# TASTE THE UNBELIEVABLE



### **Plant Based is the Buzz**



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.

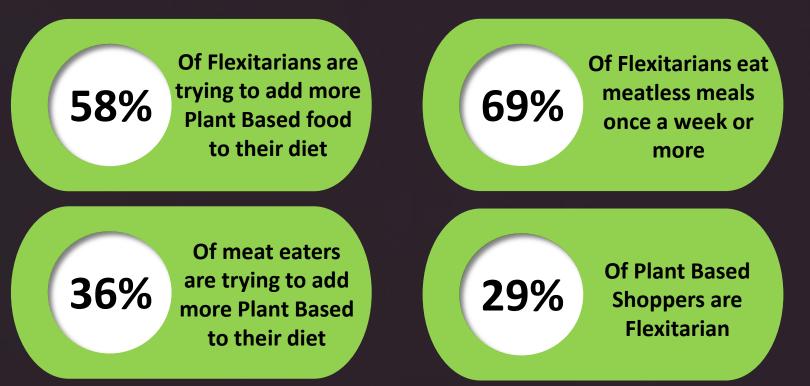
Up **27%** to \$7 billion, Plant Based has become a mainstream movement with U.S. retail sales significantly outpacing overall grocery sales in **2020**.

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**



- Plant Based Shoppers are made up of <u>Vegans</u>, <u>Vegetarians</u>, and <u>Flexitarians</u>
- 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



# **Premium Ingredients Delivering on Flavor**



#### **Premium Sauce • Unbelievable Meaty Flavor**

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!* 



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#### **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



















# Contact Red Gold for More Information

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