

Taste the Unbelievable



PLANT-BASED CHILI

PREMIUM CHILI  MEATY FLAVOR

RED GOLD®



PRIVATE BRANDS

ALL THINGS TOMATO

PLANT-BASED CHILI

Premium Chili Unbelievable Meaty Flavor



Our New Plant-Based Chili is made with Vine-Ripened tomatoes and Plant-Based protein crumbles that deliver an unbelievable meaty texture and a hearty bold flavor your shoppers will love - *Taste the Unbelievable!*

**WITH
BEANS**



**NO
BEANS**



Plant Based Pea Protein | Red and Green Bell Peppers | Chili Powder
Chipotle Chili Pepper | Garlic | Onion | Other Spices



Taste the Unbelievable

Consumers that are Driving Plant Based Trend



- Plant Based Shoppers are made up of Vegans, Vegetarians, and Flexitarians
- Flexitarians seek to replace a portion of animal based foods in their diet with plant-based alternatives
- Key motivators are health, weight management, & reducing environmental impact ⁴
- College students have the highest trial of plant based products ⁴

32% Of consumers are increasing their consumption of plant-based meat ⁴

50% Of consumers think that plant-based foods are better for the environment ⁴

47% Of consumers believe that plant-based protein is more sustainable ⁴

29% Of consumers are seeking to limit their meat intake ⁴

22% Of Plant Based Shoppers are Flexitarian ⁴

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 which are all contributing to the growth!

Plant Based Meat substitutes have **grown 74% in the last 3 Years**² and 3x faster than total food sales³

Up 54% over 3 Years to \$7.4 billion, Plant Based has become a mainstream movement with U.S. retail sales significantly outpacing overall grocery sales in 2021²

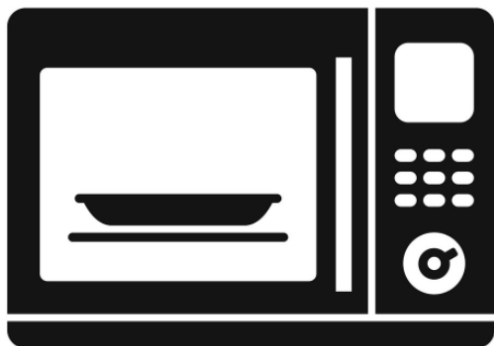
Plant Based products are in **over 18 categories** throughout the store. Plant Based is up in dollars, market share, ACV, and Household penetration¹

Plant Based has a **Household Penetration of 62%** with a Repeat Rate of 79%²

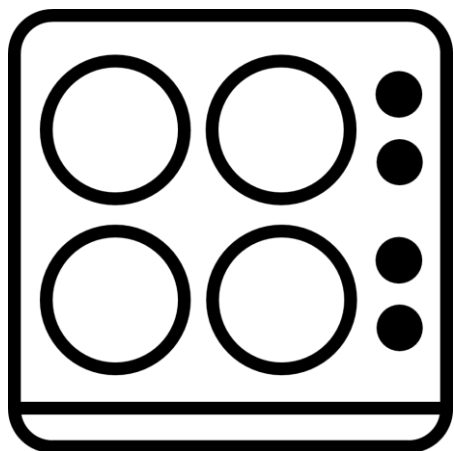
Just Heat and Eat!



Easily heat in the microwave or over the stove top for great-tasting!



Microwave: Transfer chili to microwave safe bowl. Loosely cover. Heat on HIGH 3-4 minutes. Pause halfway to stir. Carefully remove from microwave, let stand 1 minute, stir and enjoy. Microwaves vary, timing is approximate



Stovetop: Transfer chili to a small sauce pan. Heat over medium heat, stirring occasionally until hot.

TATER TOT BREAKFAST BOWL

MAKES 4 SERVINGS ♦ COOKING TIME: 30 MINUTES



INGREDIENTS

- 1 - 16oz Jar Your Brand Plant Based No Beans Chili
- 1 - Tablespoon Butter Or Vegetable Oil
- 8 - Eggs, Large
- ¼ - Cup Milk Or Cream
- 56 - Tater Tots
- ½ - Cup Shredded Cheddar Cheese
- 4 - Tablespoons Sliced Green Onions
- 4 - Tablespoons Sour Cream

DIRECTIONS

1. Preheat oven to 450°
2. Place tater tots on a baking sheet in a single layer and spray with vegetable oil spray.
3. Bake at 450 °F for 20 minutes. Remove from oven, loosely cover and reserve
4. Meanwhile, heat chili to a simmer in a small sauce pan over medium heat. Reserve for assembly.
5. Crack 8 eggs into a medium bowl. Whisk in milk or cream until eggs are frothy and well combined.
6. Melt butter in a nonstick skillet over medium heat.
7. Add the egg mixture and cook, stirring gently with a rubber spatula or wooden spoon. As eggs cook, season with salt and pepper.
8. When eggs are still slightly wet remove from heat and divide evenly into 4 large ramekins or small oven safe casserole dishes.
9. For each ramekin sprinkle 1 tablespoon of the shredded cheese over the scrambled eggs.
10. Pour ½ cup of warm Your Brand Plant Based No Beans Chili over the cheese topped eggs.
11. Top the chili with 3 rows of warm tater tops (14 each)
12. Sprinkle tops with remaining cheese
13. Bake in hot oven for 5-10 minutes until cheese melts and is bubbly.
14. Garnish with sour cream and sliced green onions as desired.



**Recipes and Photos
Available for
Customer Use**

HOT CHILI CHEESE DIP

MAKES 8-10 SERVINGS ♦ COOKING TIME: 20 MINUTES

INGREDIENTS

- 1 - 16oz Jars Your Brand Plant Based No Beans Chili
- 1 - Tablespoon Vegetable Oil
- ½ - Cup Onion, Medium Diced
- 2 - Garlic Cloves
- 1 – 4oz. Cans Diced Green Chilies
- 1 – 8oz. Package Cream Cheese, Softened
- 1 - Cup Shredded Cheddar Cheese

DIRECTIONS

1. Preheat the oven to 400°.
2. Heat oil over medium heat in an 8" oven safe skillet (such as a small cast iron skillet)
3. Add the onion and cook 2-3 minutes. Add the garlic and green chilies, cooking an
4. additional minute. Add the softened cream cheese and stir to begin melting the cheese.
5. Add the Your Brand Plant Based No Beans Chili. Carefully stir to combine.
6. Heat to a simmer.
7. Sprinkle the shredded cheese over the top of the hot dip.
8. Transfer reserved hot chili filling to a 7 inch x 11 inch oven safe baking dish.
9. Bake at 400°F for 10 minutes until bubbling and hot and the cheddar cheese is melted.
10. Garnish with chopped jalapenos, sliced green onions and diced tomatoes if desired.
11. Serve warm with tortilla chips.



**Recipes and Photos
Available for
Customer Use**

CHEESY CHILI MAC

MAKES 8-10 SERVINGS ♦ COOKING TIME: 30 MINUTES



INGREDIENTS

- 1 - 16oz. Jar Your Brand Plant Based Chili With Beans
- 1 - Tablespoon Vegetable Oil
- ½ - Cup Onion, Medium Diced
- 2 - Garlic Cloves
- 1 - 4oz. Cans Diced Green Chilies
- ¾ - Cup Uncooked Elbow Macaroni
- 1 - Cup Shredded Cheddar Cheese



DIRECTIONS

1. Cook macaroni in a medium pot of salted water for 9 minutes (it will still be slightly firm). Drain and reserve.
2. Heat oil over medium heat in a medium skillet (10 inches)
3. Add the onion and cook 2-3 minutes. Add the garlic and green chilies, cooking an additional minute.
4. Add the Your Brand Plant Based Chili with Beans and cooked reserved macaroni. Carefully stir to combine. Heat to a simmer.
5. Sprinkle the shredded cheese over the top of the chili mac.
6. Cover, reduce heat to low and cook for 5 minutes until cheese is fully melted and bubbly.

Recipes and Photos
Available for
Customer Use

TAMALE PIE

MAKES 6 SERVINGS ♦ COOKING TIME: 40 MINUTES



INGREDIENTS

- 2 - 16oz. Jars Your Brand Plant Based Chili With Beans
- 1 - Tablespoon Vegetable Oil
- 1- Cup Onion, Medium Diced
- 4 - Garlic Cloves
- 2 - 4oz. Cans Diced Green Chilies
- 1 - Cup Corn Niblets (Fresh, Frozen Or Canned)
- 1 – 8.5oz. Box Corn Muffin Mix
- 1 - Egg
- 1/3 - Cup Milk



DIRECTIONS

1. Preheat the oven to 400°.
2. Heat oil over medium heat in a medium to large skillet (10" or larger).
3. Add the onion and cook 2-3 minutes. Add the garlic and green chilies, cooking and
4. additional minute.
5. Add the Your Brand Plant Based Chili with Beans and the corn. Stir to combine.
6. Heat to a simmer, cover, reduce heat and reserve.
7. Prepare corn muffin mix according to package directions.
8. Transfer reserved hot chili filling to a 7 x 11 inch oven safe baking dish.
9. Spoon dollops of corn muffin batter across the top of the filling.
10. Gently spread out across the top of the chili mixture.
11. Bake at 400°F for 20-25 minutes until corn topping is a dark golden brown and a
12. Tooth pick inserted into the middle about 1 inch deep comes out clean.

**Recipes and Photos
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