

# Plant-Based Market

## *Weekly Update*

# NEW Plant-Based Headlines



Beyond Meat debuts Cookout Classic plant-based burgers

<https://www.foodbusinessnews.net/articles/16254-beyond-meat-debuts-cookout-classic-plant-based-burgers>

Maple Leaf Foods introduces blended 50/50 products

<https://www.foodbusinessnews.net/articles/16249-maple-leaf-foods-introduces-blended-5050-products>

Sweet Earth Foods pumps up its plant-based portfolio

<https://www.foodbusinessnews.net/articles/16248-sweet-earth-foods-pumps-up-its-plant-based-portfolio>

Plant-based nutrition as an alternative to meat

<https://www.fooddiver.com/spons/plant-based-nutrition-as-an-alternative-to-meat/579731/>

Kerry launches 13 new plant-based ingredients

<https://www.fooddiver.com/news/kerry-launches-13-new-plant-based-ingredients/579575/>

How coronavirus accelerated demand for plant-based food

<https://www.fooddiver.com/news/how-coronavirus-accelerated-demand-for-plant-based-food/579355/>

Burger King adds Impossible Foods Croissan'wich to nationwide menu

<https://www.meatpoultry.com/articles/23305-burger-king-adds-impossible-foods-croissanwich-to-nationwide-menu>

# NEW Plant-Based Headlines



**Beyond Meat works to build lead over competitors**

<https://www.meatpoultry.com/articles/23286-beyond-meat-works-to-build-lead-over-competitors>

**Bühler joins Big Idea Ventures to accelerate plant-based meat alternatives**

<https://www.meatpoultry.com/articles/23289-b%C3%BChler-joins-big-idea-ventures-to-accelerate-plant-based-meat-alternatives>

**Podcast: Future Meat Technologies exec shares plans for cell-based meat**

<https://www.meatpoultry.com/articles/23291-podcast-future-meat-technologies-exec-shares-plans-for-cell-based-meat>

**210 Analytics: Plant-based meat alternatives see growth during pandemic**

<https://www.meatpoultry.com/articles/23258-analytics-plant-based-meat-alternatives-see-growth-during-pandemic>

# Past Plant-Based Headlines

**Field Roast launches Plant-Based Nuggets**

<https://www.fooddiver.com/news/field-roast-launches-plant-based-nuggets/578488/>

**Plant-based seafood Good Catch hooks a round of celebrity investors**

<https://www.fooddiver.com/news/plant-based-seafood-good-catch-hooks-a-round-of-celebrity-investors/578470/>

**On the verge of a plant-based boom**

<https://www.foodbusinessnews.net/articles/16154-on-the-verge-of-a-plant-based-boom>

**Lightlife Reinvents Plant-Based Protein Line**

<https://www.preparedfoods.com/articles/123943-lightlife-reinvents-plant-based-protein-line>

**Marfrig, ADM Unveil PlantPlus Foods, a Joint Venture Offering Plant-Based Food Products**

<https://www.preparedfoods.com/articles/123917-marfrig-adm-unveil-plantplus-foods-a-joint-venture-offering-plant-based-food-products>

**Plant-based tuna brand expands fundraising round**

<https://www.foodbusinessnews.net/articles/16094-plant-based-tuna-brand-expands-fundraising-round>

**Impossible Foods and Beyond Meat highlight cost and safety as they race to catch conventional meat**

<https://www.fooddiver.com/news/impossible-foods-and-beyond-meat-highlight-cost-and-safety-as-they-race-to/577614/>

# Past Plant-Based Headlines

**The Meatless Farm Co Meat Free Breakfast Sausage Links & Patties**

<https://www.preparedfoods.com/articles/123757-the-meatless-farm-co-meat-free-breakfast-sausage-links-patties>

**Alternative Proteins: Budding interest**

<https://www.meatpoultry.com/articles/22979-alternative-proteins-budding-interest>

**Farm Rich debuts plant-based product line**

<https://www.foodbusinessnews.net/articles/15828-farm-rich-debuts-plant-based-product-line>

**Plant-based Rebellious Foods raises \$6M**

<https://www.fooddive.com/news/plant-based-rebellious-foods-raises-6m/575854/>

**Applegate launches Well Carved line with blended veggies and meat**

<https://www.fooddive.com/news/applegate-launches-well-carved-line-with-blended-veggies-and-meat/575655/>

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**Impossible Foods raises \$500M to invest in the future and expand**

<https://www.fooddive.com/news/impossible-foods-raises-500m-to-invest-in-the-future-and-expand/574192/>

**Why food titans invested \$200M to form plant-based platform LiveKindly**

<https://www.fooddive.com/news/why-food-titans-invested-200m-to-form-plant-based-platform-livekindly/573875/>

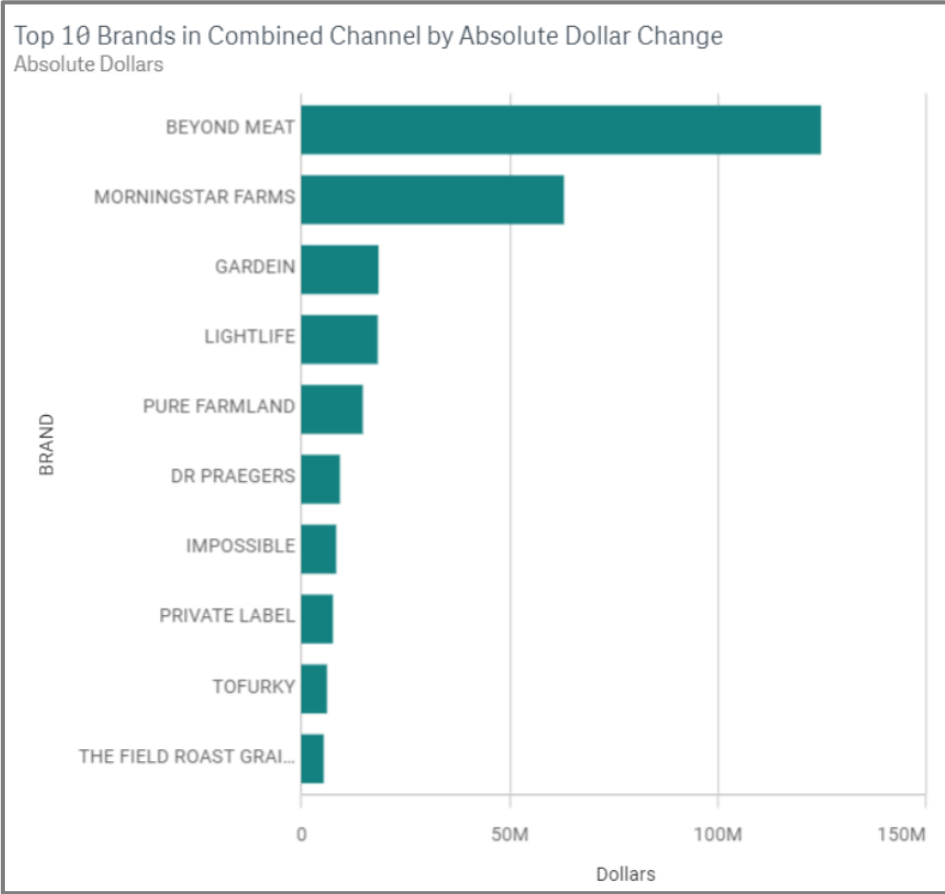
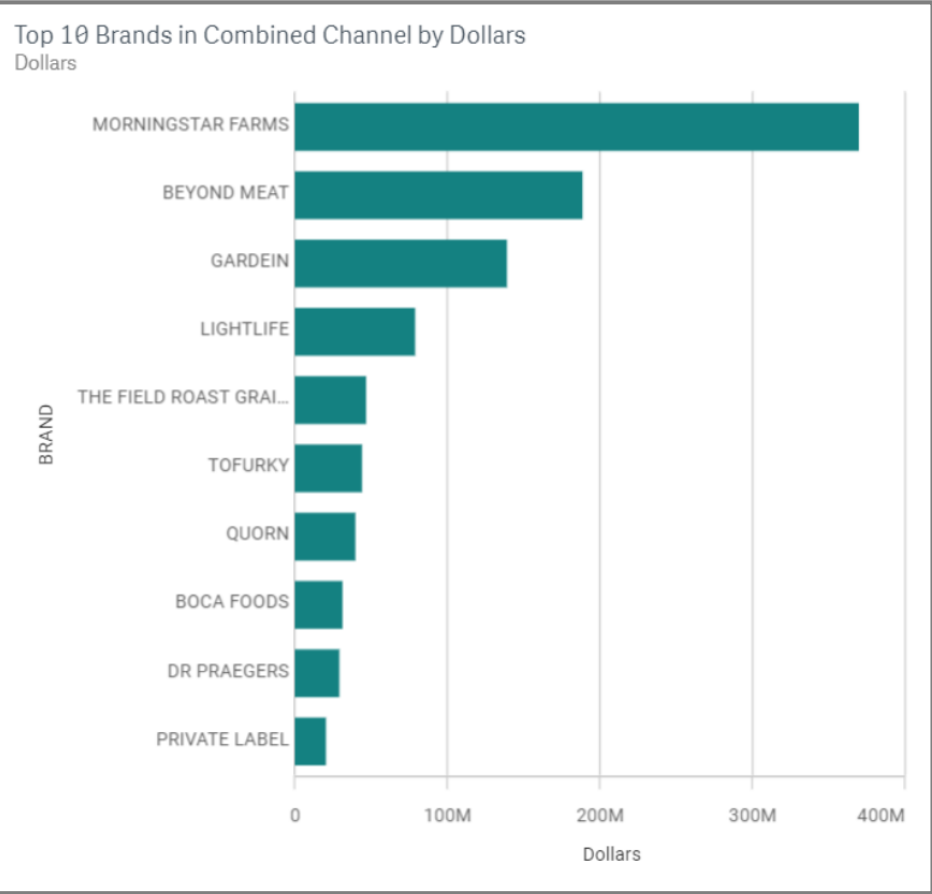
**Beyond Breakfast Sausage launches at retail**

<https://www.fooddive.com/news/beyond-breakfast-sausage-launches-at-retail/573405/>

**JBS enters crowded plant-based segment with Ozo brand**

<https://www.fooddive.com/news/jbs-enters-crowded-plant-based-segment-with-ozo-brand/573412/>

# Plant-Based Market



# Plant-Based Market

Top 5 Brand Leaders by Region

| <div>Geography </div> <div>Brand </div> |               | Values         |                          |                  |                                |
|-----------------------------------------|---------------|----------------|--------------------------|------------------|--------------------------------|
|                                         |               | Region Dollars | Region Dollars, %<br>Chg | Region Max % ACV | TOTAL US - MULO -<br>Max % ACV |
| CALIFORNIA - STANDARD REGION - MULO     | GARDEIN       | \$13,747,028   | 12.1%                    | 81.6             | 0.1                            |
|                                         | LIGHTLIFE     | \$9,487,225    | 45.3%                    | 74.3             | 1.8                            |
|                                         | TOFURKY       | \$6,002,117    | 14.8%                    | 73.0             | 10.0                           |
|                                         | QUORN         | \$3,392,442    | 25.5%                    | 63.7             | 9.9                            |
|                                         | CACIQUE       | \$2,050,583    | 34.2%                    | 49.2             | 11.7                           |
| GREAT LAKES - STANDARD REGION - MULO    | GARDEIN       | \$13,730,652   | 17.8%                    | 80.0             | 0.1                            |
|                                         | LIGHTLIFE     | \$8,068,528    | 27.1%                    | 72.6             | 1.8                            |
|                                         | QUORN         | \$5,977,988    | 6.2%                     | 69.1             | 9.9                            |
|                                         | TOFURKY       | \$4,919,635    | 26.1%                    | 71.6             | 10.0                           |
|                                         | DR PRAEGERS   | \$3,223,076    | 42.8%                    | 61.2             | 1.0                            |
| MID-SOUTH - STANDARD REGION - MULO      | GARDEIN       | \$16,017,711   | 12.1%                    | 81.3             | 0.1                            |
|                                         | LIGHTLIFE     | \$8,548,147    | 25.2%                    | 73.0             | 1.8                            |
|                                         | TOFURKY       | \$5,215,425    | 20.4%                    | 71.2             | 10.0                           |
|                                         | QUORN         | \$5,139,511    | 7.0%                     | 71.0             | 9.9                            |
|                                         | PRIVATE LABEL | \$2,873,021    | 102.2%                   | 26.3             | 18.8                           |
| NORTHEAST - STANDARD REGION - MULO      | GARDEIN       | \$25,962,389   | 8.8%                     | 78.5             | 0.1                            |
|                                         | LIGHTLIFE     | \$16,077,627   | 20.7%                    | 67.3             | 1.8                            |
|                                         | DR PRAEGERS   | \$6,860,213    | 33.0%                    | 62.8             | 1.0                            |
|                                         | QUORN         | \$6,595,657    | 7.1%                     | 61.8             | 9.9                            |
|                                         | TOFURKY       | \$5,915,361    | 22.5%                    | 54.8             | 10.0                           |
| PLAINS - STANDARD REGION - MULO         | GARDEIN       | \$6,043,990    | 31.7%                    | 80.5             | 0.1                            |
|                                         | LIGHTLIFE     | \$1,884,575    | 13.3%                    | 62.6             | 1.8                            |



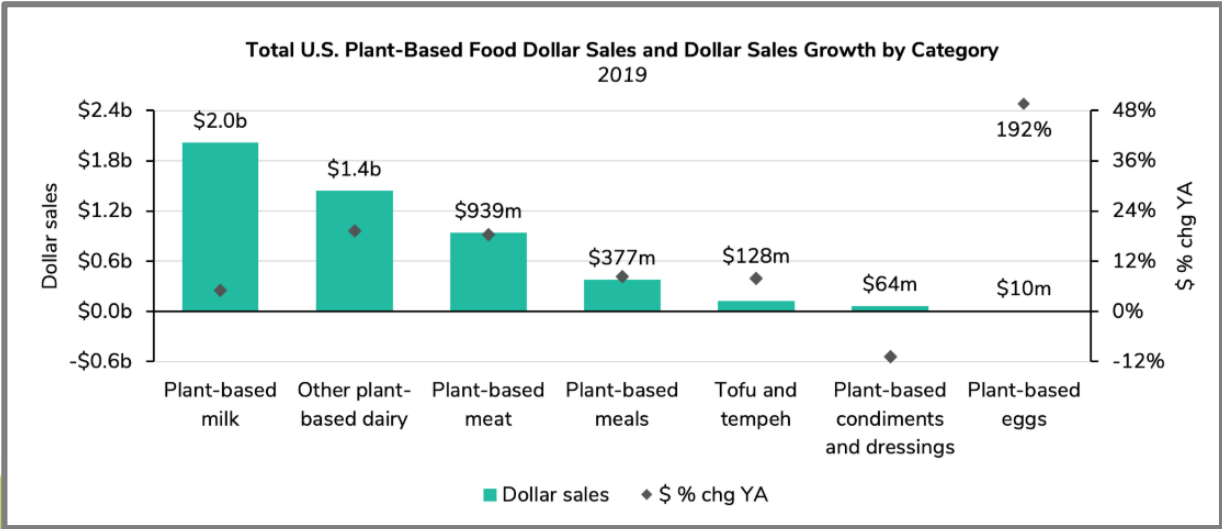
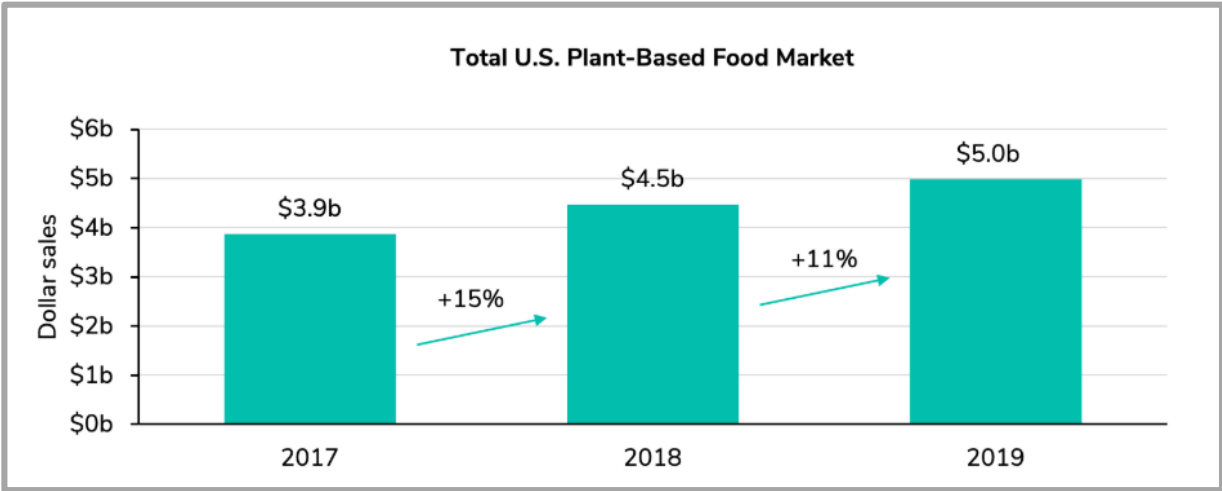
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BRAND PROFILE SUMMARY



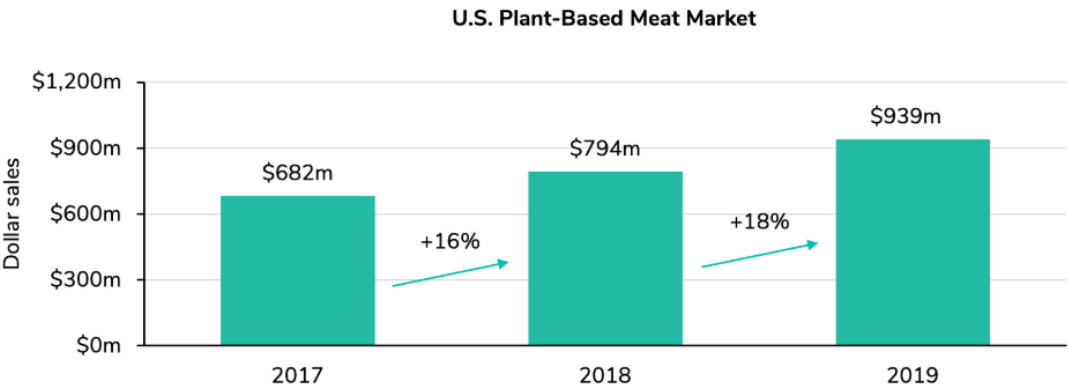


# Plant-Based Market



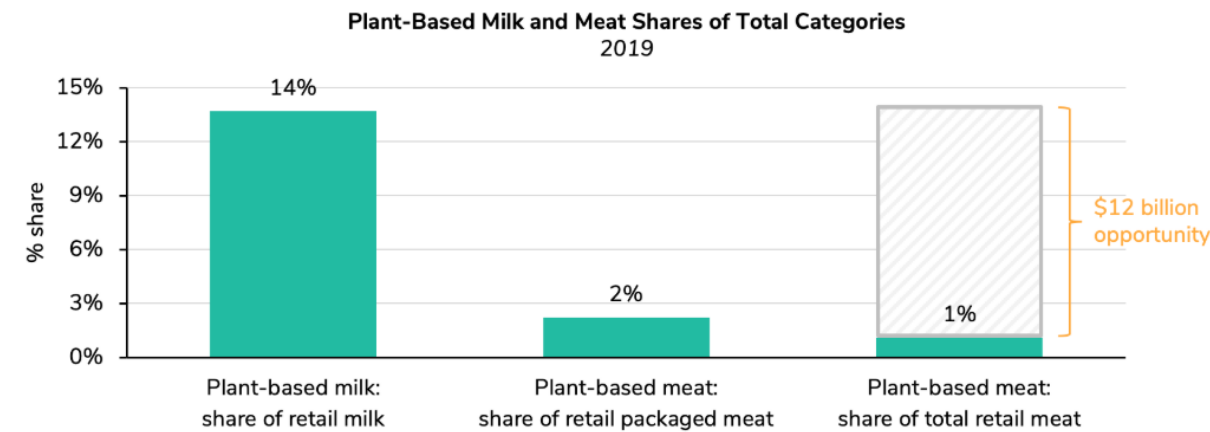
# Plant-Based Meat Market

Dollar sales of plant-based meat grew 18% in the past year and 38% over the past two years.

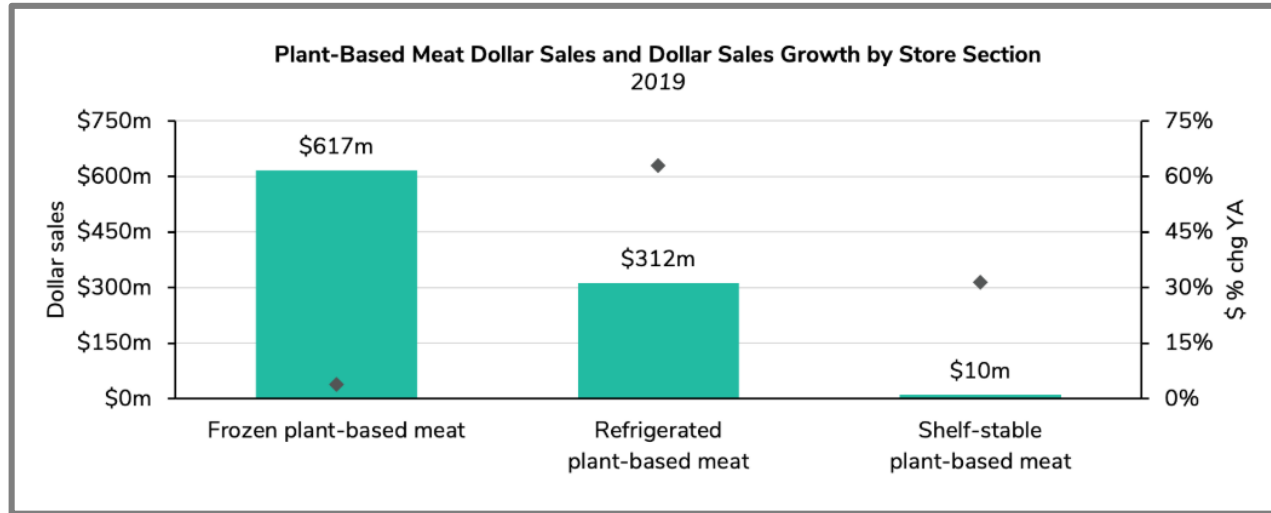


Plant-based meat accounts for 2% of all dollar sales for retail *packaged* meat and approximately 1% of all dollar sales for total retail meat (including random-weight meat).\*

- The plant-based meat category today is reminiscent of the plant-based milk category when it was in its early stages of rapid growth.
- Plant-based milk now accounts for 14% of all dollar sales for retail milk. The plant-based meat category has the potential to reach market share parity with plant-based milk at a 13-point gain of market share of total retail meat, which is an opportunity worth \$12 billion.



# Plant-Based Meat Market Segments



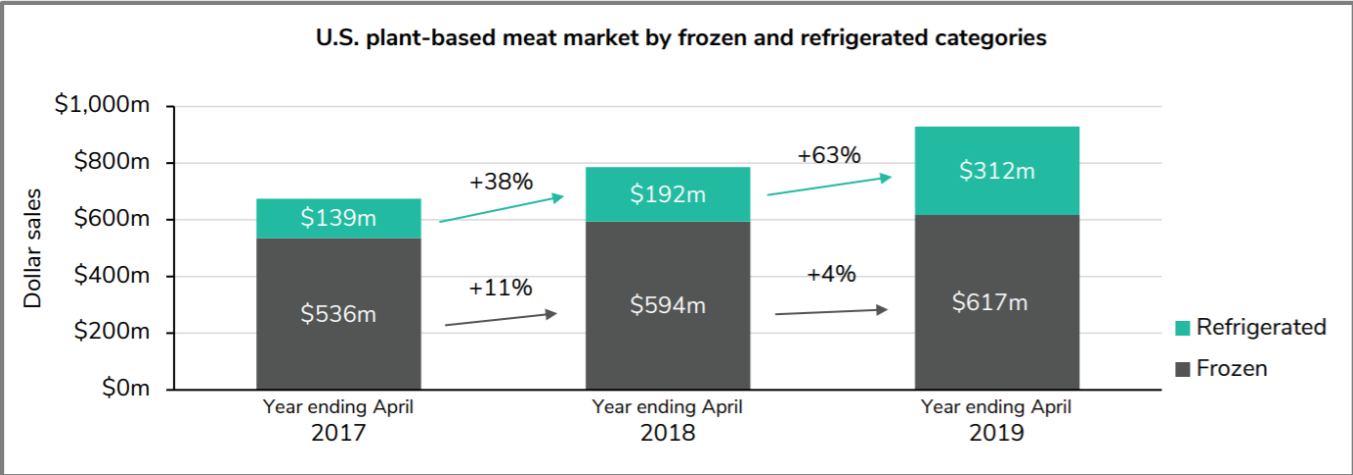
Frozen plant-based meat accounts for 66% of all plant-based meat dollar sales, while refrigerated plant-based meat accounts for 33% and shelf-stable plant-based meat accounts for just 1%.

Dollar sales of refrigerated plant-based meat grew 63% over the past year, much more rapidly than dollar sales of frozen plant-based meat, which grew just 4%. Over the past two years, dollar sales of refrigerated plant-based meat grew 125%, while dollar sales of frozen plant-based meat grew 15%.

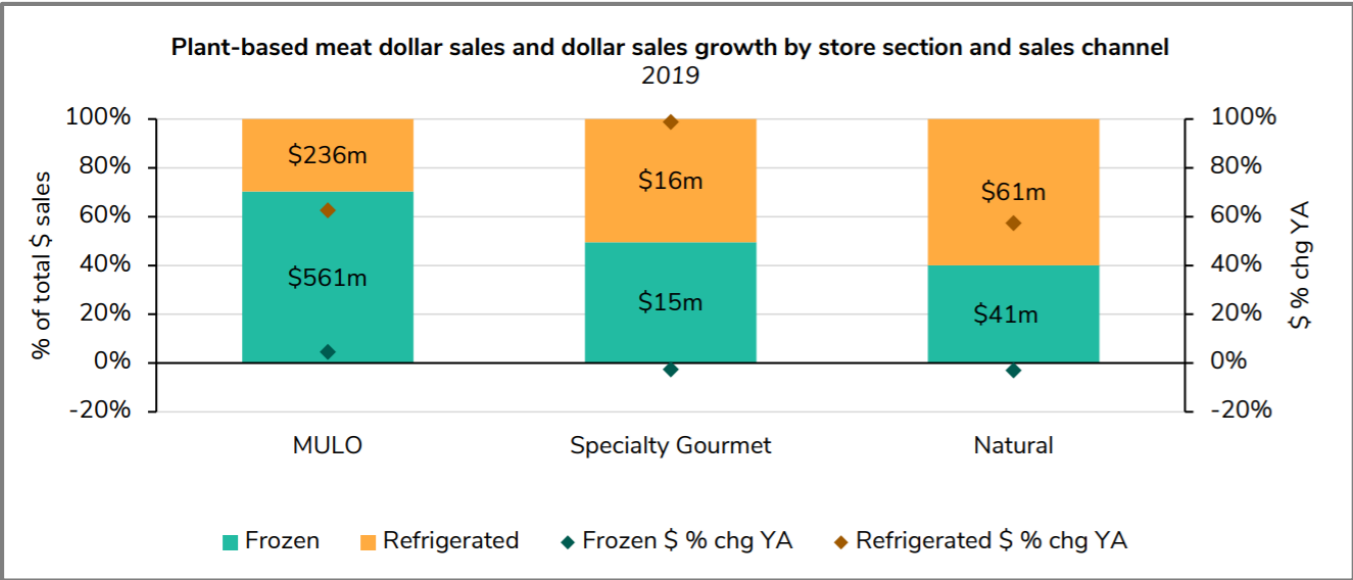


- This reflects a shift in both product innovation and merchandising strategies, with refrigerated plant-based meat increasingly shelved in the refrigerated meat case.

# Plant-Based Meat Market Segments



Refrigerated plant-based meat now makes up 33% of category sales and year over year growth is increasing



Refrigerated plant-based meat accounts for 60% of sales in the Natural channel



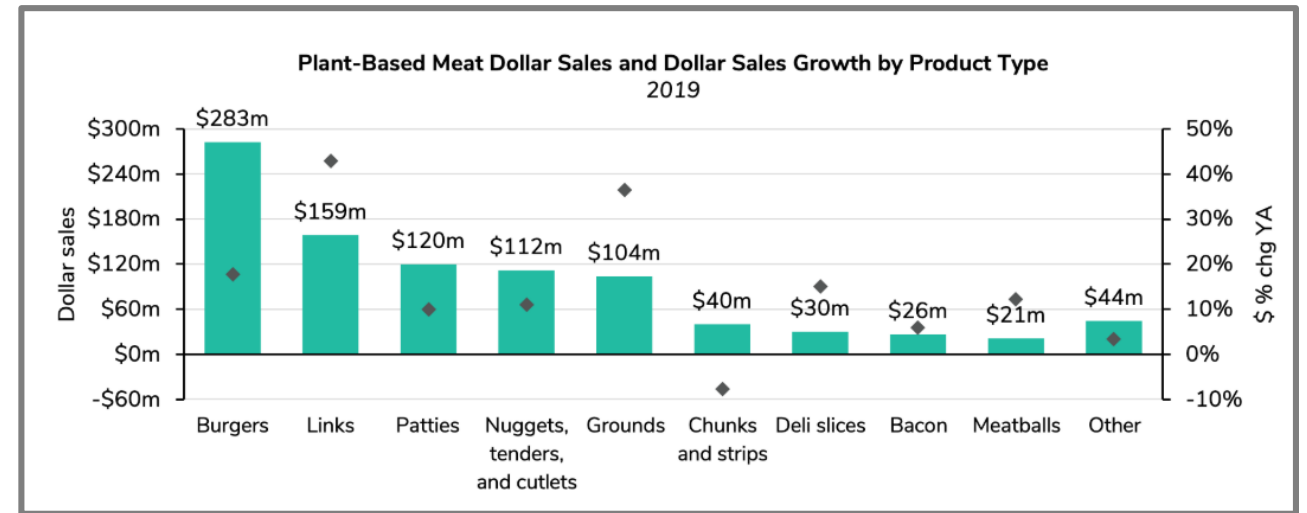
# Plant-Based Meat Market Segments

The top-selling forms of plant-based meat are burgers, followed by links (sausages and hot dogs), and then patties (chicken patties and breakfast patties).

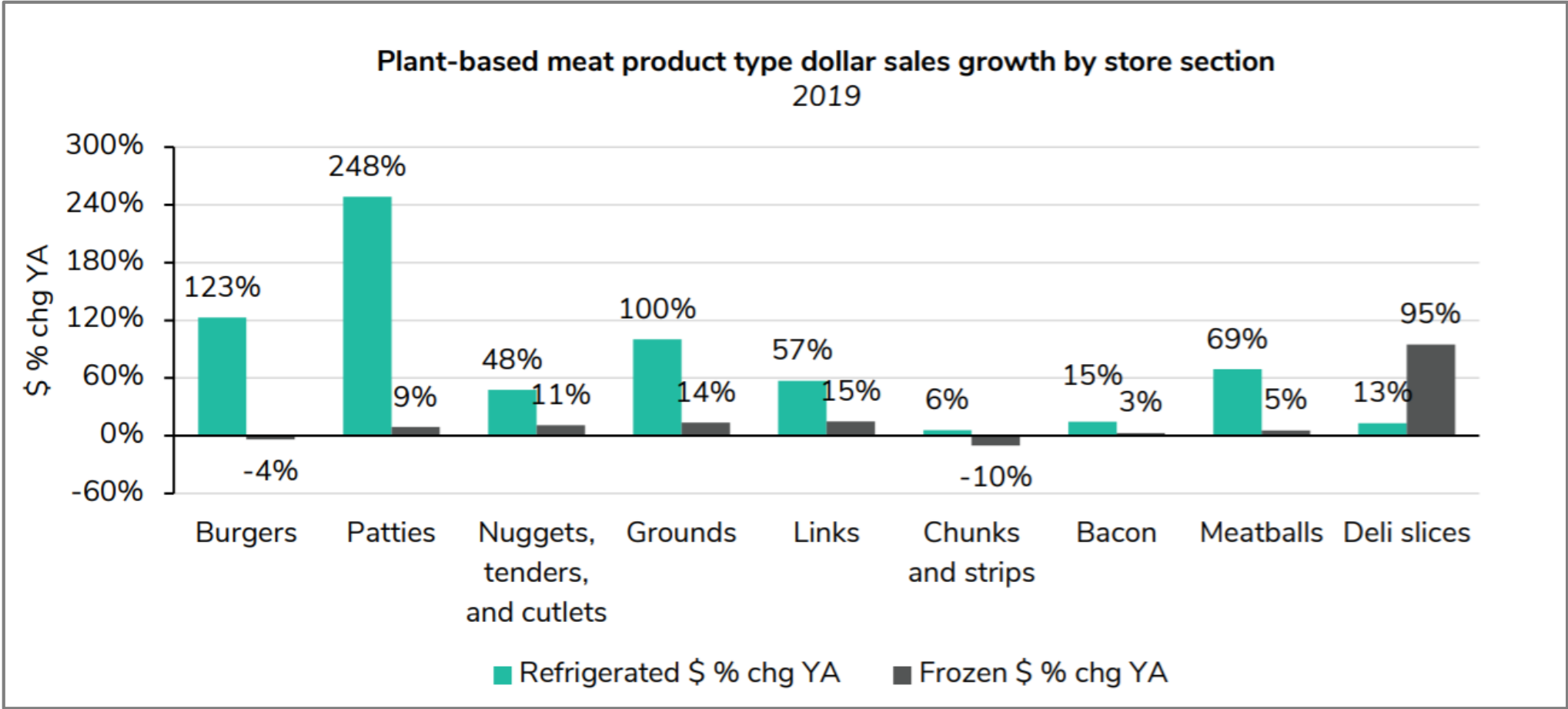
- Sales of burgers reached \$283 million; sales of links reached \$159 million; and sales of patties reached \$120 million.
- Links and grounds have experienced strong growth, growing at 43% and 37% respectively over the past year.

The refrigerated versus frozen dynamic also holds among plant-based meat product types.

- Refrigerated plant-based burgers grew 123% over the past year and a massive 555% over the past two years, while frozen plant-based burger growth declined by 4% over the past year and grew at only 1% over the past 2 years.
- Refrigerated plant-based links grew 57% over the past year and 93% over the past two years, while frozen plant-based links grew 15% over the past year and 29% over the past two years

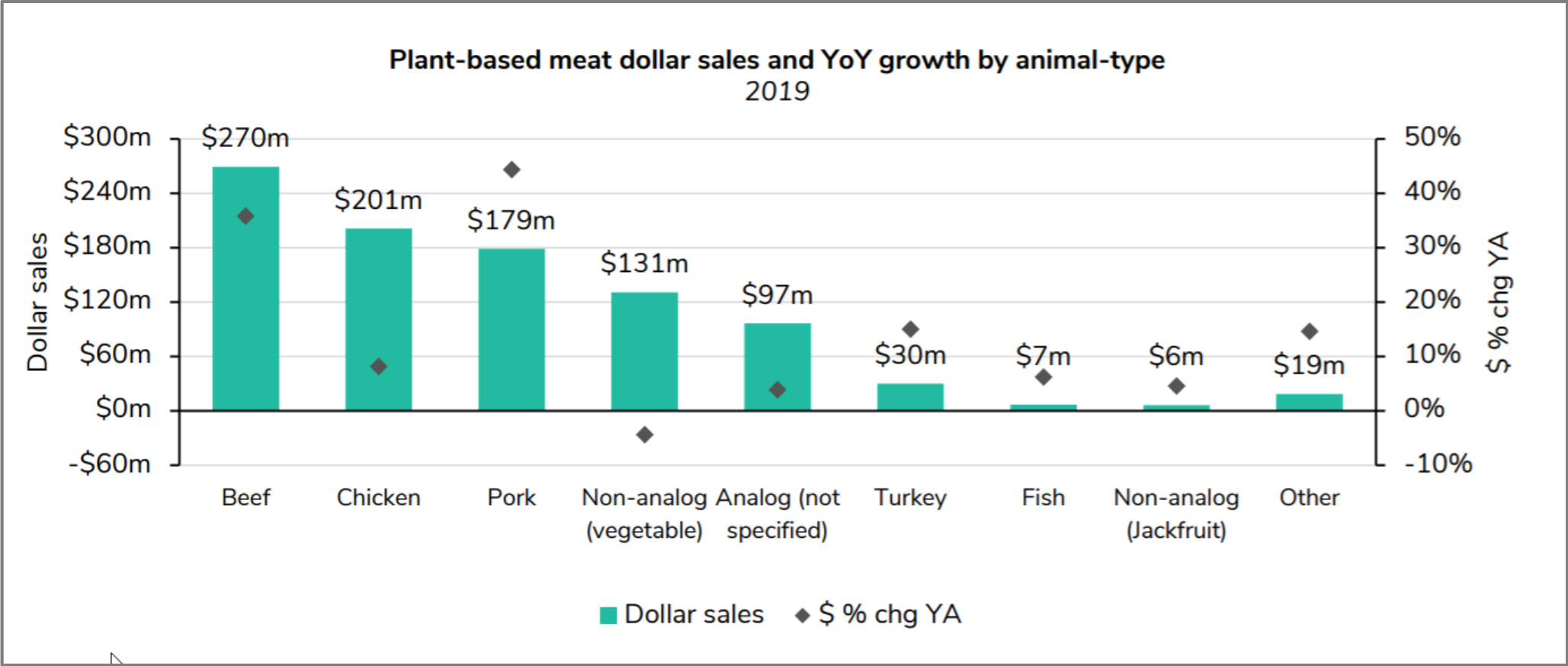


# Plant-Based Meat Market Segments



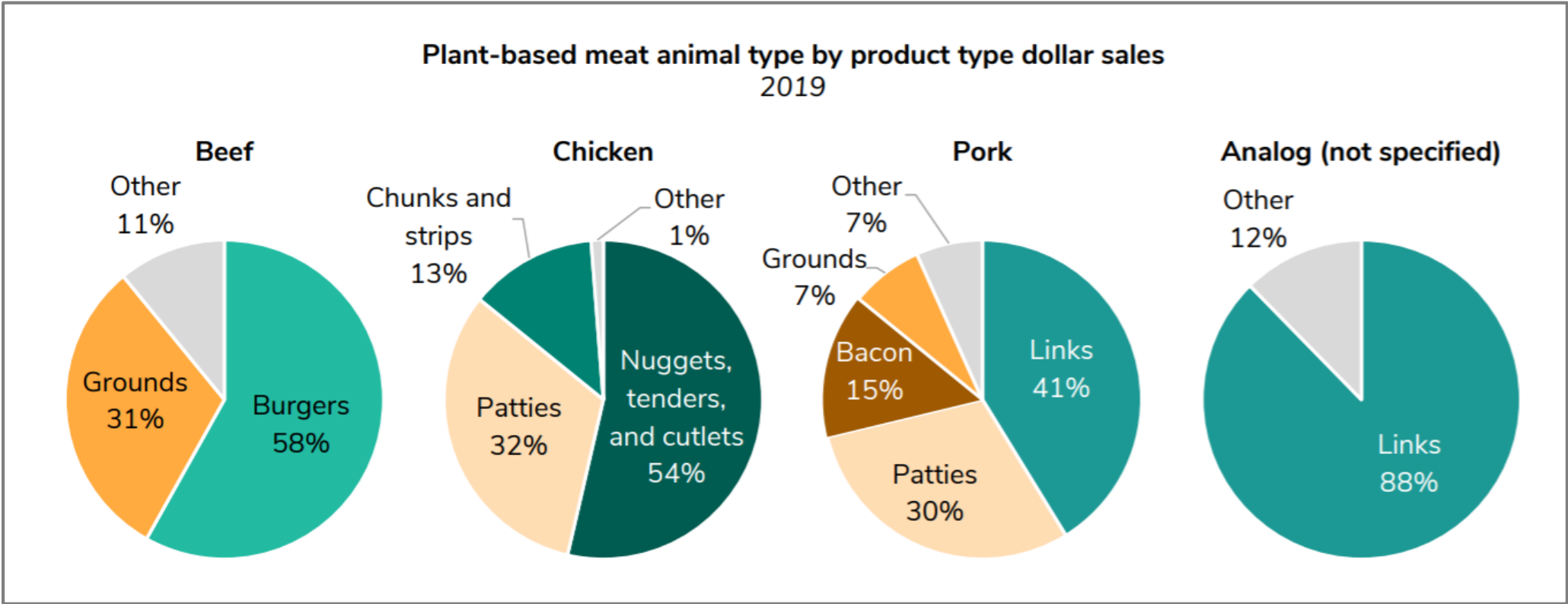
Refrigerated sales are driving growth across most plant-based meat product types

# Plant-Based Meat Market Segments



Plant-based versions of beef, chicken, and pork make up almost 70% of plant-based meat sales

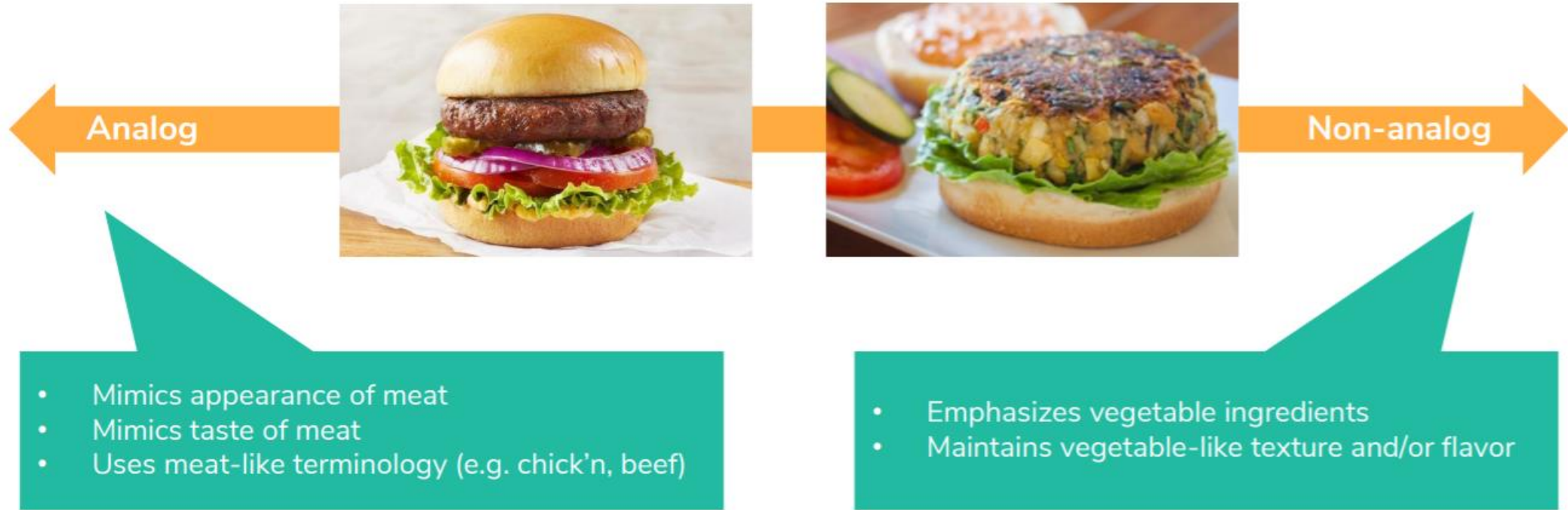
# Plant-Based Meat Market Segments



Beef-type products are concentrated in burgers and grounds, chicken-type products in nuggets and patties



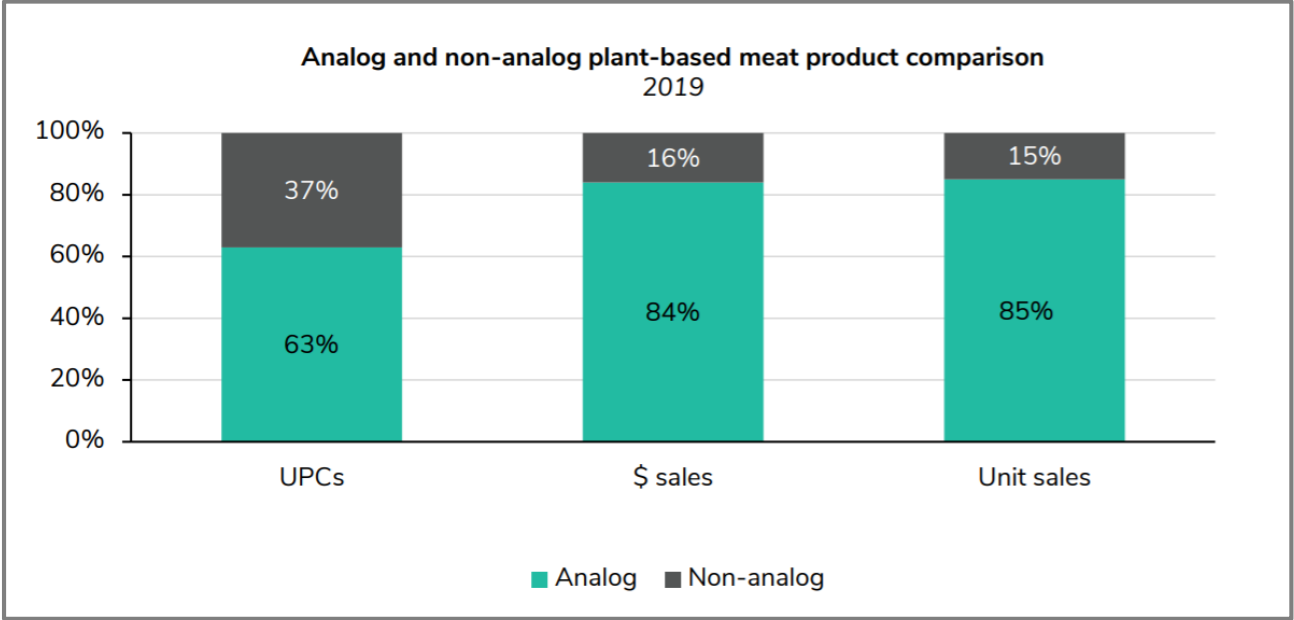
# Plant-Based Meat Analog vs. Non-Analog



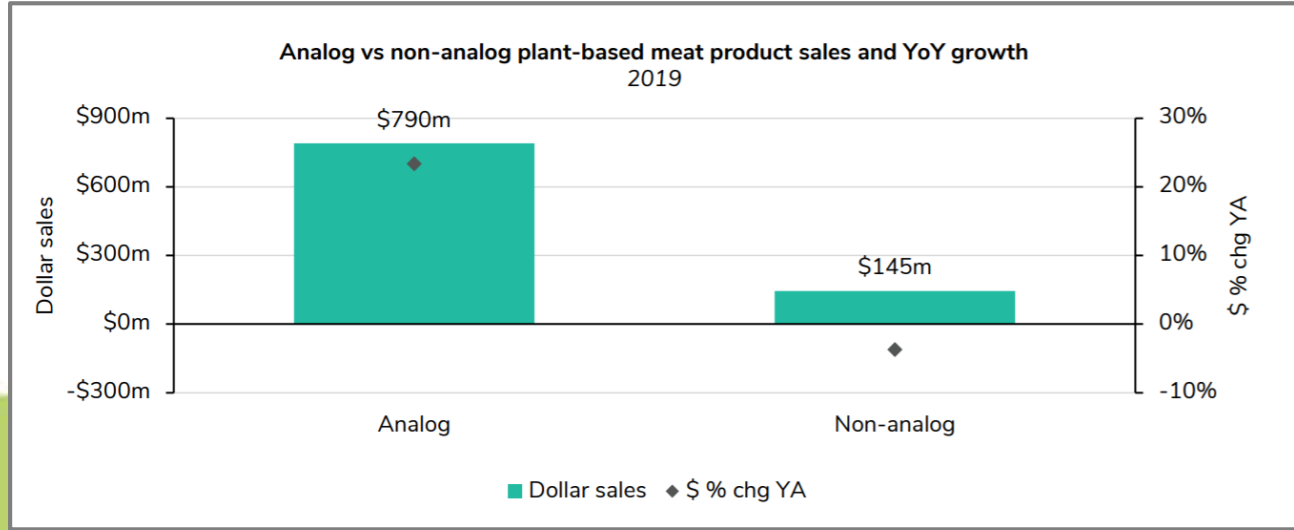
Plant-based meat products vary in the degree to which they are analogs or non-analogs of animal-based meat



# Plant-Based Meat Analog vs. Non-Analog



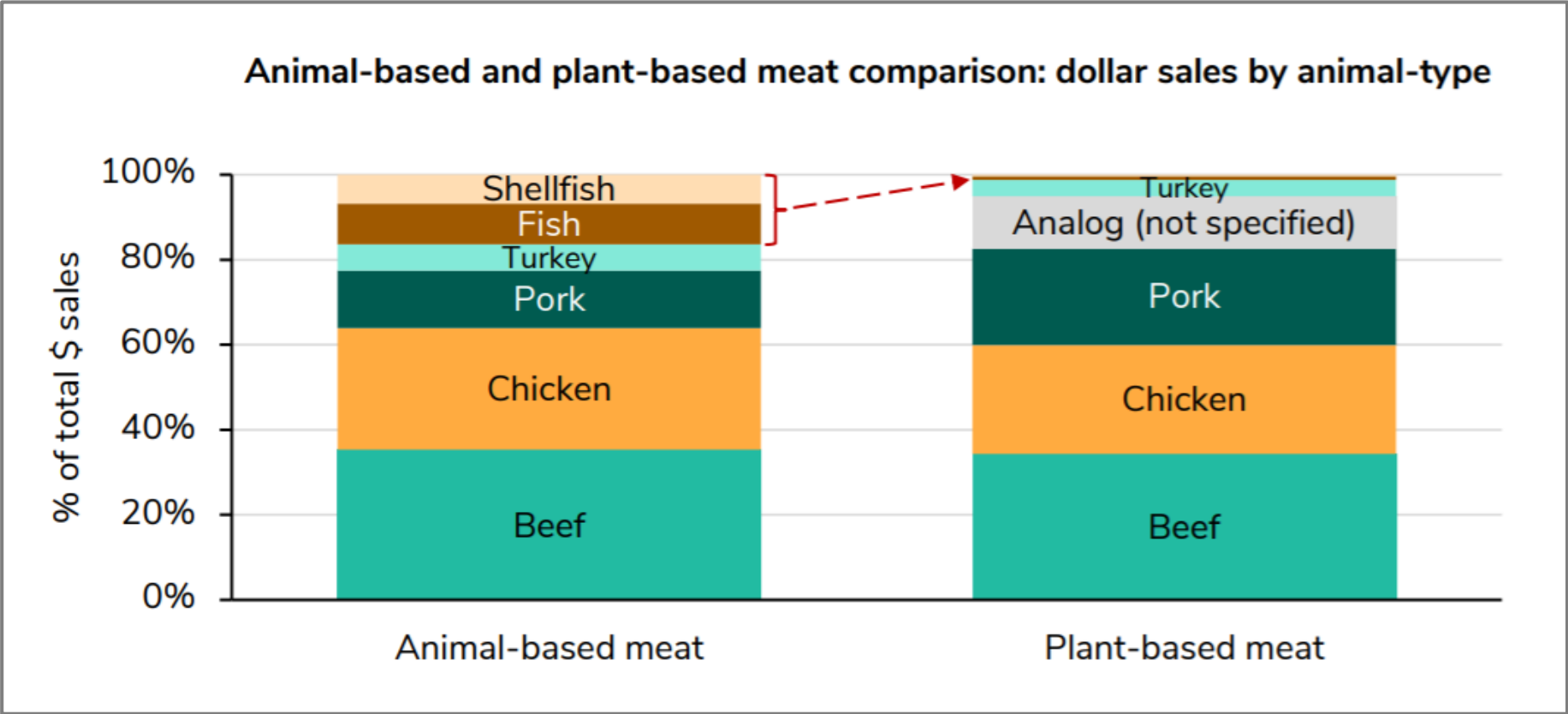
Analog plant-based meat products make up slightly more than 60% of UPC's but almost 85% of dollar sales



Products that are analogous to meat are growing faster than non-analogs



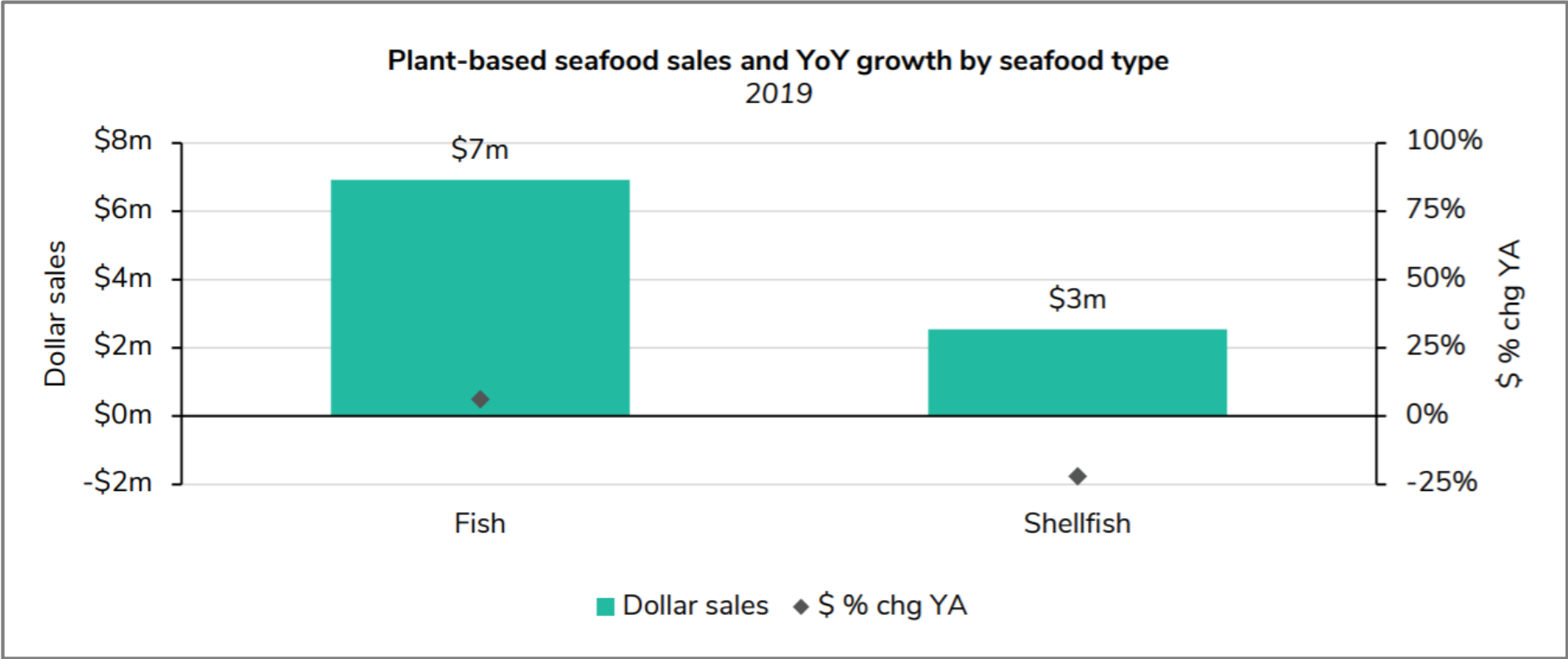
# Plant-Based Meat: Fish and Shellfish



Fish and shellfish are underrepresented in the plant-based meat market



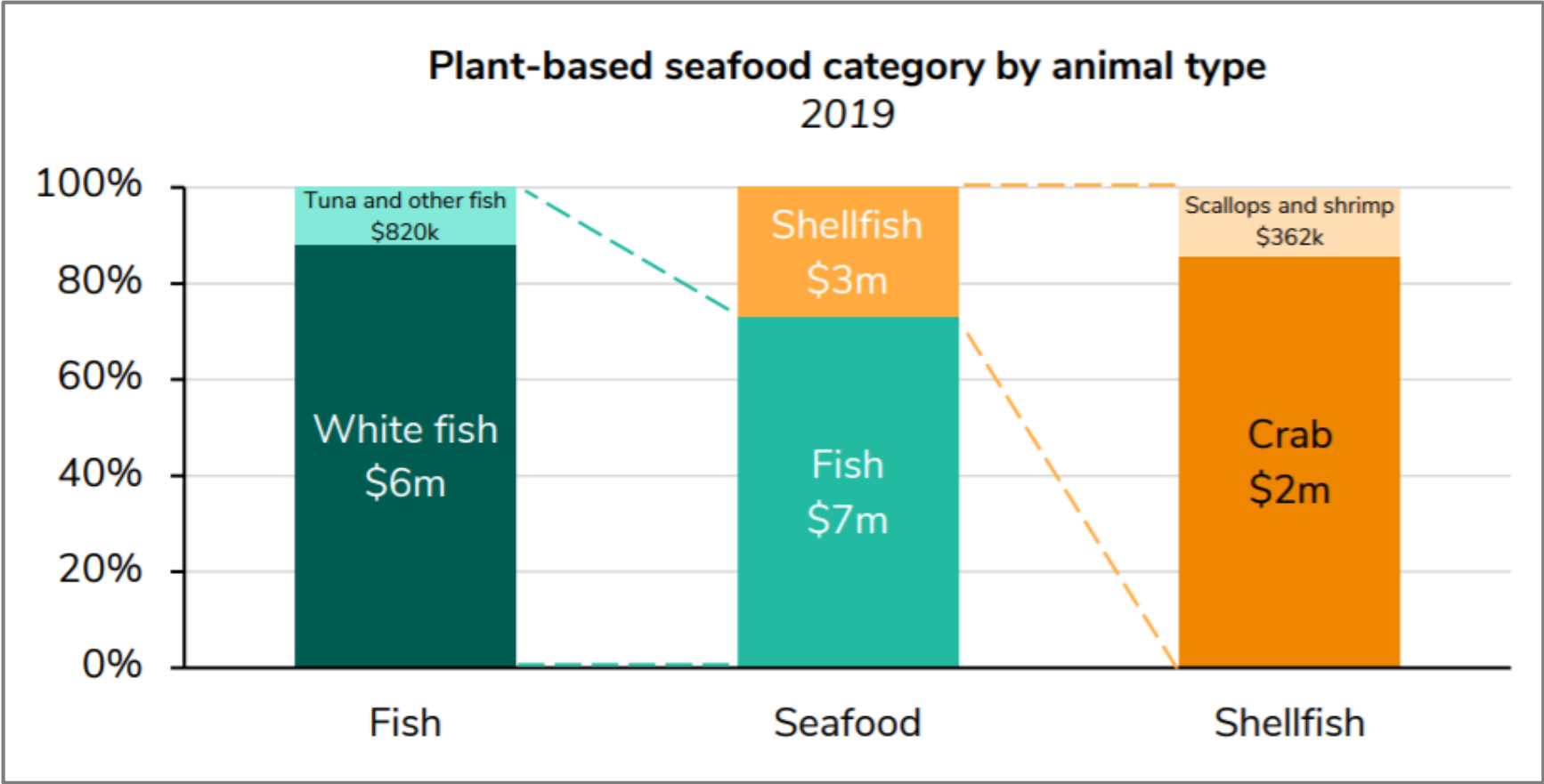
# Plant-Based Meat Fish: and Shellfish



Plant-based fish makes up almost 70% of the plant-based seafood category



# Plant-Based Meat Fish: and Shellfish



The plant-based fish and shellfish categories are both dominated by one animal type



# Plant-Based Meat Purchase Dynamics

**Of all U.S. households, 14% purchase plant-based meat, which equates to approximately 18 million households.**

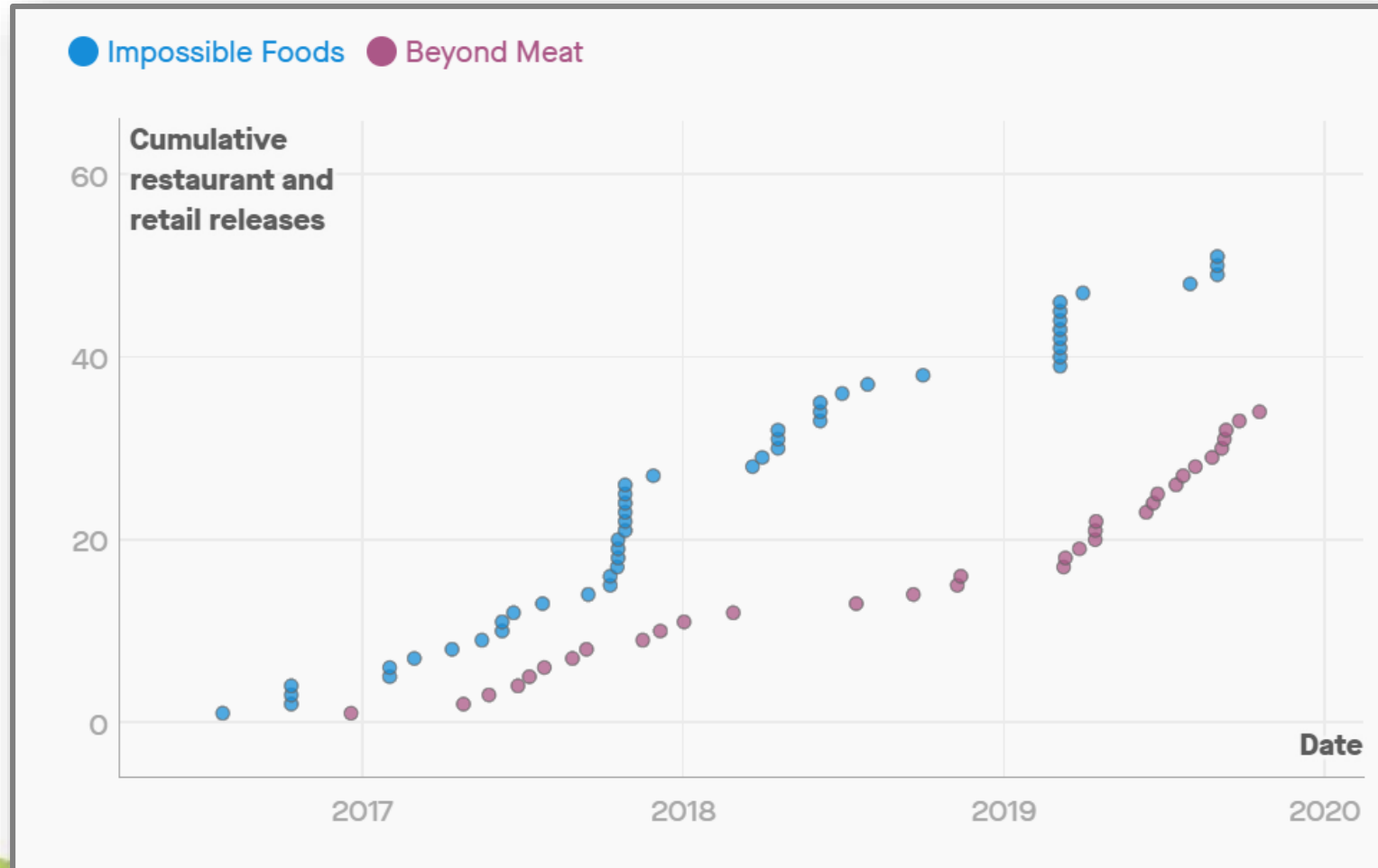
- This is an increase of 1.1 points, or 8.5%, from last year's 12.9% of U.S. households.
- Of households purchasing plant-based meat, 60.1% purchased plant-based meat two or more times.
- Compared with household penetration of plant-based milk at 41%, the number of households purchasing plant-based meat is clearly positioned to increase almost threefold.

**Dollar sales per buyer of plant-based meat increased \$0.80 over the past year to \$45.90 per buyer.**

- Shoppers spent \$8.40 per trip on plant-based meat, an increase of 0.3% over the past year. Trips per buyer increased 1.4% over the past year to 5.4 trips per buyer



# IMPOSSIBLE™ Vs. BEYOND MEAT®



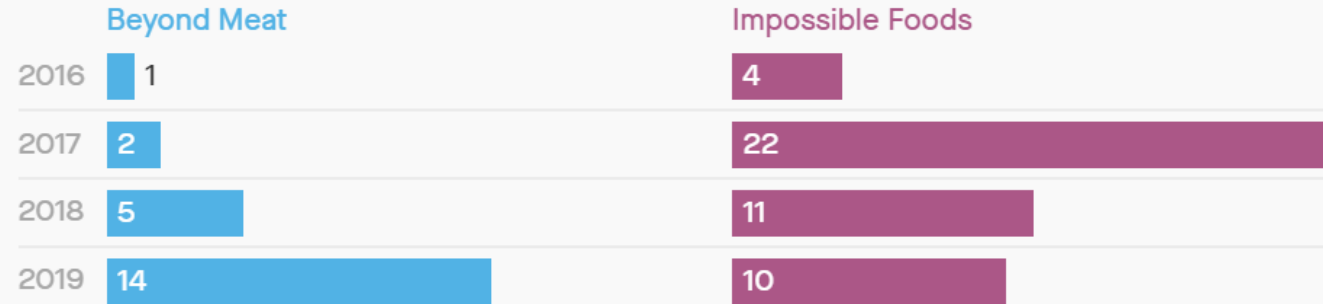
**QUARTZ**

December 2019

<https://qz.com/1770994/beyond-meat-and-impossible-foods-lead-the-plant-based-race/>

# IMPOSSIBLE™ Vs. BEYOND MEAT®

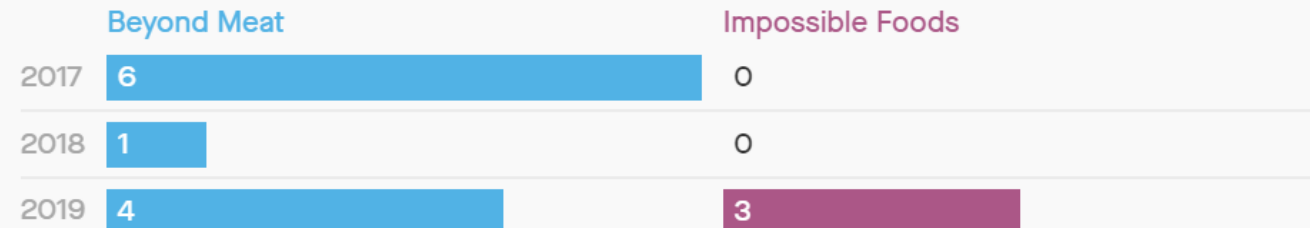
## Impossible Foods has led the plant-based race into restaurants



Quartz | qz.com | Data: Company announcements

Meanwhile, Beyond Meat—which focused on getting its products into grocery stores first—might physically be in front of more people as they roll shopping carts through supermarket meat sections.

## Beyond Meat has focused on getting into grocery stores



**QUARTZ**

December 2019

<https://qz.com/1770994/beyond-meat-and-impossible-foods-lead-the-plant-based-race/>



# Biggest Players

| Company           | Dollar sales  | Year-on-year growth |
|-------------------|---------------|---------------------|
| MorningStar Farms | \$292 million | 6%                  |
| Others            | \$124 million | 18%                 |
| Gardein           | \$107 million | 14%                 |
| Lightlife         | \$50 million  | 7%                  |
| Beyond Meat       | \$38 million  | 101%                |
| Boca              | \$38 million  | -9%                 |
| Quorn             | \$31 million  | 19%                 |

# IMPOSSIBLE™

Redwood City, CA  
Sales Manager: Jeff

**Both Retail & Food Service**

**Brand / Applications:** Impossible Burger  
**Applications in Progress:** Pork / Sausage

**Reported Funding:** \$1.3 Billion

**Major FS Customers:** Burger King

IMPOSSIBLE

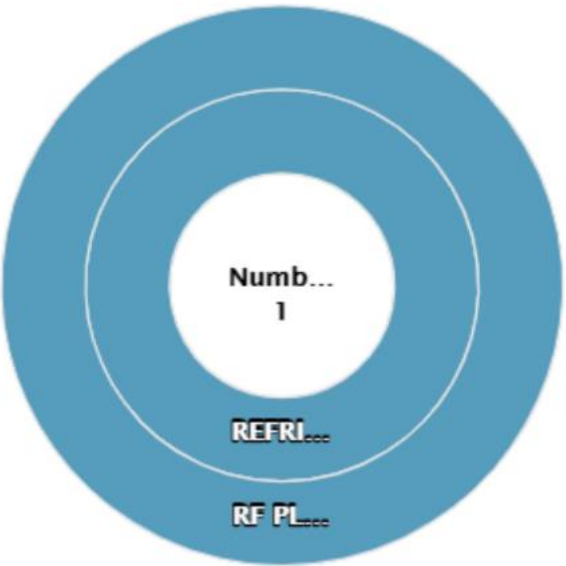
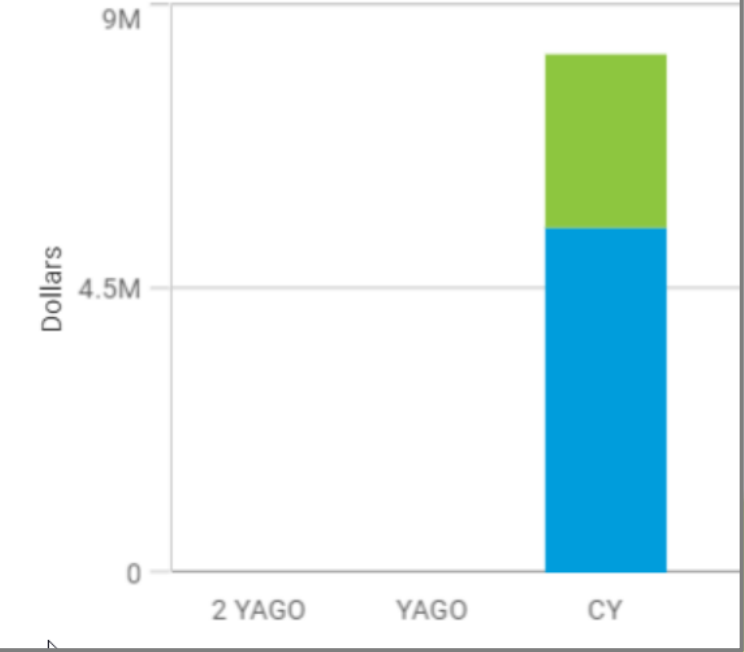
Sales  
Dollars

\$8,228,572

Sales Growth  
2 Year CAGR

-

3 Year Growth



| Category                                   | Subcategory            | Items | Dollars | Growth |
|--------------------------------------------|------------------------|-------|---------|--------|
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES | RF PLANT BASED GROUNDS |       | 18.2M   | -      |

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BRAND PROFILE SUMMARY

# IMPOSSIBLE™ Burger

| Nutrition Facts                                                                                                                                                |                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Serving size                                                                                                                                                   | 4 oz. (113g)   |
| Amount per serving                                                                                                                                             |                |
| <b>Calories</b>                                                                                                                                                | <b>240</b>     |
|                                                                                                                                                                | % Daily Value* |
| <b>Total Fat</b> 14g                                                                                                                                           | <b>18%</b>     |
| Saturated Fat 8g                                                                                                                                               | <b>40%</b>     |
| Trans Fat 0g                                                                                                                                                   |                |
| <b>Cholesterol</b> 0mg                                                                                                                                         | <b>0%</b>      |
| <b>Sodium</b> 370mg                                                                                                                                            | <b>16%</b>     |
| <b>Total Carbohydrate</b> 9g                                                                                                                                   | <b>3%</b>      |
| Dietary Fiber 3g                                                                                                                                               | <b>11%</b>     |
| Total Sugars <1g                                                                                                                                               |                |
| Includes <1g Added Sugars                                                                                                                                      | <b>1%</b>      |
| <b>Protein</b> 19g                                                                                                                                             | <b>31%</b>     |
| Vitamin D 0mcg                                                                                                                                                 | 0%             |
| Calcium 170mg                                                                                                                                                  | 15%            |
| Iron 4.2mg                                                                                                                                                     | 25%            |
| Potassium 610mg                                                                                                                                                | 15%            |
| Thiamin                                                                                                                                                        | 2350%          |
| Riboflavin                                                                                                                                                     | 15%            |
| Niacin                                                                                                                                                         | 50%            |
| Vitamin B6                                                                                                                                                     | 20%            |
| Folate                                                                                                                                                         | 30%            |
| Vitamin B12                                                                                                                                                    | 130%           |
| Phosphorus                                                                                                                                                     | 15%            |
| Zinc                                                                                                                                                           | 50%            |
| * The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. |                |

## Ingredients

Water, Textured Wheat Protein, Coconut Oil, Potato Protein, Natural Flavors, 2% or less of: Leghemoglobin (soy), Yeast Extract, Salt, Soy Protein Isolate, Konjac Gum, Xanthan Gum, Thiamin (Vitamin B1), Zinc, Niacin, Vitamin B6, Riboflavin (Vitamin B2), Vitamin B12



# IMPOSSIBLE™ Pork



(COMING SOON)

## IMPOSSIBLE™ SAUSAGE MADE FROM PLANTS

Introducing the Impossible™ Croissan'wich® -- featuring Impossible Sausage made from plants. Available soon in select Burger King® restaurants for a limited time. To read more about our partnership with Burger King®, click below.

MORE ABOUT BURGER KING® [!\[\]\(74d4806277d7e73349d8e8c0897931e9\_img.jpg\)](#)

# IMPOSSIBLE™ Headlines

Impossible Foods raises \$500M to invest in the future and expand

<https://www.fooddive.com/news/impossible-foods-raises-500m-to-invest-in-the-future-and-expand/574192/>

Impossible Foods to sell pork and sausage made from plants

<https://www.fooddive.com/news/impossible-foods-to-sell-pork-and-sausage-made-from-plants/569882/>

Impossible Burgers will launch at Gelson's Markets

<https://www.grocerydive.com/news/impossible-burgers-will-launch-at-gelsons-markets/563269/>





**BEYOND MEAT®**

El Segundo, CA  
Sales Manager: Jeff

**Both Retail & Food Service**

**Brand / Applications:** Beef / Burger, Breakfast Sausage, Link Sausage  
**Applications in Progress:**

**Reported Funding:** Target \$100M IPO



# BEYOND MEAT®

BEYOND MEAT

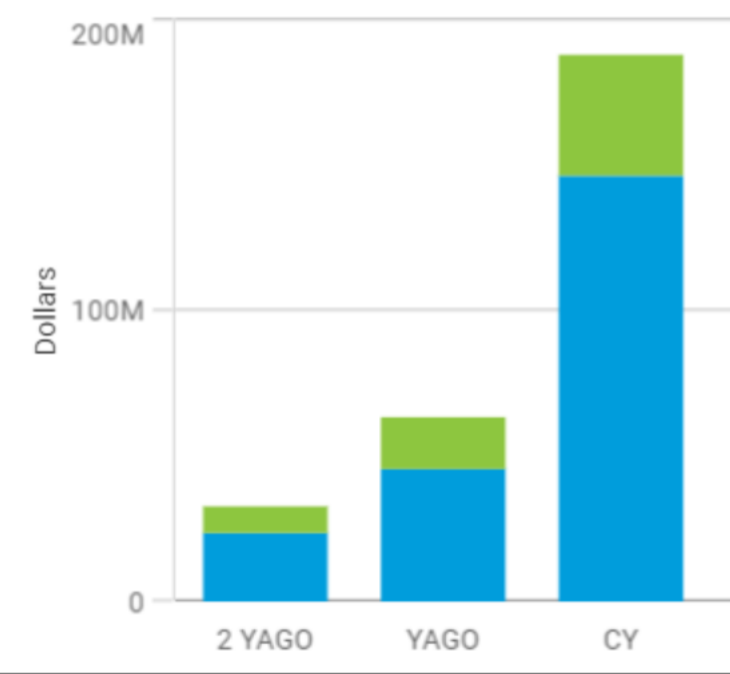
Sales Dollars

\$188,238,452

Sales Growth 2 Year CAGR

138.9%

3 Year Growth



| Category                                   | Subcategory                                | Items | Dollars | Growth |
|--------------------------------------------|--------------------------------------------|-------|---------|--------|
| FROZEN ENTREES                             | FZ MEALS & ENTREES VEGETABLE               | 0     | 18.4T   | -77.1% |
| FROZEN ENTREES                             | FZ SOUPS                                   | 1     | 18.4T   | -77.1% |
| FROZEN PLANT BASED MEAT ALTERNATIVES       | FZ PLANT BASED BREAKFAST MEAT ALTERNATIVES | 2     | 11.4M   | -26.6% |
| FROZEN PLANT BASED MEAT ALTERNATIVES       | FZ PLANT BASED BURGERS                     | 2     | 11.4M   | -26.6% |
| FROZEN PLANT BASED MEAT ALTERNATIVES       | FZ PLANT BASED GROUNDS                     | 4     | 11.4M   | -26.6% |
| FROZEN PLANT BASED MEAT ALTERNATIVES       | FZ PLANT BASED MEATBALLS                   | 0     | 11.4M   | -26.6% |
| FROZEN PLANT BASED MEAT ALTERNATIVES       | FZ PLANT BASED NUGGETS & STRIPS & CUTLETS  | 3     | 11.4M   | -26.6% |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES | RF PLANT BASED BURGERS                     | 3     | 176.8M  | 268.3% |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES | RF PLANT BASED DINNER SAUSAGE LINKS        | 5     | 176.8M  | 268.3% |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES | RF PLANT BASED GROUNDS                     | 1     | 176.8M  | 268.3% |





# BEYOND MEAT® Breakfast Sausage

## NUTRITION FACTS

Serving Size: 2 cooked patties (58g)  
Servings Per Container: 3

Amount per serving  
Calories 180

|                          | % Daily Value* |
|--------------------------|----------------|
| Total Fat 12g            | 15%            |
| Saturated Fat 4.5g       | 23%            |
| Trans Fat 0g             |                |
| Cholesterol 0mg          | 0%             |
| Sodium 270mg             | 12%            |
| Total Carbohydrate 6g    | 2%             |
| Dietary Fiber 2g         | 7%             |
| Total Sugars 0g          |                |
| Includes 0g Added Sugars | 0%             |
| Protein 11g              | 22%            |
| Vitamin D 0mcg           | 0%             |
| Calcium 60mg             | 4%             |
| Iron 2.8mg               | 15%            |
| Potassium 230mg          | 5%             |

\* The % Daily Value (DV) tells you how much a nutrient a serving of food contributes to a daily diet. 2,000 calories in a day is used for general nutrition advice.

## Ingredients

Water, Pea Protein\*, Expeller-Pressed Canola Oil, Refined Coconut Oil, Natural Flavors, Inactivated Yeast, Rice Protein, Methylcellulose, Yeast Extract [niacin (Vitamin B3), pyridoxine hydrochloride (Vitamin B6), thiamin hydrochloride (Vitamin B1), riboflavin (Vitamin B2), folic acid (Vitamin B9), cyanocobalamin (Vitamin B12)], Apple Extract, Salt, Pomegranate Extract, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract (for color), Carrot





# BEYOND MEAT® Burger

## NUTRITION FACTS

Serving Size: 1 Patty, US Retail 4 oz (113g)  
Servings Per Container: 2

Amount per serving  
Calories 260

|                          | % Daily Value* |
|--------------------------|----------------|
| Total Fat 18g            | 23%            |
| Saturated Fat 5g         | 25%            |
| Trans Fat 0g             |                |
| Cholesterol 0mg          | 0%             |
| Sodium 350mg             | 15%            |
| Total Carbohydrate 5g    | 2%             |
| Dietary Fiber 2g         | 7%             |
| Total Sugars 0g          |                |
| Includes 0g Added Sugars | 0%             |
| Protein 20g              | 40%            |
| Vitamin D 0mcg           | 0%             |
| Calcium 100mg            | 8%             |
| Iron 4.0mg               | 20%            |
| Potassium 280mg          | 6%             |

\* The % Daily Value (DV) tells you how much a nutrient a serving of food contributes to a daily diet. 2,000 calories in a day is used for general nutrition advice.

## Ingredients (Retail)

Water, Pea Protein\*, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Pomegranate Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract (for color).

## Ingredients (Food Service)

Water, Pea Protein Isolate\*, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract (for color), Pomegranate Fruit Powder, Lycopene Color (from Tomato)





# BEYOND MEAT® Beef

## NUTRITION FACTS

Serving Size: 4 oz (113g)  
Servings Per Container: 4

Amount per serving  
Calories 260

|                          | % Daily Value* |
|--------------------------|----------------|
| Total Fat 18g            | 23%            |
| Saturated Fat 5g         | 25%            |
| Trans Fat 0g             |                |
| Cholesterol 0mg          | 0%             |
| Sodium 350mg             | 15%            |
| Total Carbohydrate 5g    | 2%             |
| Dietary Fiber 2g         | 7%             |
| Total Sugars 0g          |                |
| Includes 0g Added Sugars | 0g%            |
| Protein 20g              | 40%            |
| Vitamin D 0mcg           | 0%             |
| Calcium 100mg            | 8%             |
| Iron 4.0mg               | 20%            |
| Potassium 280mg          | 6%             |

\* The % Daily Value (DV) tells you how much a nutrient a serving of food contributes to a daily diet. 2,000 calories in a day is used for general nutrition advice.

## Ingredients

Water, Pea Protein\*, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Pomegranate Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract (for color).





# BEYOND MEAT® Sausage

## NUTRITION FACTS

Serving Size: 1 Cooked link, (76g)

Amount per serving

Calories 190

% Daily Value\*

|                       |     |
|-----------------------|-----|
| Total Fat 12g         | 18% |
| Saturated Fat 5g      | 25% |
| Trans Fat 0g          |     |
| Cholesterol 0mg       | 0%  |
| Sodium 500mg          | 21% |
| Total Carbohydrate 5g | 2%  |
| Dietary Fiber 3g      | 12% |
| Total Sugars 0g       |     |
| Protein 16g           | 25% |
| Vitamin A             | 0%  |
| Vitamin C             | 0%  |
| Calcium               | 6%  |
| Iron                  | 22% |
| Potassium 230mg       | 7%  |

\* The % Daily Value (DV) tells you how much a nutrient a serving of food contributes to a daily diet. 2,000 calories in a day is used for general nutrition advice.

## Ingredients

Water, Pea Protein\*, Refined Coconut Oil, Sunflower Oil, Natural Flavor, Contains 2% or less of: Rice Protein, Faba Bean Protein, Potato Starch, Salt, Fruit Juice (For Color), Vegetable Juice (For Color), Apple Fiber, Methylcellulose, Citrus Extract (To Protect Quality), Calcium Alginate Casing.







# BEYOND MEAT® Beef Crumbles

## NUTRITION FACTS

Serving Size: about 1/2 cup (55g)  
Servings Per Container: about 5

Amount per serving  
Calories 90

|                       | % Daily Value* |
|-----------------------|----------------|
| Total Fat 3g          | 4%             |
| Saturated Fat 0g      | 0%             |
| Trans Fat 0g          |                |
| Cholesterol 0mg       | 0%             |
| Sodium 140mg          | 6%             |
| Total Carbohydrate 2g | 1%             |
| Dietary Fiber <1g     | 2%             |
| Total Sugars 0g       |                |
| Protein 14g           | 26%            |
| Calcium               | 4%             |
| Iron                  | 30%            |
| Potassium 190mg       | 4%             |

\* The % Daily Value (DV) tells you how much a nutrient a serving of food contributes to a daily diet. 2,000 calories in a day is used for general nutrition advice.

## Ingredients

Water, Pea Protein\*, Expeller-Pressed Canola Oil, Rice Flour, Spice, Natural Flavor, Tomato Powder, Contains 0.5% or less: Sugar, Potassium Chloride, Citric Acid, Salt





# BEYOND MEAT® Headlines

**Beyond Meat debuts Cookout Classic plant-based burgers**

<https://www.foodbusinessnews.net/articles/16254-beyond-meat-debuts-cookout-classic-plant-based-burgers>

**Beyond Breakfast Sausage launches at retail**

<https://www.fooddive.com/news/beyond-breakfast-sausage-launches-at-retail/573405/>

**Beyond Meat likely to be liable for \$628K in ongoing litigation**

<https://www.fooddive.com/news/beyond-meat-likely-to-be-liable-for-628k-in-ongoing-litigation/571315/>

**As Beyond Meat sizzles in Wall Street debut, pressure is on to maintain its red-hot growth**

<https://www.fooddive.com/news/as-beyond-meat-sizzles-in-wall-street-debut-pressure-is-on-to-maintain-its/553988/>

**Why did Tyson divest its 6.52% share in Beyond Meat?**

<https://www.fooddive.com/news/why-did-tyson-divest-its-652-share-in-beyond-meat/553395/>



Parent: ConAgra  
Omaha, NE  
Sales Manager: NA

**Both Retail & Food Service**

**Brand / Applications:**  
**Applications in Progress:**

**Reported Funding:**



## Wings

Plant-based wings sauced and ready to make appetizers, stir-frys, wraps, and more! Now with our new proprietary Pea + Wheat Protein Blend!







## Chick'n Tenders

Juicy plant-based chick'n breaded with a kick of spice! Now with our new proprietary Pea + Wheat Protein Blend!





# Chick'n Strips and Patties





## Headlines

**Conagra buying Pinnacle Foods for \$10.9B in cash and stock 2018**

<https://www.fooddive.com/news/conagra-buying-pinnacle-foods-for-109b-in-cash-and-stock/526575/>



Parent: Maple Leaf Foods  
Turner Falls, MA  
Sales Manager: NA

**Both Retail & Food Service**

**Major FS Customers:** Harvey' Canada

**Reported Funding:**

## ALL YOUR FAVORITES, NOW PLANT-BASED

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But taste isn't the only way that Lightlife will surprise you. With a wide range of products, you may be surprised just how easy it can be to eat more plant-based foods. No matter how you're used to cooking at home—be it by pan, pot or grill—Lightlife has products that will fit seamlessly into your lifestyle and onto your table.

Surprise yourself with Lightlife.



# LIGHTLIFE™ Burger

| Nutrition Facts                                                                                                                                                  |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 2 servings per container                                                                                                                                         |            |
| Serving size 1 burger (113g)                                                                                                                                     |            |
| Amount per serving                                                                                                                                               |            |
| <b>Calories</b>                                                                                                                                                  | <b>270</b> |
| % Daily Value*                                                                                                                                                   |            |
| <b>Total Fat</b> 17g                                                                                                                                             | <b>21%</b> |
| Saturated Fat 2.5g                                                                                                                                               | <b>13%</b> |
| Trans Fat 0g                                                                                                                                                     |            |
| Polyunsaturated Fat 4.5g                                                                                                                                         |            |
| Monounsaturated Fat 9g                                                                                                                                           |            |
| <b>Cholesterol</b> 0mg                                                                                                                                           | <b>0%</b>  |
| <b>Sodium</b> 540mg                                                                                                                                              | <b>23%</b> |
| <b>Total Carbohydrate</b> 10g                                                                                                                                    | <b>4%</b>  |
| Dietary Fiber 2g                                                                                                                                                 | <b>8%</b>  |
| Total Sugars 1g                                                                                                                                                  |            |
| Includes 0g Added Sugars                                                                                                                                         | <b>0%</b>  |
| <b>Protein</b> 20g                                                                                                                                               | <b>23%</b> |
| Vitamin D 0mcg 0% • Calcium 70mg 6%                                                                                                                              |            |
| Iron 3.8mg 20% • Potas. 200mg 4%                                                                                                                                 |            |
| *The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to daily diet. 2,000 calories a day is used for general nutrition advice. |            |

## Ingredients

WATER, PEA PROTEIN, EXPELLER PRESSED CANOLA OIL, MODIFIED CORN STARCH, MODIFIED CELLULOSE, YEAST EXTRACT, VIRGIN COCONUT OIL, SEA SALT, NATURAL FLAVOR, BEET POWDER (COLOR), ASCORBIC ACID (TO PROMOTE COLOR RETENTION), ONION EXTRACT, ONION POWDER, GARLIC POWDER.





# Smart Dog

## Nutrition Facts

Serving Size 1 link (42g)  
Servings Per Container about 8

### Amount Per Serving

**Calories** 50    Calories from Fat 20

### % Daily Value\*

**Total Fat** 2g    **3%**

Saturated Fat 0g    **0%**

Trans Fat 0g

Polyunsaturated Fat 1g

Monounsaturated Fat 0.5g

**Cholesterol** 0mg    **0%**

**Sodium** 330mg    **14%**

**Potassium** 160mg    **5%**

**Total Carbohydrate** 2g    **1%**

Dietary Fiber 1g    **4%**

Sugars 0g

**Protein** 7g    **10%**

Vitamin A 0%    •    Vitamin C 0%

Calcium 0%    •    Iron 6%

\* Percent Daily Values are based on a 2,000 calorie diet.

## Ingredients

WATER, SOY PROTEIN ISOLATE, SOYBEAN OIL, EVAPORATED CANE SYRUP, PEA PROTEIN ISOLATE, TAPIOCA STARCH, SALT, POTASSIUM CHLORIDE, BAKERS YEAST EXTRACT, CARRAGEENAN, DRIED GARLIC, NATURAL FLAVOR (FROM PLANT SOURCES), NATURAL SMOKE FLAVOR, XANTHAN GUM, FERMENTED RICE FLOUR, GUAR GUM, OLEORESIN PAPRIKA (COLOR).





# Ground

| Nutrition Facts                                                                                                                                                  |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| About 3 servings per container                                                                                                                                   |            |
| Serving size 4 oz (112g)                                                                                                                                         |            |
| Amount per serving                                                                                                                                               |            |
| Calories                                                                                                                                                         | 270        |
| % Daily Value*                                                                                                                                                   |            |
| <b>Total Fat</b> 17g                                                                                                                                             | <b>21%</b> |
| Saturated Fat 2.5g                                                                                                                                               | <b>13%</b> |
| Trans Fat 0g                                                                                                                                                     |            |
| Polyunsaturated Fat 4g                                                                                                                                           |            |
| Monounsaturated Fat 9g                                                                                                                                           |            |
| <b>Cholesterol</b> 0mg                                                                                                                                           | <b>0%</b>  |
| <b>Sodium</b> 530mg                                                                                                                                              | <b>23%</b> |
| <b>Total Carbohydrate</b> 10g                                                                                                                                    | <b>4%</b>  |
| Dietary Fiber 2g                                                                                                                                                 | <b>8%</b>  |
| Total Sugars 1g                                                                                                                                                  |            |
| Includes 0g Added Sugars                                                                                                                                         | <b>0%</b>  |
| <b>Protein</b> 20g                                                                                                                                               | <b>23%</b> |
| Vitamin D 0mcg 0% • Calcium 70mg 6%                                                                                                                              |            |
| Iron 3.8mg 20% • Potas. 200mg 4%                                                                                                                                 |            |
| *The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to daily diet. 2,000 calories a day is used for general nutrition advice. |            |

## Ingredients

WATER, PEA PROTEIN, EXPELLER PRESSED CANOLA OIL, MODIFIED CORN STARCH, MODIFIED CELLULOSE, YEAST EXTRACT, VIRGIN COCONUT OIL, SEA SALT, NATURAL FLAVOR, BEET POWDER (COLOR), ASCORBIC ACID (TO PROMOTE COLOR RETENTION), ONION EXTRACT, ONION POWDER, GARLIC POWDER







# Meatballs

## Nutrition Facts

Serving Size 3 meatballs, 76g  
Servings Per Container about 3

### Amount Per Serving

**Calories** 100    Calories from Fat 10

### % Daily Value\*

**Total Fat** 1.5g    **2%**

Saturated Fat 0g    **0%**

Trans Fat 0g

Polyunsaturated Fat 0.5g

Monounsaturated Fat 0g

**Cholesterol** 0mg    **0%**

**Sodium** 370mg    **15%**

**Potassium** 380mg    **11%**

**Total Carbohydrate** 9g    **3%**

Dietary Fiber 4g    **16%**

Sugars 1g

**Protein** 13g

Vitamin A 0%    •    Vitamin C 2%

Calcium 8%    •    Iron 15%

\*Percent Daily Values are based on a 2,000 calorie diet.



## Ingredients

WATER, TEXTURED SOY PROTEIN CONCENTRATE, SICILIAN SAUCE (WATER, TOMATO PASTE, SUN DRIED TOMATOES, DISTILLED VINEGAR, SPICES, LEMON JUICE CONCENTRATE, GARLIC, SALT, RICE STARCH, PAPRIKA EXTRACT, XANTHAN GUM), WHEAT FLOUR, SOY PROTEIN ISOLATE, SOYBEAN OIL, SALT, YEAST EXTRACT, SPICES, DEHYDRATED VEGETABLES (GARLIC, ONIONS, RED BELL PEPPERS), MALTODEXTRIN, CELLULOSE GUM, MALT EXTRACT, TAPIOCA STARCH, NATURAL FLAVORS, CANE SUGAR, SOY MILK POWDER, PAPRIKA, SOY LECITHIN.



## Gimme Lean

### Ingredients

WATER, TEXTURED SOY PROTEIN CONCENTRATE, TEXTURED SOY PROTEIN, TAPIOCA STARCH, NATURAL FLAVOR (FROM PLANT SOURCES), SOY SAUCE (WATER, SOYBEANS, SALT, WHEAT), LESS THAN 2% OF: SOY PROTEIN CONCENTRATE, CELLULOSE GUM, SOY PROTEIN ISOLATE, BARLEY MALT EXTRACT, DRIED ONIONS, SALT, SOY MILK POWDER, VITAL WHEAT GLUTEN, TORULA YEAST, YEAST EXTRACT, MOLASSES, SEA SALT, DRIED GARLIC, XANTHAN GUM, SOY FLOUR, WHEAT STARCH.





## Headlines

**Lightlife Foods launches a plant-based burger**

<https://www.fooddiver.com/news/lightlife-foods-launches-a-plant-based-burger/546730/>

**Maple Leaf buys vegan meat company for \$120M**

<https://www.fooddiver.com/news/maple-leaf-buys-vegan-meat-company-for-120m/512145/>

**LIGHTLIFE® AND HARVEY'S PARTNER TO BRING LIGHTLIFE® BURGER TO CANADIANS COAST-TO-COAST**

<https://lightlife.com/press/lightlife-and-harveys-partner-to-bring-lightlife-burger-to-canadians-coast-to-coast/>

# BOCA



Parent: Kraft  
Chicago, IL  
Sales Manager: NA

Retail

Reported Funding: NA

## WHY BOCA?

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### WE REVEL IN THE ORIGINALS

At BOCA, we strive to bring you delicious and convenient plant-based eats. Our vegan and vegetarian offerings of patties, bowls, nuggets, crumbles, falafels, and skillet meals are packed with flavor for are as delicious as they are easy to prepare. You don't have to be vegetarian to enjoy BOCA!

# BOCA All American Veggie Burger

|                         |                 |
|-------------------------|-----------------|
| 4 SERVING PER CONTAINER |                 |
| SERVING SIZE            | 1 burger (141g) |
| AMOUNT PER SERVING      |                 |
| <b>CALORIES</b>         | <b>200</b>      |
| CALORIES FROM FAT       | 70              |
| % DAILY VALUE*          |                 |
| TOTAL FAT 8g            | 12%             |
| SATURATED FAT 2.5g      | 13%             |
| TRANS FAT 0g            |                 |
| CHOLESTEROL 10mg        | 3%              |
| SODIUM 700mg            | 29%             |
| TOTAL CARBOHYDRATES 11g | 4%              |
| FIBER 7g                | 28%             |
| SUGARS 1g               |                 |
| PROTEIN 24g             | 48%             |
| VITAMIN A               | 2%              |
| VITAMIN C               | 0%              |
| CALCIUM                 | 20%             |
| IRON                    | 20%             |



## Ingredients

WATER, SOY PROTEIN CONCENTRATE, REDUCED FAT CHEDDAR CHEESE (PASTEURIZED PART-SKIM MILK, CHEESE CULTURE, SALT ENZYMES, ANNATTO [COLOR], VITAMIN A PALMITATE), CORN OIL, WHEAT GLUTEN, CONTAINS LESS THAN 2% OF THE FOLLOWING: CARAMEL COLOR, METHYLCELLULOSE, SOY PROTEIN, DRIED ONION, CHEESE POWDER (CHEDDAR CHEESE [MILK, CHEESE CULTURE, SALT, ENZYMES], CREAM, SALT, SODIUM PHOSPHATE, LACTIC ACID), SALT, NATURAL FLAVOR (NON-MEAT), HYDROLYZED SOY PROTEIN, DISODIUM INOSINATE AND DISODIUM GUANYLATE, SESAME OIL, SPICES AND HERBS, DRIED GARLIC, MANNITOL, YEAST EXTRACT.





# Original Chick'n Veggie Patties

|                         |               |
|-------------------------|---------------|
| 4 SERVING PER CONTAINER |               |
| SERVING SIZE            | 1 patty (71g) |
| AMOUNT PER SERVING      |               |
| <b>CALORIES</b>         | <b>130</b>    |
| CALORIES FROM FAT       | 35            |
| % DAILY VALUE*          |               |
| TOTAL FAT 4g            | 6%            |
| SATURATED FAT 0.5g      | 3%            |
| TRANS FAT 0g            |               |
| CHOLESTEROL 0mg         | 0%            |
| SODIUM 640mg            | 27%           |
| TOTAL CARBOHYDRATES 13g | 4%            |
| FIBER 3g                | 12%           |
| SUGARS 0g               |               |
| PROTEIN 11g             | 22%           |
| VITAMIN A               | 0%            |
| VITAMIN C               | 2%            |
| CALCIUM                 | 4%            |
| IRON                    | 10%           |



## Ingredients

WATER, WHEAT FLOUR, SOY PROTEIN CONCENTRATE, SOY PROTEIN ISOLATE, CORN OIL, CONTAINS LESS THAN 2% OF SALT, YEAST EXTRACT, YELLOW CORN FLOUR, WHEAT GLUTEN, METHYLCELLULOSE, SUGAR, HYDROLYZED CORN PROTEIN, YEAST, PAPRIKA EXTRACT (COLOR), SPICES, NATURAL FLAVOR (NON-MEAT, CONTAINS SOY), DRIED ONION, LEAVENING (SODIUM ALUMINUM PHOSPHATE, SODIUM BICARBONATE), DRIED GARLIC, SUCCINIC ACID, THIAMIN HYDROCHLORIDE (VITAMIN B1).



# BOCA Original Turk'y Veggie Burgers

| SERVING SIZE           | 1 burger (71g) |
|------------------------|----------------|
| AMOUNT PER SERVING     |                |
| <b>CALORIES</b>        | <b>70</b>      |
| CALORIES FROM FAT      | 10             |
| % DAILY VALUE*         |                |
| TOTAL FAT 1g           | 2%             |
| SATURATED FAT 0g       | 0%             |
| TRANS FAT 0g           |                |
| CHOLESTEROL 0mg        | 0%             |
| SODIUM 450mg           | 19%            |
| TOTAL CARBOHYDRATES 6g | 2%             |
| FIBER 4g               | 16%            |
| SUGARS 0g              |                |
| PROTEIN 13g            | 26%            |
| VITAMIN A              | 0%             |
| VITAMIN C              | 0%             |
| CALCIUM                | 6%             |
| IRON                   | 10%            |

## Ingredients

WATER, SOY PROTEIN CONCENTRATE, WHEAT GLUTEN, CONTAINS LESS THAN 2% OF SALT, METHYLCELLULOSE, CORN OIL, ONION POWDER, GARLIC POWDER, CARAMEL COLOR, YEAST EXTRACT, MALT EXTRACT (CONTAINS GLUTEN), NATURAL FLAVOR (NON-MEAT), SPICES.



# BOCA Patties: Non-GMO Soy



ALL AMERICAN VEGGIE BURGERS



ALL AMERICAN VEGGIE BURGER (XL)



ORIGINAL CHIK'N VEGGIE PATTIES



SPICY CHIK'N VEGGIE PATTIES



ORIGINAL TURK'Y VEGGIE BURGERS

# BOCA Bowls

|                         |                  |
|-------------------------|------------------|
| 1 SERVING PER CONTAINER |                  |
| SERVING SIZE            | 1 package (255g) |
| AMOUNT PER SERVING      |                  |
| <b>CALORIES</b>         | <b>280</b>       |
| CALORIES FROM FAT       | 60               |
| % DAILY VALUE*          |                  |
| TOTAL FAT 7g            | 11%              |
| SATURATED FAT 3.5g      | 18%              |
| TRANS FAT 0g            |                  |
| CHOLESTEROL 20mg        | 7%               |
| SODIUM 370mg            | 15%              |
| TOTAL CARBOHYDRATES 43g | 14%              |
| FIBER 9g                | 36%              |
| SUGARS 5g               |                  |
| PROTEIN 12g             | 24%              |
| VITAMIN A               | 45%              |
| VITAMIN C               | 170%             |
| CALCIUM                 | 20%              |
| IRON                    | 15%              |



## Ingredients (Mexican Style)

COOKED BROWN RICE AND BLACK BEAN BLEND (COOKED BROWN RICE [WATER, BROWN RICE], COOKED BLACK BEANS), VEGETABLE BLEND (ROASTED RED BELL PEPPERS, ROASTED TOMATOES, ROASTED RED ONIONS, POBLANO CHILES, ROASTED CORN), GREEN ONION AND RANCHERO SAUCE (GREEN ONIONS, RANCHERO SAUCE [WATER, TOMATO PUREE, DICED TOMATOES, GREEN BELL PEPPERS, ONIONS, CILANTRO, JALAPENO PEPPERS, CORNSTARCH, SALT, GARLIC, CUMIN, CHIPOTLE CHILI PEPPERS]), CHEESE BLEND (SHREDDED CHEDDAR CHEESE [PASTEURIZED MILK, CHEESE CULTURE, SALT, ENZYMES, ANNATTO (COLOR)], SHREDDED LOW-MOISTURE PART-SKIM MOZZARELLA CHEESE [PASTEURIZED MILK, NONFAT MILK, CHEESE CULTURE, SALT, ENZYMES]).

# BOCA Chick'n Veggie Nuggets

|                           |                 |
|---------------------------|-----------------|
| 3.5 SERVING PER CONTAINER |                 |
| SERVING SIZE              | 4 nuggets (87g) |
| AMOUNT PER SERVING        |                 |
| <b>CALORIES</b>           | <b>160</b>      |
| CALORIES FROM FAT         | 50              |
| % DAILY VALUE*            |                 |
| TOTAL FAT 5g              | 8%              |
| SATURATED FAT 0.5g        | 3%              |
| TRANS FAT 0g              |                 |
| CHOLESTEROL 0mg           | 0%              |
| SODIUM 780mg              | 33%             |
| TOTAL CARBOHYDRATES 16g   | 5%              |
| FIBER 3g                  | 12%             |
| SUGARS 1g                 |                 |
| PROTEIN 14g               | 28%             |
| VITAMIN A                 | 0%              |
| VITAMIN C                 | 2%              |
| CALCIUM                   | 4%              |
| IRON                      | 10%             |



## Ingredients (Mexican Style)

WATER, WHEAT FLOUR, SOY PROTEIN CONCENTRATE, SOY PROTEIN ISOLATE, CORN OIL, CONTAINS LESS THAN 2% OF SALT, YEAST EXTRACT, YELLOW CORN FLOUR, WHEAT GLUTEN, METHYLCELLULOSE, SUGAR, HYDROLYZED CORN PROTEIN, YEAST, PAPRIKA EXTRACT (COLOR), SPICES, NATURAL FLAVOR (NON-MEAT, CONTAINS SOY), ONION POWDER, LEAVENING (SODIUM ALUMINUM PHOSPHATE, SODIUM BICARBONATE), DRIED GARLIC, SUCCINIC ACID, THIAMIN HYDROCHLORIDE (VITAMIN B1).

# BOCA Headlines

Kraft Heinz and Campbell Soup play catch-up in plant-based category 2018

<https://www.fooddive.com/news/kraft-heinz-and-campbell-soup-play-catch-up-in-plant-based-category/519111/>





Parent: Quorn Foods  
Chicago, IL  
Sales Manager: NA

**Both Retail & Food Service**

**Reported Funding:** NA

**Major FS Customer:** Hooters

*And it didn't stop until we found the  
perfect recipe for the people and the planet*

We take a sachet-sized amount of Fusarium, and through a fermentation process that we've refined since those early days, we let it grow in our fermenters for a few days before we start to harvest.

The *Fusarium venenatum* converts carbohydrate into protein, producing 'mycoprotein': a protein-rich, sustainable food source that is packed with fibre, low in saturated fat, and contains no cholesterol. As such, mycoprotein is highly nutritious.

And as we start with just under a gram, and grow it into 1,500 tonnes of mycoprotein in each fermentation cycle, it is highly sustainable and environmentally friendly.





<https://www.quorn.us/news/introducing-hooters-unreal-wings>



# Meatless Pieces

## Nutritional Information

|                    | Per 1 cup (110g) |
|--------------------|------------------|
| Calories           | 130              |
| Total Fat          | 3g               |
| Saturated Fat      | 1g               |
| Trans Fat          | 0g               |
| Cholesterol        | 0mg              |
| Sodium             | 200mg            |
| Total carbohydrate | 11g              |
| Dietary fiber      | 6g               |
| Sugar              | <1g              |
| Protein            | 17g              |

## Ingredients

Mycoprotein (93%), Yeast Extract, Egg White. Contains 2% or less of Pea Fiber, Calcium Chloride, Calcium Acetate, Onion, Sage, Sugar





# Meatless Ground

## Nutritional Information

|                    | Per Serving 1 cup (110g) |
|--------------------|--------------------------|
| Calories           | 100                      |
| Total Fat          | 2g                       |
| Saturated Fat      | 0.5g                     |
| Trans Fat          | 0g                       |
| Cholesterol        | 0mg                      |
| Sodium             | 50mg                     |
| Total carbohydrate | 10g                      |
| Dietary fiber      | 7g                       |
| Sugar              | <1g                      |
| Protein            | 15g                      |

## Ingredients

Mycoprotein (94%), Egg White. Contains 2% or less of Roasted Barley Malt Extract, Calcium Chloride, Calcium Acetate. Contains Egg.





# Meatless Filets

## Nutritional Information

|                    | 1 Fillet (69g) |
|--------------------|----------------|
| Calories           | 60             |
| Total Fat          | 1g             |
| Saturated Fat      | 0g             |
| Trans Fat          | 0g             |
| Cholesterol        | 0mg            |
| Sodium             | 190mg          |
| Total Carbohydrate | 6g             |
| Dietary fiber      | 5g             |
| Sugar              | <1g            |
| Protein            | 9g             |

## Ingredients

Mycoprotein (86%), Egg White, Yeast Extract. Contains 2% or less of Calcium Chloride, Calcium Acetate, Onion Powder, Sage, Sugar.





# Meatless Vegan Filets

## Nutritional Information

|                    | 1 Fillet (63g) |
|--------------------|----------------|
| Calories           | 70             |
| Total Fat          | 1g             |
| Saturated Fat      | 0g             |
| Trans Fat          | 0g             |
| Cholesterol        | 0mg            |
| Sodium             | 120mg          |
| Total Carbohydrate | 7g             |
| Dietary Fiber      | 9g             |
| Sugar              | <1g            |
| Protein            | 9g             |

## Ingredients

Mycoprotein (88%), Potato Protein, Pea Fiber. Contains 2% or less of Water, Calcium Chloride, Wheat Gluten, Yeast Extract, Calcium Acetate, Carrageenan, Sodium Alginate, Onion Powder, Sage, Sugar.







# Meatless Breakfast Patties

## Nutritional Information

|                    | 3 Patties (111g) |
|--------------------|------------------|
| Calories           | 150              |
| Total Fat          | 6g               |
| Saturated Fat      | 0g               |
| Trans Fat          | 0g               |
| Cholesterol        | 7mg              |
| Sodium             | 670mg            |
| Total carbohydrate | 13mg             |
| Dietary fiber      | 5g               |
| Sugar              | <1g              |
| Protein            | 14g              |

## Ingredients

Mycoprotein (46%), b White, Wheat Flour, Onions, Canola Oil, Milk Proteins. Contains 2% or less of Natural Flavor, Tapioca Starch, Yeast Extract, Sodium Alginate, Salt, Barley Malt Extract, Pea Fiber, Sugar, White Pepper, Black Pepper, Nutmeg, Coriander, Caraway Seed, Pimento, Cardamom, Mace, Ginger, Sage, Marjoram, Bay, Maltodextrin, Dextrose, Garlic, Potassium Chloride, Nutmeg Extract







# Meatless Vegan Pieces

## Nutritional Information

|                    | 1 cup (110g) |
|--------------------|--------------|
| Calories           | 120          |
| Fat                | 3g           |
| Saturated Fat      | 1g           |
| Trans Fat          | 0g           |
| Cholesterol        | 0mg          |
| Sodium             | 200mg        |
| Total Carbohydrate | 11g          |
| Dietary Fiber      | 6g           |
| Sugar              | <1g          |
| Protein            | 17g          |

## Ingredients

Mycoprotein (89%), Potato Protein. Contains 2% or less of Water, Calcium Chloride, Wheat Gluten, Yeast Extract, Pea Fiber, Calcium Acetate, Carrageenan, Sodium Alginate, Onion Powder, Sage, Sugar.





# Meatless Turkey-Style Deli Slices

## Nutritional Information

|                    | Per 3 Slices (64g) |
|--------------------|--------------------|
| Calories           | 70                 |
| Total Fat          | 2.5g               |
| Saturated Fat      | 0g                 |
| Trans Fat          | 0g                 |
| Cholesterol        | <5mg               |
| Sodium             | 360mg              |
| Total carbohydrate | 7g                 |
| Dietary fiber      | 4g                 |
| Sugar              | <1g                |
| Protein            | 9g                 |

## Ingredients

Mycoprotein (65%), Egg White, Yeast Extract, Milk Proteins, Pea Fiber. Contains 2% or less of Canola Oil, Natural Flavor, Onion Powder, Sage, Potato Maltodextrin, Sugar, Salt, Tapioca Dextrin.





# Meatless Meatballs

## Nutritional Information

|                    | 18 meatballs (116.9 oz) |
|--------------------|-------------------------|
| Calories           | 110                     |
| Total Fat          | 1g                      |
| Saturated Fat      | 0g                      |
| Trans Fat          | 0g                      |
| Cholesterol        | 0mg                     |
| Sodium             | 670mg                   |
| Total carbohydrate | 13g                     |
| Dietary fiber      | 5g                      |
| Sugar              | <1g                     |
| Protein            | 14g                     |

## Ingredients

Mycoprotein (37%), Wheat Flour, Egg White, Onion, Natural Flavor. Contains 2% or less of Rice Starch, Caramel Color, Sodium Alginate, Maltodextrin, Salt, Calcium Chloride, Calcium Acetate, Sugar, Glucose Syrup & Coconut





# Meatless Patties

## Nutritional Information

|                    | 1 patty (75g) |
|--------------------|---------------|
| Calories           | 130           |
| Total Fat          | 5g            |
| Saturated Fat      | 0g            |
| Trans Fat          | 0g            |
| Cholesterol        | <5mg          |
| Sodium             | 290mg         |
| Total carbohydrate | 17g           |
| Dietary fiber      | 5g            |
| Sugar              | <1g           |
| Protein            | 8g            |

## Ingredients

Mycoprotein (43%), Wheat Flour, Canola Oil, Egg White, Yeast Extract. Contains 2% or less of Wheat Starch, Potato Dextrin, Salt, Wheat Gluten, Dextrose, Whole Egg, Pea Fiber, Milk Proteins, Calcium Chloride, Calcium Acetate, Turbinado Sugar, Black Pepper, Yeast, Onion Powder, Sage, Sugar.





# Meatless Gourmet Burgers

## Nutritional Information

|                    | Per Serving (1 Burger 80g) |
|--------------------|----------------------------|
| Calories           | 130                        |
| Total Fat          | 7g                         |
| Saturated Fat      | 2.5g                       |
| Trans Fat          | 0g                         |
| Cholesterol        | <5mg                       |
| Sodium             | 460mg                      |
| Total carbohydrate | 8g                         |
| Dietary fiber      | 3g                         |
| Sugar              | 1g                         |
| Protein            | 10g                        |

## Ingredients

Mycoprotein (37%), Egg White, Wheat Flour, Onion, Palm Oil, Canola Oil, Milk Protein Concentrate. Contains 2% or less of Natural Flavor, Roasted Barley Malt Extract, Salt, Maltodextrin, Dextrose, Calcium Chloride, Calcium Acetate, Potassium Chloride, Citric Acid, Sugar, Potato Dextrin, Yeast, Coconut Oil, Black Pepper.





# Meatless Strips

## Nutritional Information

|                    | Per 1 cup (110g) |
|--------------------|------------------|
| Calories           | 110              |
| Total Fat          | 3g               |
| Saturated Fat      | 1g               |
| Trans Fat          | 0g               |
| Cholesterol        | 0mg              |
| Sodium             | 460mg            |
| Total carbohydrate | 8g               |
| Dietary fiber      | 7g               |
| Sugar              | <1g              |
| Protein            | 16g              |

## Ingredients

Mycoprotein (83%), Egg White, Yeast Extract. Contains 2% or less of Onion Powder, Sage, Sugar, Calcium Acetate, Calcium Chloride, Potato Protein, Wheat Gluten. Contains Egg & Wheat.







# Meatless Buffalo Dippers

## Nutritional Information

|                    | Per 105g |
|--------------------|----------|
| Energy             | 962kJ    |
|                    | 230kcal  |
| Fat                | 10g      |
| of which saturated | 1g       |
| Carbohydrate       | 21g      |
| of which sugars    | 1g       |
| Fibre              | 6g       |
| Protein            | 11g      |
| Salt               | 0.3g     |

## Ingredients

Mycoprotein (53%), Canola Oil, Wheat Flour, Water, Quinoa, Whole Barley Flakes, Contains 2% or less of: Pea Protein, Potato Protein, Oats, Flaxseed, Yeast Extract, Corn Starch, Spices, Yeast, Calcium Chloride, Wheat Gluten, Pea Fiber, Salt, Onion Powder, Garlic Powder, Sugar, Calcium Acetate, Carrageenan, Natural Flavor, Malt Vinegar Powder, Dried Garlic, Sodium Alginate, Parsley, Spirit Vinegar Powder, Paprika, Capsicum Extract, Garlic Extract





# Meatless Roast

## Nutritional Information

|                    | 1/4 Roast (113.5g) |
|--------------------|--------------------|
| Calories           | 140                |
| Total Fat          | 7g                 |
| Saturated Fat      | 0.5g               |
| Trans Fat          | 0g                 |
| Cholesterol        | 9mg                |
| Sodium             | 460mg              |
| Total carbohydrate | 7g                 |
| Dietary fiber      | 7g                 |
| Sugar              | <1g                |
| Protein            | 15g                |

## Ingredients

Mycoprotein (60%), Egg White, Onion, Milk Proteins, Canola Oil, Yeast Extract. Contains 2% or less of Calcium Chloride, Calcium Acetate, Natural Flavor, Onion Powder, Sage, Potato Maltodextrin, Sugar, Salt, Tapioca Dextrin.





# Meatless Buffalo Dippers

## Nutritional Information

|                    | Per Serving 1 cup (110g) |
|--------------------|--------------------------|
| Calories           | 120                      |
| Total Fat          | 3g                       |
| Saturated Fat      | 1.5g                     |
| Trans Fat          | 0g                       |
| Cholesterol        | 0mg                      |
| Sodium             | 300mg                    |
| Total carbohydrate | 9g                       |
| Dietary fiber      | 6g                       |
| Sugar              | <1g                      |
| Protein            | 17g                      |

## Ingredients

Mycoprotein (91%), Egg White. Contains 2% or less of Natural Flavor, Maltodextrin, Roasted Barley Malt Extract, Dextrose, Salt, Onion, Black Pepper.





## Flavor Variations





## Headlines

**Quorn Foods settles lawsuit over controversial mycoprotein ingredient**

<https://www.fooddive.com/news/quorn-foods-settles-lawsuit-over-controversial-mycoprotein-ingredient/436298/>

**Quorn eyes uplift from growing taste for meat-free options**

<https://www.ft.com/content/06dec93e-7e3b-11e9-81d2-f785092ab560>

**Quorn Foods enters partnership to develop its protein offering**

<https://www.foodbev.com/news/quorn-foods-enters-partnership-to-develop-its-protein-offering/>





Parent: Kellogg's  
Battle Creek, MI  
Sales Manager: Joe

**Both Retail & Food Service**

**Brand / Applications:**  
**Applications in Progress:**

**Reported Funding:**





Elmwood Park, NJ  
Sales Manager: TBD

**Both Retail & Food Service**

**Reported Funding: N/A**

**Major FS Customer: White Castle**

“White Castle has been growing its plant-based menu offerings for several years. It introduced the veggie slider, a vegan patty by Dr. Praeger’s, in 2015. Both the veggie slider and chain’s black bean slider currently are available at retail outlet locations.”



DR PRAEGERS

Sales  
Dollars

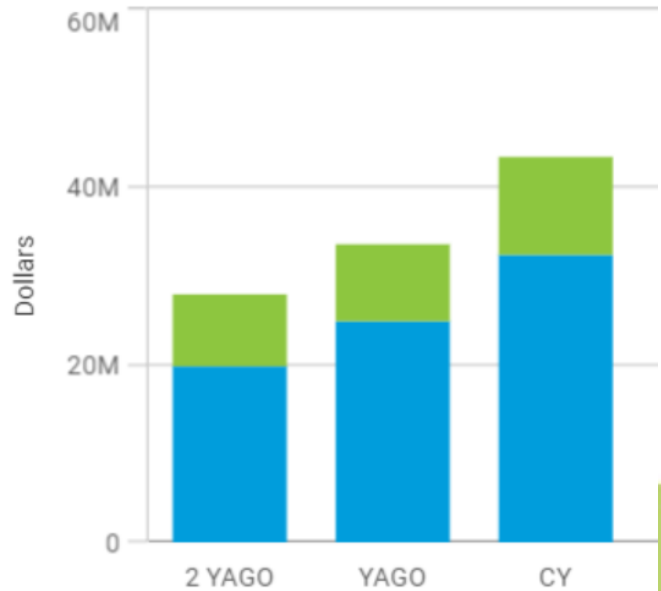
\$43,428,687

Sales Growth  
2 Year CAGR

24.6%



3 Year Growth



| Category                                     | Subcategory                                | Items | Dollars | Growth |
|----------------------------------------------|--------------------------------------------|-------|---------|--------|
| FROZEN & REFRIGERATED MEAT POULTRY & SEAFOOD | FZ & RF BURGERS                            | 2     | 286.4T  | -33.0% |
| FROZEN APPETIZERS & SNACKS                   | FZ APPETIZERS & SNACKS                     | 10    | 8.3M    | 15.3%  |
| FROZEN APPETIZERS & SNACKS                   | FZ BURRITOS & POCKETS                      | 2     | 8.3M    | 15.3%  |
| FROZEN BREAKFAST FOODS                       | FZ BREAKFAST ENTREES                       | 6     | 1.3M    | 6.1%   |
| FROZEN ENTREES                               | FZ MEALS & ENTREES VEGETABLE               | 1     | 2.8M    | -1.0%  |
| FROZEN ENTREES                               | FZ PREPARED MEAT & POULTRY & SEAFOOD       | 16    | 2.8M    | -1.0%  |
| FROZEN FRUITS & VEGETABLES                   | FZ POTATOES                                | 8     | 2.1M    | -12.8% |
| FROZEN PLANT BASED MEAT ALTERNATIVES         | FZ PLANT BASED BREAKFAST MEAT ALTERNATIVES | 1     | 28.5M   | 45.3%  |
| FROZEN PLANT BASED MEAT ALTERNATIVES         | FZ PLANT BASED BURGERS                     | 15    | 28.5M   | 45.3%  |
| FROZEN PLANT BASED MEAT ALTERNATIVES         | FZ PLANT BASED NUGGETS & STRIPS & CUTLETS  | 3     | 28.5M   | 45.3%  |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES   | RF PLANT BASED BURGERS                     | 1     | 233.7T  | -      |



# Perfect Burger

## Nutrition Facts

2 servings per container

**Serving size**

**1 Burger (113g)**

|                           | Per serving      |        | Per container |
|---------------------------|------------------|--------|---------------|
| <b>Calories</b>           | <b>230</b>       |        | <b>460</b>    |
|                           | % DV*            |        | % DV*         |
| <b>Total Fat</b>          | 13g <b>16%</b>   | 26g    | <b>33%</b>    |
| Saturated Fat             | 2g <b>11%</b>    | 4.5g   | <b>22%</b>    |
| Trans Fat                 | 0g               | 0g     |               |
| <b>Cholesterol</b>        | 0mg <b>0%</b>    | 0mg    | <b>0%</b>     |
| <b>Sodium</b>             | 380mg <b>16%</b> | 750mg  | <b>33%</b>    |
| <b>Total Carbohydrate</b> | 8g <b>3%</b>     | 17g    | <b>6%</b>     |
| Dietary Fiber             | 4g <b>13%</b>    | 7g     | <b>26%</b>    |
| Total Sugars              | 0g               | 0g     |               |
| Incl. Added Sugars        | 0g <b>0%</b>     | 0g     | <b>0%</b>     |
| <b>Protein</b>            | 20g <b>27%</b>   | 40g    | <b>55%</b>    |
| Vitamin D                 | 0mcg 0%          | 0mcg   | 0%            |
| Calcium                   | 70mg 6%          | 140mg  | 10%           |
| Iron                      | 5.2mg 30%        | 10.5mg | 60%           |
| Potassium                 | 150mg 4%         | 300mg  | 6%            |

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Ingredients

Hydrated Pea Protein Blend (Water, Pea Protein), Sunflower Oil, Beets, Natural Flavors, Sweet Potato Puree, Butternut Squash Puree, Carrot Puree, Methyl Cellulose, Oat Fiber, Fruit And Vegetable Juice (For Color), Sea Salt, Onion Powder



# Perfect Turk'y Burger

| Nutrition Facts           |                  |                  |  |
|---------------------------|------------------|------------------|--|
| 2 servings per container  |                  |                  |  |
| Serving size              |                  | 1 Burger (113g)  |  |
| Calories                  | Per serving      | Per container    |  |
|                           | <b>230</b>       | <b>460</b>       |  |
|                           | % DV*            | % DV*            |  |
| <b>Total Fat</b>          | 12g <b>15%</b>   | 23g <b>30%</b>   |  |
| Saturated Fat             | 1.5g <b>8%</b>   | 3g <b>16%</b>    |  |
| Trans Fat                 | 0g               | 0g               |  |
| <b>Cholesterol</b>        | 0mg <b>0%</b>    | 0mg <b>0%</b>    |  |
| <b>Sodium</b>             | 470mg <b>20%</b> | 940mg <b>41%</b> |  |
| <b>Total Carbohydrate</b> | 11g <b>4%</b>    | 22g <b>8%</b>    |  |
| Dietary Fiber             | 6g <b>20%</b>    | 11g <b>41%</b>   |  |
| Total Sugars              | 0g               | 0g               |  |
| Incl. Added Sugars        | 0g <b>0%</b>     | 0g <b>0%</b>     |  |
| <b>Protein</b>            | 20g <b>29%</b>   | 41g <b>58%</b>   |  |
| Vitamin D                 | 0mcg 0%          | 0mcg 0%          |  |
| Calcium                   | 70mg 6%          | 150mg 10%        |  |
| Iron                      | 4.6mg 25%        | 9.2mg 50%        |  |
| Potassium                 | 90mg 0%          | 180mg 4%         |  |

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Ingredients

Hydrated Pea Protein Blend (Water, Pea Protein), Sunflower Oil, Natural Flavors, Sweet Potato Puree, Butternut Squash Puree, Carrot Puree, Methyl Cellulose, Oat Fiber, Sea Salt, Fruit And Vegetable Juices (Colors), Onion Powder, Garlic Powder





# Classic Chick'n Tenders

## Nutrition Facts

About 2.5 servings per container

**Serving size**

**3 tenders (85g)**

### Calories

**Per serving**  
**210**

**Per container**  
**560**

#### Total Fat

9g

**11%**

24g

**30%**

Saturated Fat

1g

**5%**

2.5g

**13%**

Trans Fat

0g

0g

#### Cholesterol

0mg

**0%**

0g

**0%**

#### Sodium

510mg

**22%**

1360mg

**59%**

#### Total Carbohydrate

18g

**7%**

48g

**18%**

Dietary Fiber

7g

**26%**

19g

**68%**

Total Sugars

1g

3g

Incl. Added Sugars

0g

**0%**

<1g

**1%**

#### Protein

14g

**20%**

37g

**53%**

Vitamin D

0mcg

**0%**

0.1mcg

**0%**

Calcium

40mg

**2%**

100mg

**8%**

Iron

4.1mg

**25%**

10.8mg

**60%**

Potassium

180mg

**4%**

490mg

**10%**

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Ingredients

Texturized Pea Protein (Water, Pea Protein, Pea Fiber, Sunflower Oil, Potato Starch), Rice Coating (Rice Flour, Whole Grain Amaranth Flour, Raisin Juice Concentrate, Corn Starch, Salt, Dextrose, Garlic Powder, Onion Powder, Yeast Extract, Spice), Water, Avocado Oil, White Bean Powder, Cauliflower Powder, Methyl Cellulose, Natural Flavors, Potato Starch



Grandpa Mel's BBQ Chick'n Tenders



Gametime Buffalo Chick'n Tenders

# Sunday Funday Veggie Sausage

## Nutrition Facts

2.5 servings per container

**Serving size**

**2 patties (90g)**

### Calories

**Per serving**  
**190**

**Per container**  
**470**

|                           | <b>% DV*</b>     | <b>% DV*</b>      |
|---------------------------|------------------|-------------------|
| <b>Total Fat</b>          | 9g <b>12%</b>    | 23g <b>30%</b>    |
| Saturated Fat             | 1g <b>5%</b>     | 2.5g <b>14%</b>   |
| Trans Fat                 | 0g               | 0g                |
| <b>Cholesterol</b>        | 0mg <b>0%</b>    | 0mg <b>0%</b>     |
| <b>Sodium</b>             | 530mg <b>23%</b> | 1330mg <b>58%</b> |
| <b>Total Carbohydrate</b> | 9g <b>3%</b>     | 23g <b>8%</b>     |
| Dietary Fiber             | 5g <b>19%</b>    | 13g <b>47%</b>    |
| Total Sugars              | 0g               | 0g                |
| Incl. Added Sugars        | 0g <b>0%</b>     | 0g <b>0%</b>      |
| <b>Protein</b>            | 18g <b>23%</b>   | 45g <b>56%</b>    |
| Vitamin D                 | 0mcg 0%          | 0mcg 0%           |
| Calcium                   | 30mg 2%          | 80mg 6%           |
| Iron                      | 4.2mg 25%        | 10.5mg 60%        |
| Potassium                 | 200mg 4%         | 510mg 10%         |

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Ingredients

Hydrated Pea Protein (Water, Pea Protein), Avocado Oil, Sweet Potato Puree, Butternut Squash Puree, Carrot Puree, Methyl Cellulose, Fruit Juice Color, Oat Fiber, Natural Flavors, Sea Salt, Yeast Extract, Black Pepper, Sage, Fennel, Onion Powder, Garlic Powder





# All American Veggie Burger

## Nutrition Facts

2 servings per container

**Serving size** **1 burger (113g)**

|                           | Per serving      | Per container     |
|---------------------------|------------------|-------------------|
| <b>Calories</b>           | <b>230</b>       | <b>470</b>        |
|                           | % DV*            | % DV*             |
| <b>Total Fat</b>          | 12g <b>15%</b>   | 23g <b>30%</b>    |
| Saturated Fat             | 1.5g <b>7%</b>   | 3g <b>15%</b>     |
| Trans Fat                 | 0g               | 0g                |
| <b>Cholesterol</b>        | 0mg <b>0%</b>    | 0mg <b>0%</b>     |
| <b>Sodium</b>             | 530mg <b>23%</b> | 1070mg <b>46%</b> |
| <b>Total Carbohydrate</b> | 10g <b>4%</b>    | 21g <b>7%</b>     |
| Dietary Fiber             | 6g <b>21%</b>    | 12g <b>42%</b>    |
| Total Sugars              | 0g               | 0g                |
| Incl. Added Sugars        | 0g <b>0%</b>     | 0g <b>0%</b>      |
| <b>Protein</b>            | 22g <b>30%</b>   | 44g <b>61%</b>    |
| Vitamin D                 | 0.1mcg 0%        | 0.2mcg 0%         |
| Calcium                   | 100mg 8%         | 200mg 15%         |
| Iron                      | 5.7mg 30%        | 11.5mg 60%        |
| Potassium                 | 170mg 4%         | 350mg 8%          |

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Ingredients

Hydrated Pea Protein (Water, Pea Protein), Avocado Oil, Onions, Sweet Potato Puree, Butternut Squash Puree, Carrot Puree, Natural Flavors, Methyl Cellulose, Fruit Juice Color, Oat Fiber, Potato Starch, Roasted Garlic, Sea Salt



# All American Veggie Burger

## Nutrition Facts

2 servings per container

**Serving size** **1 burger (113g)**

|                           | Per serving      | Per container     |
|---------------------------|------------------|-------------------|
| <b>Calories</b>           | <b>230</b>       | <b>470</b>        |
|                           | % DV*            | % DV*             |
| <b>Total Fat</b>          | 12g <b>15%</b>   | 23g <b>30%</b>    |
| Saturated Fat             | 1.5g <b>7%</b>   | 3g <b>15%</b>     |
| Trans Fat                 | 0g               | 0g                |
| <b>Cholesterol</b>        | 0mg <b>0%</b>    | 0mg <b>0%</b>     |
| <b>Sodium</b>             | 530mg <b>23%</b> | 1070mg <b>46%</b> |
| <b>Total Carbohydrate</b> | 10g <b>4%</b>    | 21g <b>7%</b>     |
| Dietary Fiber             | 6g <b>21%</b>    | 12g <b>42%</b>    |
| Total Sugars              | 0g               | 0g                |
| Incl. Added Sugars        | 0g <b>0%</b>     | 0g <b>0%</b>      |
| <b>Protein</b>            | 22g <b>30%</b>   | 44g <b>61%</b>    |
| Vitamin D                 | 0.1mcg 0%        | 0.2mcg 0%         |
| Calcium                   | 100mg 8%         | 200mg 15%         |
| Iron                      | 5.7mg 30%        | 11.5mg 60%        |
| Potassium                 | 170mg 4%         | 350mg 8%          |

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Ingredients

Hydrated Pea Protein (Water, Pea Protein), Avocado Oil, Onions, Sweet Potato Puree, Butternut Squash Puree, Carrot Puree, Natural Flavors, Methyl Cellulose, Fruit Juice Color, Oat Fiber, Potato Starch, Roasted Garlic, Sea Salt





## Headlines

**White Castle to launch non-dairy cheese**

<https://www.foodbusinessnews.net/articles/15445-white-castle-to-launch-non-dairy-cheese>

**Tyson, White Castle executives see plant protein diversifying**

<https://www.foodbusinessnews.net/articles/14527-tyson-white-castle-executives-see-plant-protein-diversifying>

**Plant protein options for meat alternatives**

<https://www.foodbusinessnews.net/articles/11501-plant-protein-options-for-meat-alternatives>

**Dr. Praeger's, famous for its veggie burgers, launches fake meat patty**

<https://www.cnn.com/2019/06/20/business/dr-praegers-perfect-burger/index.html>



Parent Company: Smithfield Foods  
Smithfield, VA  
Sales Manager: Joe Licata

**Retail**

**Reported Funding: N/A**





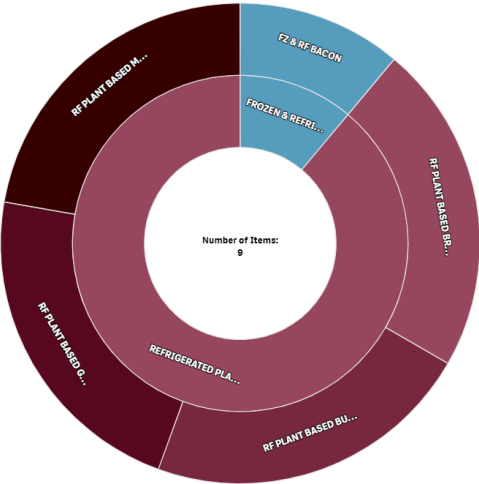
PURE FARMLAND

Sales  
Dollars

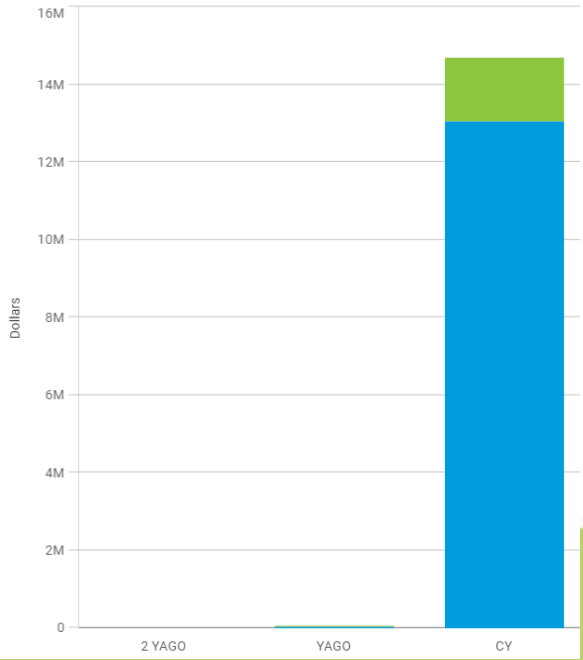
\$14,706,210

Sales Growth  
2 Year CAGR

-



3 Year Growth



| Category                                     | Subcategory                                | Items | Dollars | Growth |
|----------------------------------------------|--------------------------------------------|-------|---------|--------|
| FROZEN & REFRIGERATED MEAT POULTRY & SEAFOOD | FZ & RF BACON                              |       | 179.6T  | 16.4%  |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES   | RF PLANT BASED BREAKFAST MEAT ALTERNATIVES |       | 214.6M  | -      |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES   | RF PLANT BASED BURGERS                     |       | 214.6M  | -      |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES   | RF PLANT BASED GROUNDS                     |       | 214.6M  | -      |
| REFRIGERATED PLANT BASED MEAT ALTERNATIVES   | RF PLANT BASED MEATBALLS                   |       | 214.6M  | -      |







# Burger Patties



| Nutrition Facts                                                                                                                                                     |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 4 Servings Per Container                                                                                                                                            |     |
| Serving size 1 Patty (112g)                                                                                                                                         |     |
| Amount per serving                                                                                                                                                  |     |
| Calories                                                                                                                                                            | 240 |
| % Daily Value*                                                                                                                                                      |     |
| Total Fat 18g                                                                                                                                                       | 23% |
| Saturated Fat 13g                                                                                                                                                   | 65% |
| Trans Fat 0g                                                                                                                                                        |     |
| Cholesterol 0mg                                                                                                                                                     | 0%  |
| Sodium 580mg                                                                                                                                                        | 25% |
| Total Carbohydrate 9g                                                                                                                                               | 3%  |
| Dietary Fiber 3g                                                                                                                                                    | 11% |
| Total Sugars 0g                                                                                                                                                     |     |
| Includes 0g Added Sugars                                                                                                                                            | 0%  |
| Protein 14g                                                                                                                                                         | 25% |
| Vitamin D 0mcg                                                                                                                                                      | 0%  |
| Calcium 192mg                                                                                                                                                       | 15% |
| Iron 3mg                                                                                                                                                            | 15% |
| Potassium 425mg                                                                                                                                                     | 10% |
| * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. |     |

## Ingredients

Water, Soy Protein Concentrate, Coconut Oil, Canola Oil, Isolated Soy Protein, Less Than 2% Of Spice, Natural Flavorings, Roasted Garlic Powder, Dehydrated Garlic, Onion Powder, Salt, Sunflower Oil, Soy Fiber, Sugar, Red Beet Juice Concentrate (For Color), Paprika Oleoresin (For Color), Yeast Extract, Cultured Dextrose, Maltodextrin (From Corn, Tapioca, And Potato), Methylcellulose, Citric Acid, Soy Lecithin. Contains: Soy.







# Breakfast Patties



| Nutrition Facts                                                                                                                                                     |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 8 Servings Per Container                                                                                                                                            |     |
| Serving size 1 Patty (42g)                                                                                                                                          |     |
| Amount per serving                                                                                                                                                  |     |
| Calories                                                                                                                                                            | 90  |
| % Daily Value*                                                                                                                                                      |     |
| Total Fat 7g                                                                                                                                                        | 9%  |
| Saturated Fat 4.5g                                                                                                                                                  | 23% |
| Trans Fat 0g                                                                                                                                                        |     |
| Cholesterol 0mg                                                                                                                                                     | 0%  |
| Sodium 180mg                                                                                                                                                        | 8%  |
| Total Carbohydrate 3g                                                                                                                                               | 1%  |
| Dietary Fiber 1g                                                                                                                                                    | 4%  |
| Total Sugars 1g                                                                                                                                                     |     |
| Includes 1g Added Sugars                                                                                                                                            | 2%  |
| Protein 5g                                                                                                                                                          | 10% |
| Vitamin D 0mcg                                                                                                                                                      | 0%  |
| Calcium 71mg                                                                                                                                                        | 6%  |
| Iron 1mg                                                                                                                                                            | 6%  |
| Potassium 143mg                                                                                                                                                     | 4%  |
| * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. |     |

## Ingredients

Water, Textured Soy Protein Concentrate, Coconut Oil, Canola Oil, Isolated Soy Protein, Less Than 2% Of Spice, Natural Flavorings, Salt, Sunflower Oil, Soy Fiber, Dextrose, Red Beet Juice Concentrate (For Color), Paprika Oleoresin (For Color), Cultured Dextrose, Maltodextrin (From Corn, Tapioca, And Potato), Methylcellulose, Citric Acid, Soy Lecithin. Contains: Soy.





# Meatballs



| Nutrition Facts                                                                                                                                                     |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 4 Servings Per Container                                                                                                                                            |            |
| Serving size 3 Meatballs (112g)                                                                                                                                     |            |
| Amount per serving                                                                                                                                                  |            |
| <b>Calories</b>                                                                                                                                                     | <b>240</b> |
| % Daily Value*                                                                                                                                                      |            |
| <b>Total Fat</b> 17g                                                                                                                                                | <b>22%</b> |
| Saturated Fat 13g                                                                                                                                                   | <b>65%</b> |
| Trans Fat 0g                                                                                                                                                        |            |
| <b>Cholesterol</b> 0mg                                                                                                                                              | <b>0%</b>  |
| <b>Sodium</b> 830mg                                                                                                                                                 | <b>36%</b> |
| <b>Total Carbohydrate</b> 10g                                                                                                                                       | <b>4%</b>  |
| Dietary Fiber 2g                                                                                                                                                    | <b>7%</b>  |
| Total Sugars 2g                                                                                                                                                     |            |
| Includes 1g Added Sugars                                                                                                                                            | <b>2%</b>  |
| <b>Protein</b> 15g                                                                                                                                                  | <b>26%</b> |
| Vitamin D 0mcg                                                                                                                                                      | 0%         |
| Calcium 189mg                                                                                                                                                       | 15%        |
| Iron 3mg                                                                                                                                                            | 15%        |
| Potassium 370mg                                                                                                                                                     | 8%         |
| * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. |            |

## Ingredients

Water, Coconut Oil, Soy Protein Concentrate, Isolated Soy Protein, Canola Oil, Less Than 2% Of Spice, Natural Flavorings, Salt, Roasted Garlic Powder, Dehydrated Garlic, Dehydrated Onion, Mustard, Yeast Extract, Cane Sugar, Sunflower Oil, Soy Fiber, Red Beet Juice Concentrate (For Color), Paprika Oleoresin (For Color), Cultured Dextrose, Maltodextrin (From Corn, Tapioca, And Potato), Methylcellulose, Citric Acid, Soy Lecithin. Contains: Soy.





# Protein Starters



| Nutrition Facts                                                                                                                                                     |                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 8 Servings Per Container                                                                                                                                            |                          |
| Serving size                                                                                                                                                        | 2oz Ground Portion (56g) |
| Amount per serving                                                                                                                                                  |                          |
| Calories                                                                                                                                                            | 120                      |
| % Daily Value*                                                                                                                                                      |                          |
| Total Fat 9g                                                                                                                                                        | 12%                      |
| Saturated Fat 6g                                                                                                                                                    | 30%                      |
| Trans Fat 0g                                                                                                                                                        |                          |
| Cholesterol 0mg                                                                                                                                                     | 0%                       |
| Sodium 300mg                                                                                                                                                        | 13%                      |
| Total Carbohydrate 4g                                                                                                                                               | 1%                       |
| Dietary Fiber 1g                                                                                                                                                    | 4%                       |
| Total Sugars 1g                                                                                                                                                     |                          |
| Includes 0g Added Sugars                                                                                                                                            | 0%                       |
| Protein 7g                                                                                                                                                          | 13%                      |
| Vitamin D 0mcg                                                                                                                                                      | 0%                       |
| Calcium 94mg                                                                                                                                                        | 8%                       |
| Iron 1mg                                                                                                                                                            | 6%                       |
| Potassium 187mg                                                                                                                                                     | 4%                       |
| * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. |                          |

## Ingredients

Water, Coconut Oil, Soy Protein Concentrate, Isolated Soy Protein, Canola Oil, Less Than 2% Spice Natural Flavorings, Roasted Garlic Power. Dehydrated Garlic, Onion Powder, Salt, Sunflower Oil, Soy Fiber, Sugar, Red Beet Juice Concentrate (For Color), Paprika Oleoresin (For Color), Yeast Extract, Cultured Dextrose, Maltodextrin (From Corn, Tapioca, and Potato), Methylcellulose, Citric Acid, Soy Lecithin. Contains: Soy.





# Headlines



Smithfield releases plant-based meat line for all meal times

<https://www.fooddive.com/news/smithfield-releases-plant-based-meat-line-for-all-meal-times/560869/>