

TASTE THE UNBELIEVABLE



NEW **Plant-Based**
PASTA SAUCE

PREMIUM SAUCE  **MEATY FLAVOR**



RED GOLD.



PRIVATE BRANDS
ALL THINGS TOMATO

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!

Up **11.4%** to \$5 billion, Plant Based has become a mainstream movement with U.S. retail sales significantly outpacing overall grocery sales in 2019.

Plant Based Meat substitutes have grown **23%** in the last 5 years.

Plant Based Total CAGR Growth is up **14%** in the last 3 years – **14x** the total store.

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

Trend of the Year!, *Food Business News, 2019*

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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

55%

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

37%

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

RED GOLD

PRIVATE BRANDS
ALL THINGS TOMATO

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6g PROTEIN
PER 1/2 CUP



5g PROTEIN
PER 1/2 CUP

MADE WITH
**NO SUGAR
ADDED**
EXTRA VIRGIN
OLIVE OIL



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