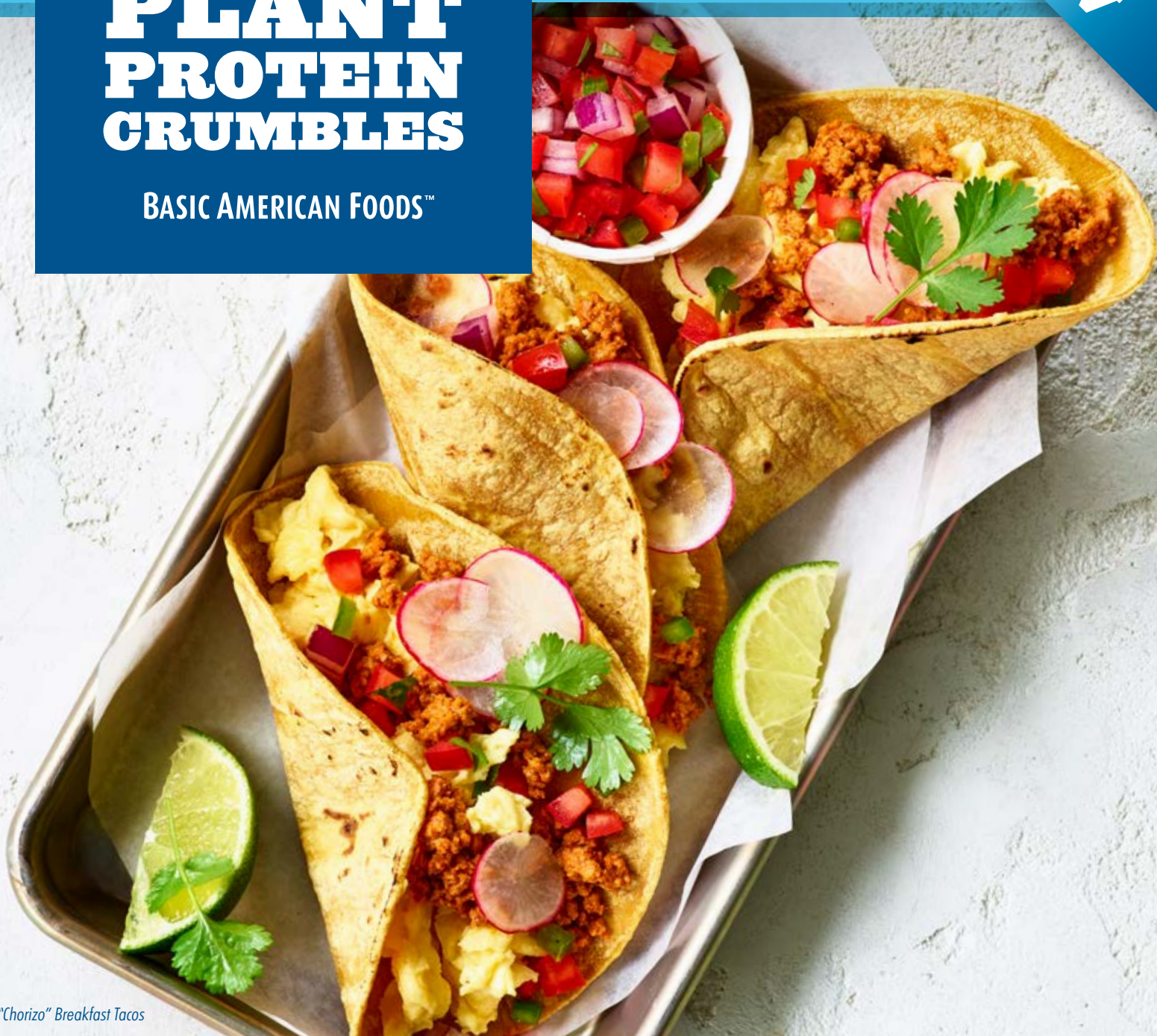


**NEW**

# PLANT PROTEIN CRUMBLES

BASIC AMERICAN FOODS™



*"Chorizo" Breakfast Tacos*



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** — “Chorizo” Burritos

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



PLANT-BASED  
BOWLS  
**+29%\***

**BOWLS** — Southwest Burrito Bowl, perfect for on the go



**BREAKFAST** — “Chorizo” Tacos

PLANT-BASED  
TACOS TRENDING  
**+56%\***



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

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



**TACOS** — Crunchy Southwest Tacos

SEASON OUR  
“**BEEF**”  
ANYWAY  
YOU WANT



**PIZZA/FLATBREADS** — Protein-packed

# 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		BASED ON 2-OZ SERVING, PREPARED (PACKAGE DIRECTIONS)									
				LBS/ PKG	LBS/ CASE	PKG	CASE	KOSHER	ALLERG.	GLUTEN FREE	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
CHORIZO	11063	4/15.06 OZ	3.77	3.0	11.9	25	100	N/A	NONE	Y	90	5	3	380	3	1	6
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



### CHORIZO

Zesty south of the border flavor with rich and smoky chile pepper, hints of onion, garlic and cumin



### SOUTHWEST SEASONED

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