

SADDLE
ROCK

6 Gourmet Pocket Pitas



Featuring
EVERYTHING SEASONING

NET WT. 12 OZ (340g)

SADDLE
ROCK

GOURMET · GREAT NECK, NY

Seasoned Pocket Pita.

*The bagel idea.
Applied to pita.*



WHOLESALE TRADE · saddlerockgourmet.com



THE IDEA

Bagel seasonings.

Pita pocket.

Five flavors borrowed from the bagel aisle — applied to fresh-baked pocket pita. The flavor vocabulary every shopper already knows, on the bread that nobody else is seasoning. A whole new corner of the bakery set, hiding in plain sight.

01

Seasonings shoppers already crave.

Everything, Sesame, Poppy, Onion, Garlic. The bagel-aisle flavor system — proven, repeatable, instantly recognizable on shelf.

02

The pita pocket nobody else is doing.

Mediterranean pocket bread is universal — yet the seasoned-pita category is empty. A wide-open lane for a branded play.

03

Council of Orthodox Rabbis of Greater Detroit kosher certified.

Full kosher certification opens specialty grocers, kosher channels, and the institutional buyers most bakery brands can't serve.



THE LINEUP

Five flavors. Two breads.

The bagel-aisle seasonings, applied to fresh-baked pocket pita — available in both white and whole wheat. Ten total SKUs. Six pitas per bag, 12 oz net wt.

<p>FLAVOR 01</p> <p>Everything</p> <p>The full bagel-shop mix.</p> <p>WHITE · WHOLE WHEAT</p>	<p>FLAVOR 02</p> <p>Sesame</p> <p>Toasted golden sesame.</p> <p>WHITE · WHOLE WHEAT</p>	<p>FLAVOR 03</p> <p>Poppy</p> <p>Clean crunch, nutty finish.</p> <p>WHITE · WHOLE WHEAT</p>	<p>FLAVOR 04</p> <p>Onion</p> <p>Dried sweet onion flakes.</p> <p>WHITE · WHOLE WHEAT</p>	<p>FLAVOR 05</p> <p>Garlic</p> <p>Roasted garlic, bold finish.</p> <p>WHITE · WHOLE WHEAT</p>
--	--	--	--	--

WHOLESALE

\$2.49

Per 12oz bag

MSRP

\$3.99

Suggested retail

PACK FORMAT

6 pitas / bag · 12 oz / 340g

10 SKUs at launch



THE NAME

Named for the mill that fed the village.

Saddle Rock Grist Mill, Great Neck, NY — one of the oldest tide-powered mills in America. For over three centuries it has stood at the head of Long Island Sound, grinding grain for the village it took its name from. We borrowed the name because we believe bread starts where mills do: with patience, place, and craft.

— ground from the mill



SADDLE ROCK GRIST MILL · GREAT NECK, NY

Established before the Revolution.



THE SHELF

Where Saddle Rock Gourmet lives.

\$3.99 MSRP — in the specialty bakery set. Above commodity pita. Below ultra-premium artisan. Right where shoppers say yes.

PRODUCT / BRAND	MSRP	TIER	POSITIONING
Toufayan Pita (mass)	\$2.99	Commodity	Mainstream pita, no story
Joseph's Lavash & Pita	\$3.49	Functional	Low-carb, health-led
Saddle Rock Gourmet	\$3.99	Specialty Bakery	<i>Branded, seasoned, heritage — us</i>
Damascus Bakeries	\$4.49	Bakery	Authentic plain pita / lavash
Stonewall Kitchen Bakery	\$5.99	Specialty Bakery	Premium pantry parallel
Niche Artisan Bakery	\$6.99	Ultra-Premium	Local-only, higher price

THE WIN: \$1.50 retail margin per bag. An empty seasoned-pita lane. A heritage brand. A shelf nobody owns.



From the mill to the table.

Saddle Rock Gourmet — seasoned pocket pitas. A specialty bakery brand named for the historic Saddle Rock Grist Mill of Great Neck, NY. Five bagel-aisle flavors, two breads, ten SKUs.

BRAND	Saddle Rock Gourmet
PRODUCT	Seasoned Pocket Pita · 6 per bag · 12 oz
LINEUP	Everything · Sesame · Poppy · Onion · Garlic / White · Whole Wheat
WHOLESALE	\$2.49 / bag · \$3.99 MSRP · Council of Orthodox Rabbis of Greater Detroit kosher certified

