# TASTE THE UNBELIEVABLE



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.

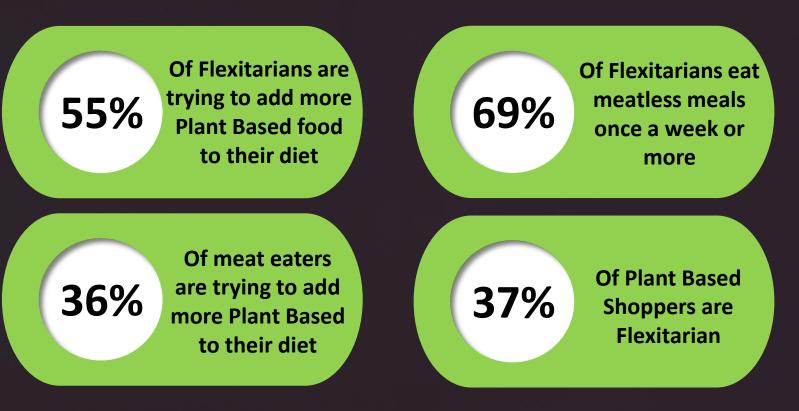
Plant Based products are in over 18 categories throughout the store. Plant Based is up in dollars, market share, ACV, and Household penetration.

Trend of the Year!, Food Business News, 2019

### **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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