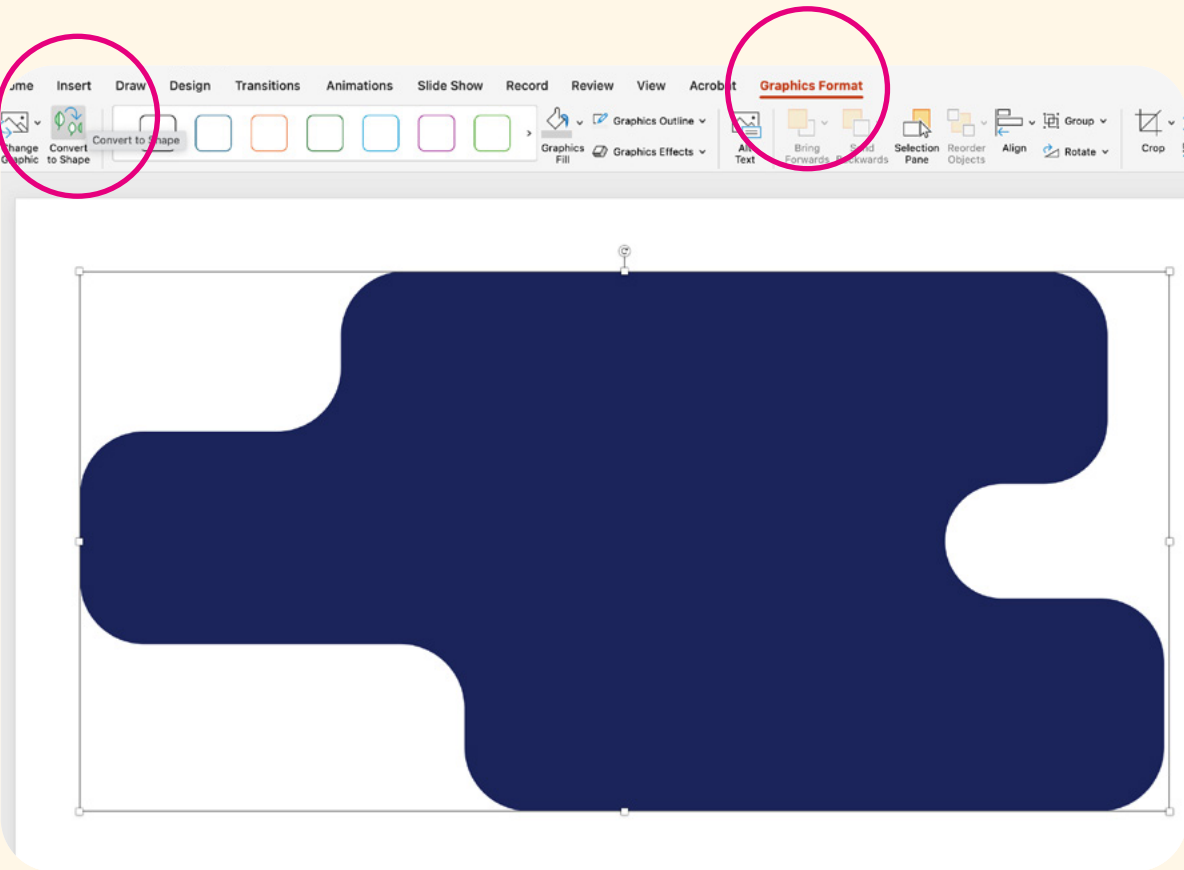




# Using pre-made shape library: Powerpoint

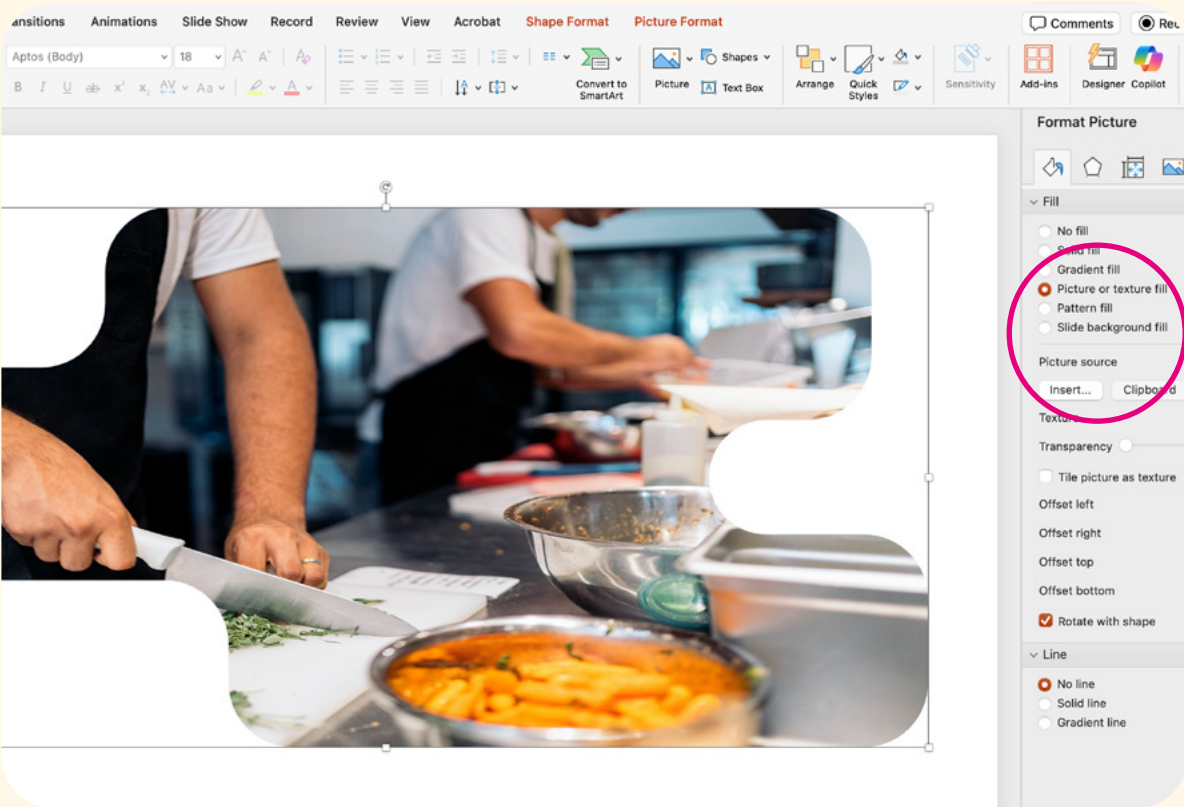
## Converting from graphic to shape

When bringing shapes into Powerpoint, import as SVG files and convert from “graphic” to “shapes” by selecting the ‘Graphics Format’ tab and clicking ‘Convert to shape’ button.



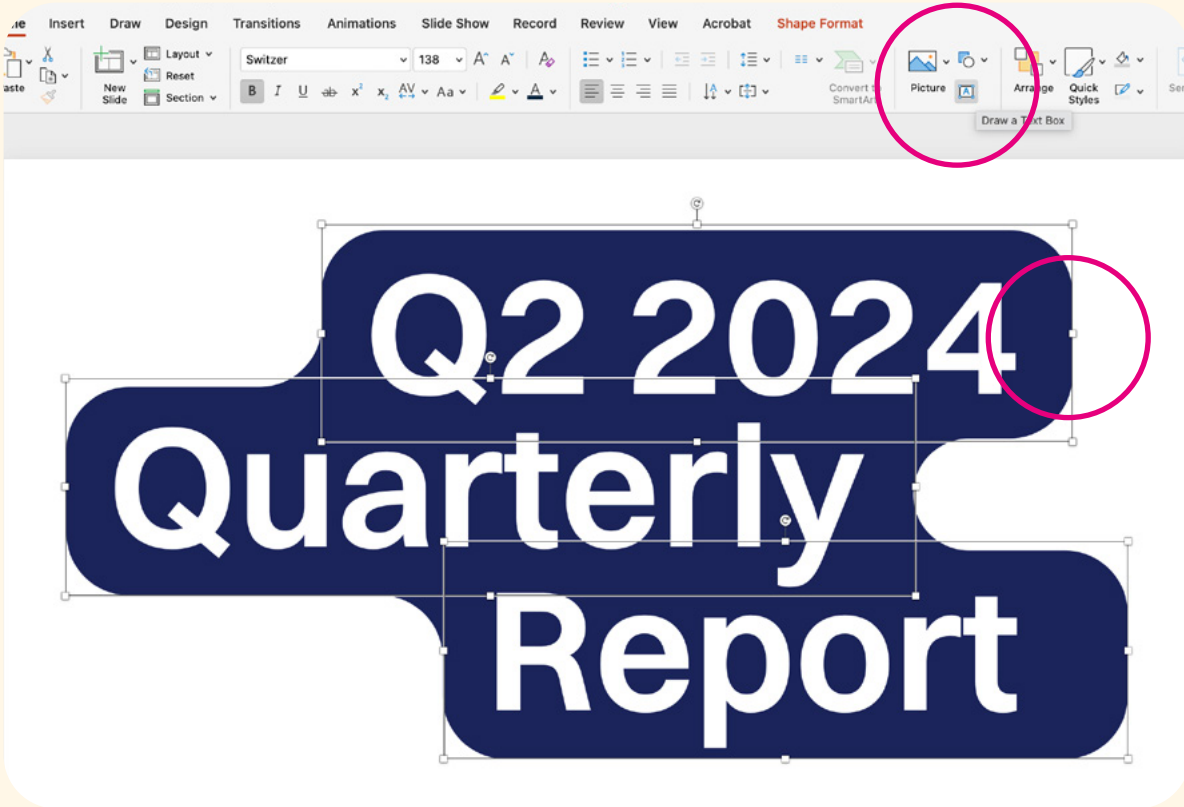
## Contain imagery

Once the graphic is converted to shape it can be filled with a picture via the ‘Format Picture’ menu. Ctrl/Right click shape to bring up Format Picture.



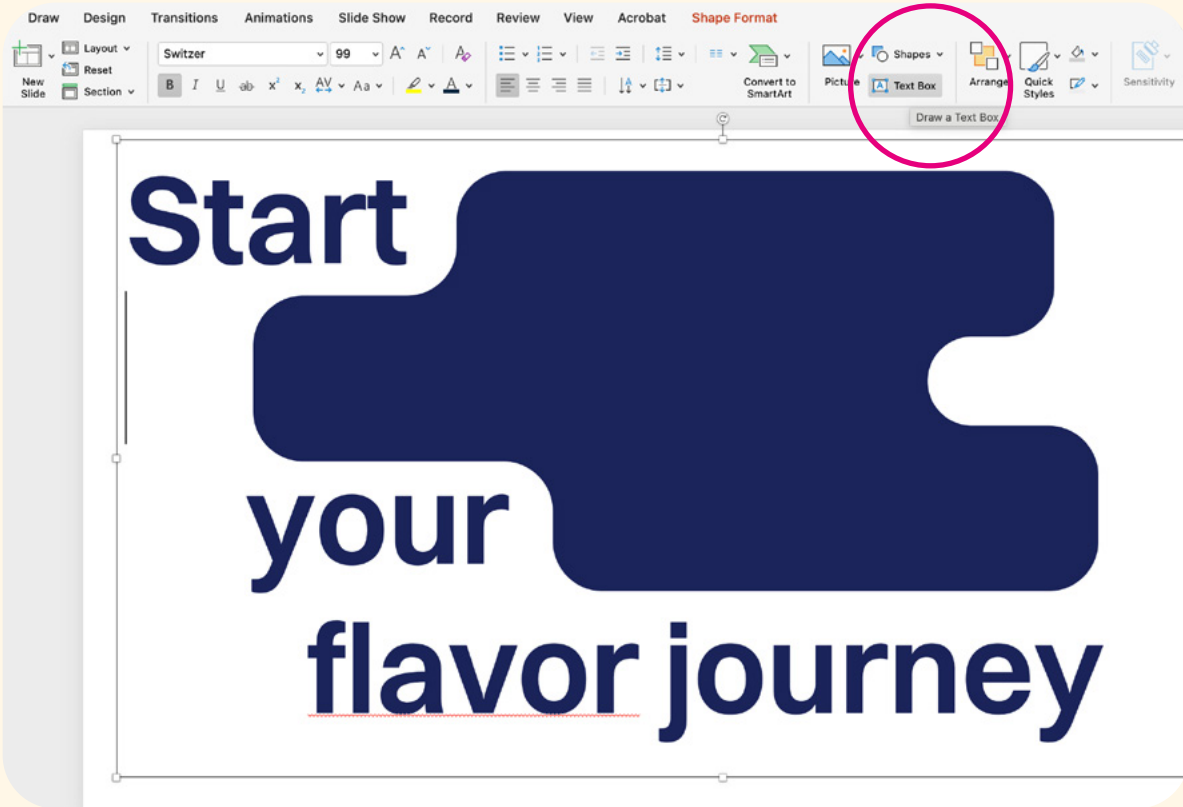
## Hold text

Create individual text boxes that follow the outline of the inside of the shape, once converted, it is easier to then modify the shape by click+dragging its transform nodes.



## Adapt around text

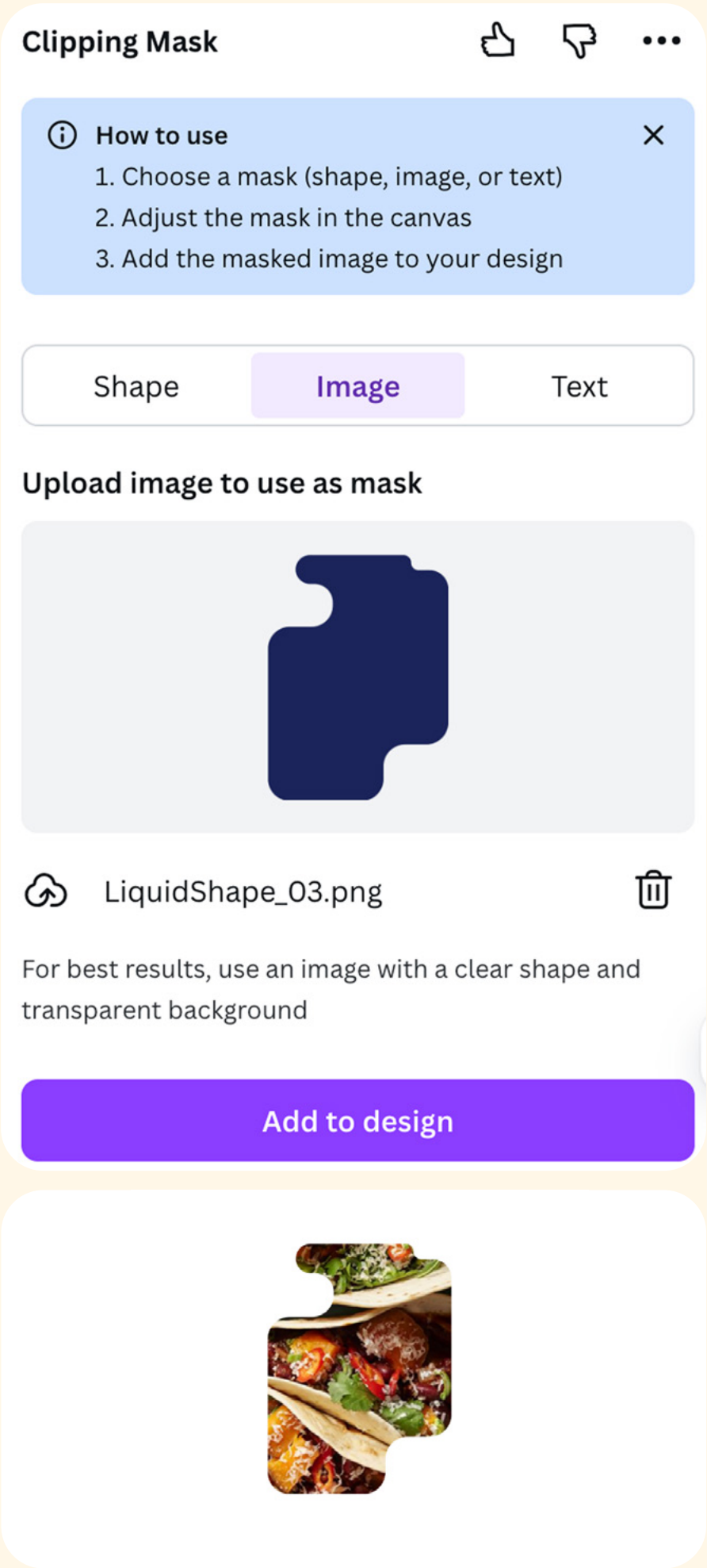
The easiest way to wrap copy around a shape is to create a full slide size text box and adjust text size and line spacing to fit around the shape.



# Using pre-made shape library: Canva

When bringing shapes into Canva, import as PNG files.

To add imagery to a shape, select image, and use ‘Clipping mask’ from the Apps tool menu. click ‘Start Masking’ button and choose ‘Image’ and ‘Choose file’ to upload the chosen shape PNG. click ‘Add to design’ button.

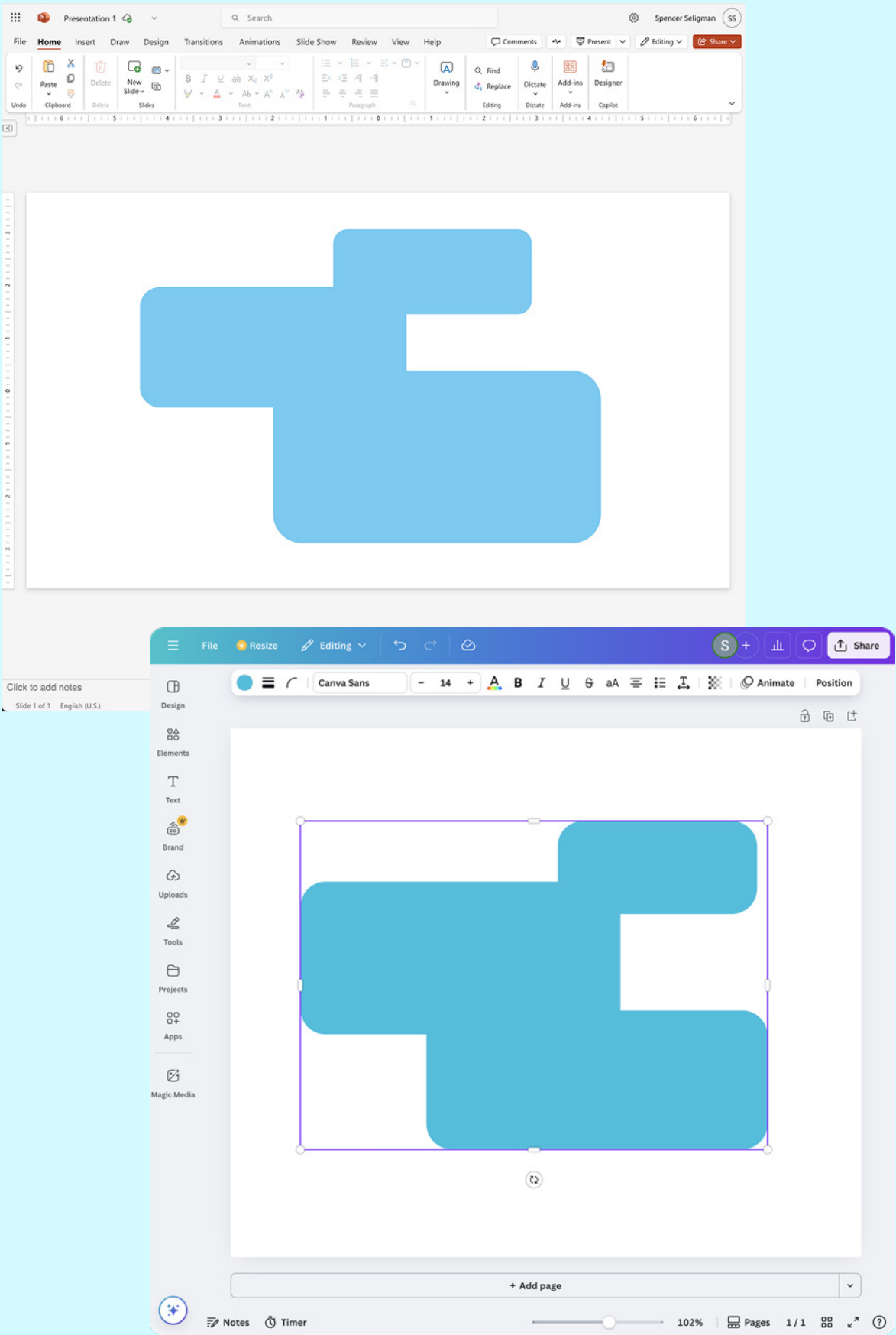


# Approximating liquid graphics

We cannot build our exact liquid graphic shapes, which have rounded exterior and interior corners, in non-designer programs.

We can approximate the effect to a lesser degree by grouping together a series of rounded rectangles. This allows for more custom layouts to fit specific text.

While acceptable for non-designers, this is the least ideal design solution as the sharp inner corners lack design finesse.



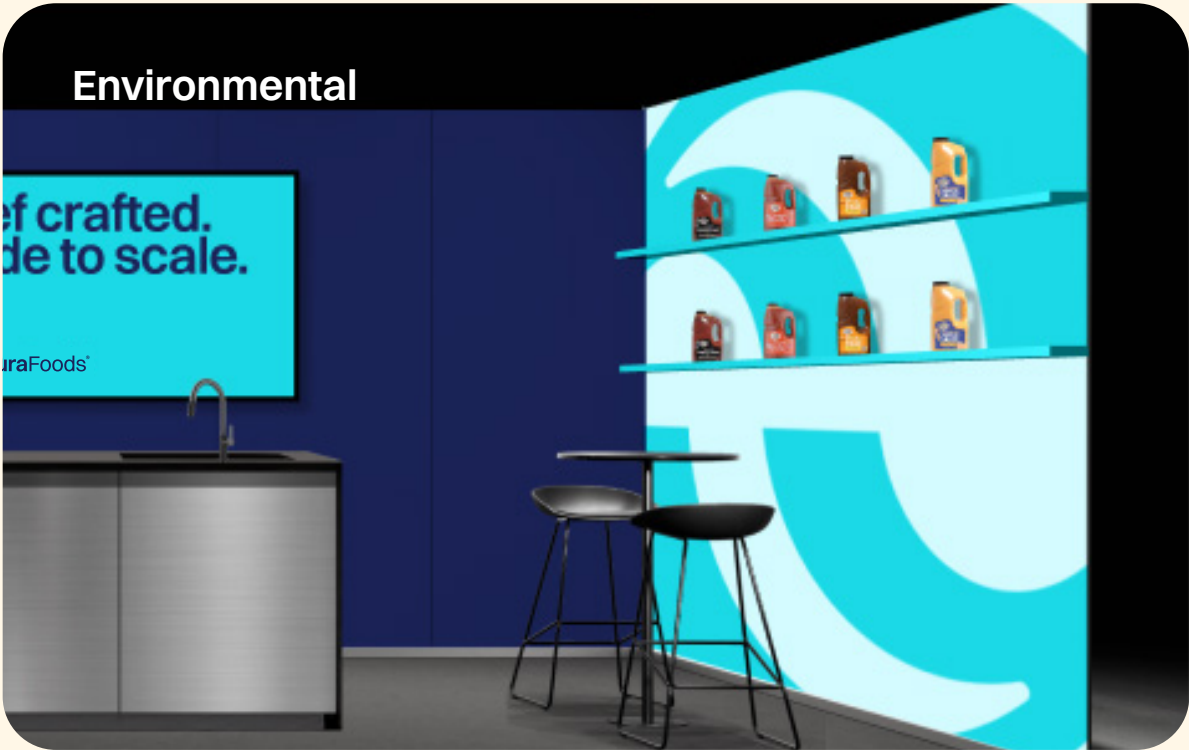


# Supergraphic

We also can use our sauce symbol as a large scale tonal background design by cropping in and using a tone-on-tone approach.

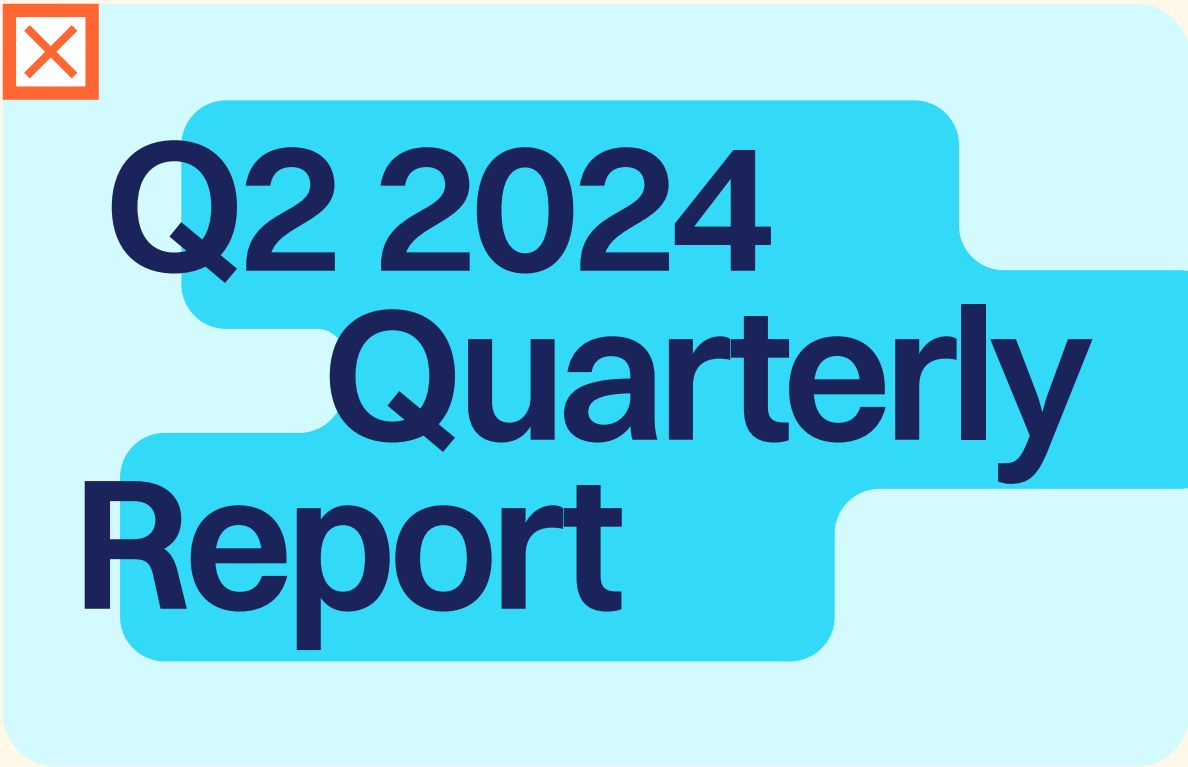
When applying our Sauce symbol as the supergraphic it must be cropped off in some manner.

Only use the approved color pairings shown on the right.

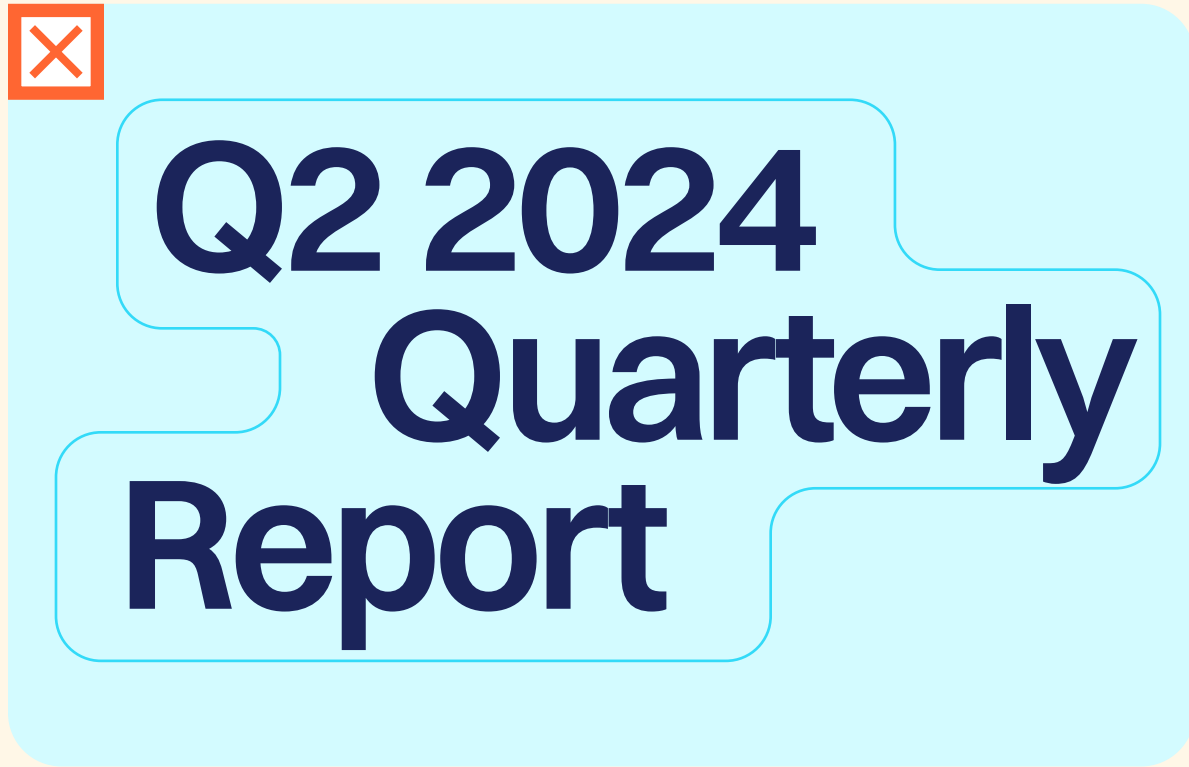


# Graphic misuse

Our graphic device has very clear parameters for how it should be used in our brand system. Please avoid doing the following in order to create consistent look and feel throughout all applications.



Do not offset text and graphic device



Do not use the graphic device as an outline



Do not crop text in graphic



Do not overlap text with graphic device



Do not make graphic device too geometric or sharp angled




Do not have irregular corner rounding


**07**

# Applications





ProductsServicesMenu InspirationWho we serveAbout usGet in touch



# Flavors that delight and deliver

Get cooking with us

Explore our products→



Menu Inspiration→

Who we serve→

Who we are


At Ventura Foods, our mission is to help our customers delight their customers. We accomplish this mission by creating the flavors and custom food solutions that are staples for our foodservice, food manufacturing and retail customers.

Learn about us



## Recipes from our kitchen

# Our services



## Food Innovation

Combine inspiration and expertise with our rich ingredient portfolio and cutting-edge manufacturing capabilities to craft custom flavors.



## Product Development

Enlist our team of 30+ experts with 500+ combined years of experience to develop specialty products that will delight your customers.



## Risk management

Ensure consistency for business and alleviate risk of the food solutions through our risk management.


## Your innovative partner

Learn more

- Leverage proven technology
- Craft your signature flavors
- Cook on top of the upcoming trends
- Tap into a wealth of experience
- Save time while we stir

## Start your flavor journey today

Get cooking with us



Food Innovation

Trends & Strategic Insights

Culinary Solutions

Product Development

Digital & eCommerce

Oil Risk Management

Culinary Bases

Dressings & Dips

Butter Blends, Margarine & Spreads

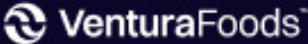
Mayonnaise

Sauces

Butter Flavored Oils



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**Chef crafted.  
Made to scale.**





# Innovating Food Services in 2025







Innovation  
starts with  
people



Ventura Foods  
326 followers  
20 h • 🌐



Maker Spotlight

# Lucas Sin's Hong Kong XO Sauce

Behind the Flavor  
Luxurious and flavorful condiment made with  
dried scallops, shrimp, Jinhua ham, and other  
ingredients. It's known for its rich, umami flavor  
and is used to elevate various dishes.



Like



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Share



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Sauce fact #23



2

US butter consumption  
is up 24% over the  
decade with  
being the largest



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2025 Q1 Report

Ventura Foods

Food Solutions



Our process

Creating lasting partnerships

In today's fast-paced restaurant world, staying ahead takes more than just great food—it takes innovation. Ventura Foods Vista Food Innovation Service empowers operators with the latest trends, deep insights, and menu-ready concepts that spark creativity and drive menu development from idea to plate.

02

01

our outlook

02

2025 Q1 Report

Ventura Foods

Food Solutions



Portfolio-building products built for your business

Our expertise can help brands of any size, category, and channel stay agile in an ever-changing culinary landscape. From product innovation to risk management.

02

Q2 2024

Quarterly Report

 VenturaFoods®

2025 Q1 Report

Ventura Foods

Food Solutions

Quarterly highlights

gross sales

\$102M

new sauce offerings

12

projected revenue growth

2M

17%

Increase in revenue

At Ventura Foods, our mission is to help our customers delight their customers. We accomplish this mission by creating the flavors and custom food solutions that are staples for our food service, manufacturing and retail customers.

02

02

product innovation











Send

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Attach File

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To:

FirstLastName@venturafoods.com

Cc

Bcc

Subject:

Subject Line Placeholder

Importance

Aptos

12

A

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1  
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Hi [Recipient Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat ulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kind regards,

First Last

Job title or role

VenturaFoods

M: 888-888-8888

Mailing Address, City, State Zip

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If you have questions or comments regarding  
our guidelines, please contact us at:

[Corporatecommunication@venturafoods.com](mailto:Corporatecommunication@venturafoods.com)

