

# TASTE THE UNBELIEVABLE



NEW

## Plant-Based

## PASTA SAUCE

PREMIUM SAUCE  MEATY FLAVOR



### RED GOLD.



PRIVATE BRANDS

ALL THINGS TOMATO

# Plant Based is the Buzz



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The Plant Based industry has transformed in recent years with today's meat alternatives delivering excellent flavor, texture, and mouth-feel all contributing to growth!

Plant Based Meat substitutes have grown 45% in the last 5 years.

Up **27%** to \$7 billion, Plant Based has become a mainstream movement with U.S. retail sales significantly outpacing overall grocery sales in 2020.

Plant Based products are in over 18 categories throughout the store. Plant Based is up in dollars, market share, ACV, and Household penetration.

# Consumers that are Driving Plant Based Trend

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- **Plant Based Shoppers are made up of Vegans, Vegetarians, and Flexitarians**
- Plant Based shoppers spend 61% more than the average shopper
- Flexitarians seek plant based alternatives to animal based foods but still consume animal based foods
- Key motivators are health and weight management; other motivators include reducing environmental impact and promoting animal welfare

**58%**

Of Flexitarians are trying to add more Plant Based food to their diet

**69%**

Of Flexitarians eat meatless meals once a week or more

**36%**

Of meat eaters are trying to add more Plant Based to their diet

**29%**

Of Plant Based Shoppers are Flexitarian



# Premium Ingredients Delivering on Flavor

## Premium Sauce • Unbelievable Meaty Flavor

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New Plant Based Pasta Sauces are made with Vine-Ripened tomatoes and Plant Based protein crumbles that deliver an unbelievable meaty texture and a savory flavor your shoppers will love. Sauces have a robust red color with a thick & chunky consistency. *Taste the Unbelievable!*



### Bolognese Key Ingredients

- ✓ Tomato Puree
- ✓ Diced Tomatoes
- ✓ Plant-Based Protein
- ✓ Extra Virgin Olive Oil
- ✓ Onions
- ✓ Carrots
- ✓ Basil
- ✓ Garlic and Herbs
- ✓ Celery
- ✓ Other Flavors and Spices



### Italian Sausage Key Ingredients

- ✓ Tomato Puree
- ✓ Diced Tomatoes
- ✓ Plant-Based Protein
- ✓ Extra Virgin Olive Oil
- ✓ Calabrian Chilies
- ✓ Onions
- ✓ Carrots
- ✓ Fennel
- ✓ Basil
- ✓ Garlic and Herbs
- ✓ Celery
- ✓ Other Flavors and Spices

# Premium Quality, Shoppers Will Notice



TASTE THE UNBELIEVABLE

# Contact Red Gold for More Information

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