

The
Art
of Broth

Sipping Broths

“Relax. Sip. Enjoy”

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Our Philosophy

Why Sipping Broths?

- The “Art of Broth” represents our philosophy in life; that each of us should take a moment every day out of our busy lives to relax, sip and enjoy a delicious hot cup of broth.
- The Art of Broth was conceived to provide an alternative hot beverage to the routine coffee, tea or water.
- For us the relaxation process begins with smelling the aroma of our flavorful homemade broth, cupping the palms of our hands around a large hot mug, and sipping a warm, savory and calming broth.
- At The Art of Broth, this is our philosophy; this is our lifestyle.
- *(Work hard, Relax Harder)*

What is *The Art of Broth*

- *The Art of Broth* is a delicious, convenient, and a healthy line of gourmet Sipping Broths that are packaged in steepable bags.
- Our broths are an easy way to relax with a low calorie and delicious warm beverage .
- Available in chicken, beef and vegetable broth varieties
- Each Broth Bag is low calorie (only 15 calories or less), vegan, non-gmo, kosher and gluten free.
- Takes only 90 seconds to prepare “Relax, Sip and Enjoy”



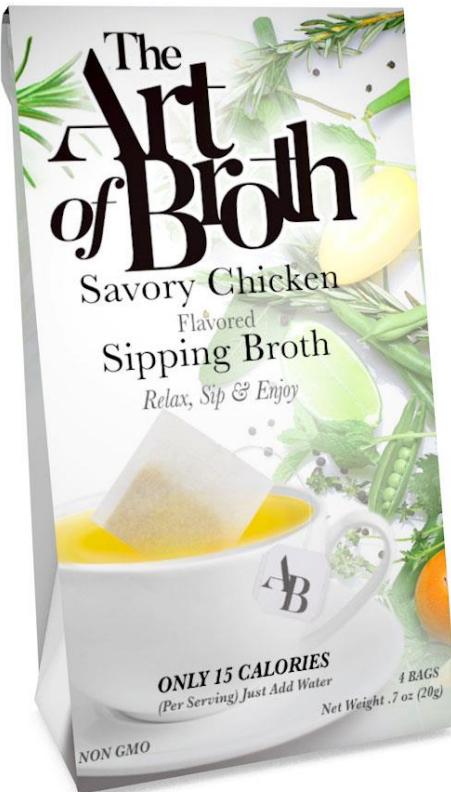
About *The Art of Broth*

Where We Come From

- The Art of Broth Family has spent over 50 years in the food service industry; manufacturing high quality gourmet broths for executive chefs across the country.
- We are proud to bring our delicious Broths to every day consumers
- By combining three generations of culinary artistry with the ingenious design of the steepable bag, we have created a new, delicious and convenient way for consumers to enjoy gourmet broth; **anytime and anywhere.**



The
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**Relax.
Sip.
Enjoy.**



USAGE

For Travelers

- ▶ While on the run, take a moment to calm your mind and enjoy a delicious cup of broth
1. The Art of Broth comes packaged in individual Broth bags which create the perfect flavor *every time*.
 2. Our Broth Bags are Convenient: You can carry them with you in your pocket, purse or briefcase.
 3. All you need is a cup of hot water. Steep and enjoy.



USAGE

Office Workers

- ▶ A healthy beverage alternative to caffeinated coffee or tea . Late afternoon or early evening, a soothing cup of delicious broth is the perfect snack

1. Each Broth Bag is individually wrapped and sealed to insure freshness
2. Convenient: Carry with you in your pocket, purse or briefcase. All you need is a cup of hot water.
3. Steep and Enjoy.



PRODUCT ATTRIBUTES

All Art of Broth Products Are:

A healthy vegan diet has shown to prevent a numerous of diseases.

1. Caffeine-Free
2. Vegan
3. MSG-Free
4. Kosher
5. Gluten Free
6. Low Calorie
7. Low Fat
8. Low Salt
9. Delicious!
10. Non GMO



Why The Art of Broth?

- Innovation Sells!
- Our Broth Bags are convenient and portable. Bring one with you wherever you go
- Makes soup broth accessible
- Take a moment out of your busy schedule to enjoy the simple pleasure of a *Delicious* cup of Homestyle Broth
- Calm your mind, fuel your body with a **healthy** beverage and enjoy a simple pleasure of life
- A new kind of simple pleasure