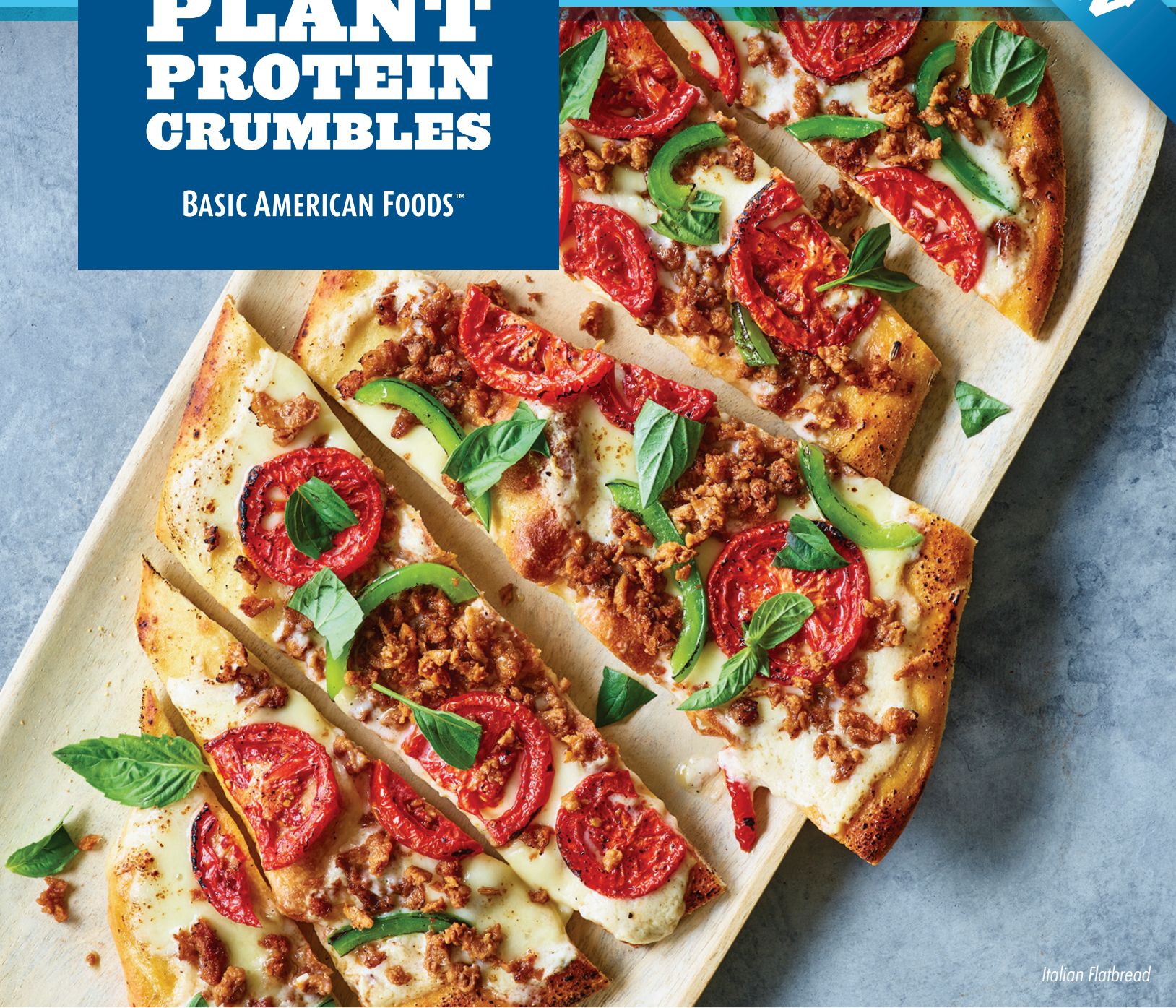


PLANT PROTEIN CRUMBLES

BASIC AMERICAN FOODS™

NEW



Italian Flatbread



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

PLANT-BASED ON THE RISE

"PLANT-BASED"
+ 2770%
GROWTH*

"CRUMBLES" FORMAT
+ 195%
GROWTH*

86%

who order plant-based proteins
aren't even vegan or vegetarian

— Mintel, Plant-Based Protein 2021

*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 9 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 operation, 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 — Huevos Pasa-Cheros

PLANT-BASED
PROTEIN UP
+38%
ON BREAKFAST
MENUS*



BOWLS — Southwest Burrito Bowl, perfect for on the go

PLANT-BASED
BOWLS
+29%*



LUNCH — Thai Flatbread



PASTA — A better-for-you "Beef" Bolognese

Plant-Based or
Vegan **BOLOGNESE**
TRENDING
+>400%*



TACOS — Crunchy Southwest Tacos

PLANT-BASED
TACOS TRENDING
+56%*



PIZZA/FLATBREADS — Protein-packed shareable

SEASON OUR
"BEEF"
ANYWAY
YOU WANT

PLANT PROTEIN CRUMBLES

for your menu



SPOT ON FLAVOR & TEXTURE WITH EVERY DELICIOUS CHOICE

PLANT PROTEIN CRUMBLE	SKU	PACK	NET WT (LB)	PREPARED YIELD (LBS)		2-OZ SERVINGS		KOSHER	ALLERG.	GLUTEN FREE	BASED ON 2-OZ SERVING, PREPARED (PACKAGE DIRECTIONS)						
				LBS/ PKG	LBS/ CASE	PKG	CASE				TOTAL CAL	FAT (G)	SAT. FAT (MG)	SODIUM (MG)	CARB (G)	FIBER (G)	PROTEIN (G)
BEEF	11093	4/11.99 OZ	3.00	2.8	11.2	23	92	N/A	NONE	Y	70	3	2	170	2	1	9
SOUTHWEST SEASONED	11084	4/13.65 OZ	3.41	2.9	11.6	24	96	PAREVE OU	NONE	Y	70	2.5	1	370	5	2	6



BEEF

The richness and meatiness of ground beef, but mild enough to incorporate any other flavors you want to accentuate



SOUTHWEST SEASONED

Chile pepper, garlic, onion, and cumin combine for the perfect spicy Southwest flavor