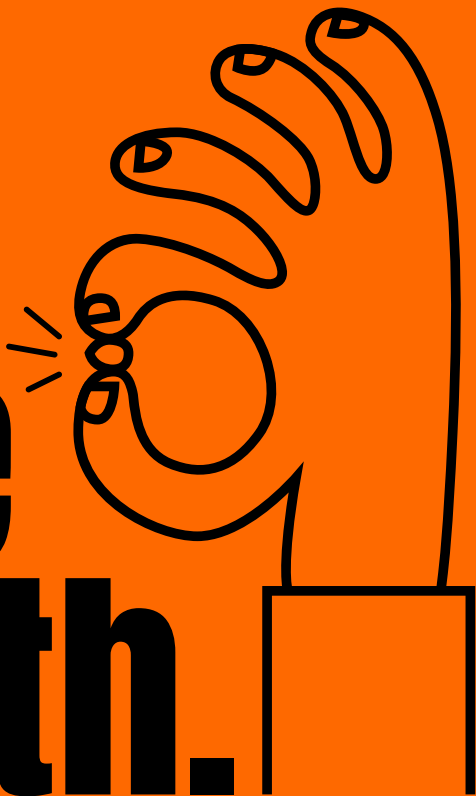


S H O

becomes

**Eat
The
Truth.**



SAME PRODUCTS.

STRONGER PERFORMANCE.

BIGGER AMBITION



From this...

...to this!



ONE MUST EAT THE TRUTH...
Alain Chapel

WE EXIST FOR ONE REASON: TO BRING REAL FLAVOR BACK.

Our products are made from honest, recognizable ingredients; real food - nothing hidden, nothing you can't pronounce, no unnecessary additives.

SHO BROUGHT THAT ETHOS TO YOUR PROFESSIONAL KITCHENS.

You tasted what we made, and many of you liked it - and told us so. Thanks to hundreds of deeply committed cooks and chefs like you, our products are now used in restaurants and catering operations across nine countries in Europe, bringing depth, consistency, and culinary impact - from QSRs to three-star establishments. For this we are tremendously proud.

NOW WE WANT TO TAKE THE NEXT STEP.

To stand behind our conviction that food should be made from... Real food, we're changing our name. In the spirit of chef Alain Chapel's maxim, we will become EAT THE TRUTH.

We'll also be launching some bold new products in the months to come (more on that soon), and over time we'll be making EAT THE TRUTH products available to a select group of food producers who share that same commitment: to deliciousness, honesty, and real ingredients you can trust.

What this means for you

OVER THE NEXT FEW MONTHS, WE WILL BECOME EAT THE TRUTH.

SHO WILL GRADUALLY RETIRE.

Same experience. Same taste. Same performance, usage, quality.
Same contacts, commercial conditions and supply process.

We continuously make small recipe improvements to increase the complexity and depth of flavor in our products, and will continue to do so seamlessly across this name change.

Let us know what you think.
We welcome your comments, questions
challenges or ideas:

hello@eatthetruth.com

S H O
becomes
Eat The Truth.



www.eatthetruth.com