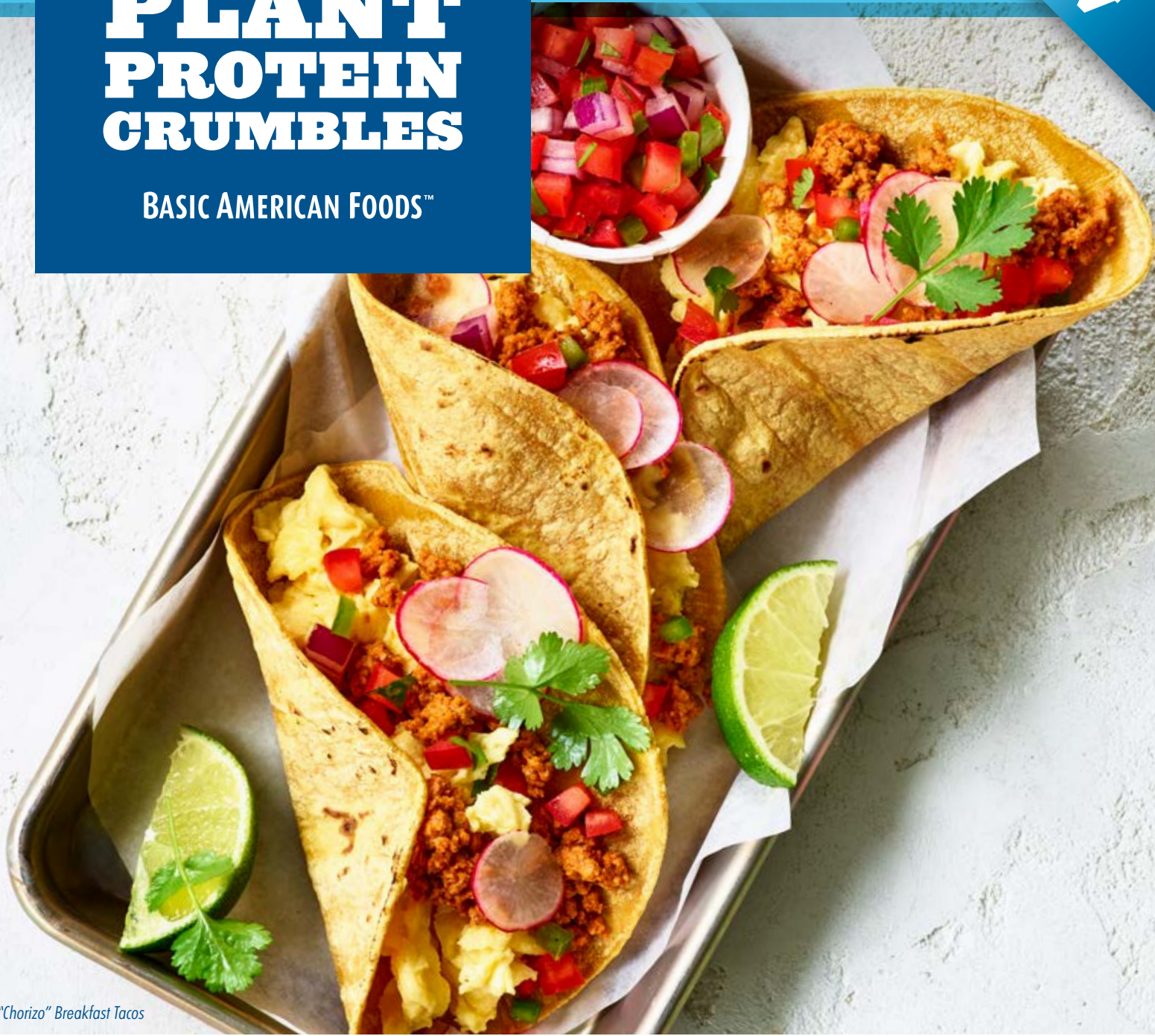


NEW

PLANT PROTEIN CRUMBLES

BASIC AMERICAN FOODS™



"Chorizo" Breakfast Tacos



Plant-based for your **chain menu** finally makes **cents**

PLANT-BASED ON THE RISE

"PLANT-BASED"
+ 2770%
GROWTH*

PLANT-BASED BOWLS
+ 55%
GROWTH*

"CRUMBLES" FORMAT
+ 195%
GROWTH*



*Datassential MenuTrends 4-year menu penetration growth 2017-2021

THE EASIEST AND TASTIEST WAY TO MENU PLANT-BASED MEAT AFFORDABLY

BEST VALUE

Significantly less cost than other plant-based meat—comparable to cost of animal meat



NEARLY
3/4

of consumers would purchase more plant protein at restaurants if it were more affordable.

— Mintel, Plant-Based Protein 2019

SIMPLE INGREDIENTS



Pea and/or chickpea protein, oil and natural flavors and color



Free of Big-8 allergens



No artificial flavors, colors, or preservatives

NO COOK PREP

Just add hot water and serve in your favorite dishes



TASTES DELICIOUS

Similar to mouthfeel and taste of meat



MAKE IT YOUR OWN

Your restaurant, your plant-based meat, no unnecessary brands

CULINARY INSPIRATION

The top plant-based dishes are **classics with a plant protein swap** that deliver on taste. The menu opportunities are infinite.



BREAKFAST SAUSAGE UP
128%*

BREAKFAST — “Sausage” Burritos



SALADS — Kale “Ham” Bistro Salad



BREAKFAST — “Ham” Scrambles



PIZZA/FLATBREADS —
Italian “Sausage” texture with all the right flavor

PLANT-BASED PROTEIN UP
38%
ON BREAKFAST MENUS*



BREAKFAST — “Chorizo” Tacos









PASTA — A better-for-you “Beef” Bolognese

PLANT PROTEIN CRUMBLES

for your chain menu



SPOT ON FLAVOR & TEXTURE WITH EVERY DELICIOUS CHOICE

PLANT PROTEIN CRUMBLE	SKU	PACK	NET WT (LB)	PREPARED YIELD (LBS)		SERVINGS	
				LBS/PKG	LBS/CASE	PKG	CASE
 <p>CHORIZO Zesty south of the border flavor with smoky chile pepper, and hints of onion, garlic, and cumin</p>	11063	4/15.07 oz	3.76	3.0	11.9	25	100
 <p>ITALIAN SAUSAGE The robust flavors of fennel, black pepper, and herbs captures the savory, spicy, full-flavor of Italian sausage</p>	11092	4/13.05 oz	3.26	2.9	11.4	24	96
 <p>BEEF The richness and meatiness of ground beef, but mild enough to incorporate any other flavors you want to accentuate</p>	11093	4/11.99 oz	2.99	2.8	11.2	23	92
 <p>DICED HAM It's everything you love about ham – smoky, meaty, and savory, with a slightly sweet flavor</p>	11094	4/10.79 oz	2.69	2.7	10.9	22	88
 <p>BREAKFAST SAUSAGE Embodies the deliciousness of breakfast sausage – herbiness of sage, slight heat from pepper, and the perfect amount of sweetness</p>	11095	4/14.27 oz	3.56	2.9	11.7	24	96
 <p>SOUTHWEST SEASONED Chile pepper, garlic, onion, and cumin combine for the perfect spicy Southwest flavor</p>	11084	4/13.65 oz	3.41	2.9	11.6	24	96