

NEW

BASIC AMERICAN FOODS™

PLANT PROTEIN CRUMBLES

Southwest Seasoned



A delicious, versatile way to bring more **plant-based protein** to the menu.

LESS MEAT MORE PLANTS FOR ALL

The buzz around plant-based eating is rooted in patrons' desire to eat less meat (not eliminate it) **for the good of their health and the planet.** According to Hartman Group, 48% of consumers look for plant-based foods. Our Plant Protein Crumbles will make it **easier to deliver solutions** that reflect this shift in eating habits.



Better for YOU

Packed with protein similar to animal counterparts, but with no cholesterol, less saturated fat and no antibiotics or animal hormones.



Better for the PLANET

Significantly less greenhouse gas emissions, water, land and less wear and tear on the environment for a better future.



Better for the MENU

Satisfies the growing demand for plant-forward options. Delivers substitution without sacrifice – as delicious and craveable as animal proteins.



SIMPLE INGREDIENTS



VEGAN



PLANT PROTEIN



BIG-8 ALLERGEN FREE

CULINARY INSPIRATION

+2770%

"Plant-Based" 4-year
menu growth

— Datassential 2021

Taste is still king. Position plant-forward options to appeal to the carnivore as well as the flexitarian, with all of the flavor and indulgence of any other option on the menu.

64%

want more variety of menu
items with alternative proteins.

— Technomic, Alternative Protein Study, 2019

Innovate outside the bun. From tacos to sandwiches, breakfast to bowls, **featuring alternative proteins across the menu will drive traffic.**



Avocado Toast-ada

A crispy tostada shell topped with smashed avocado, **plant-power taco crumble**, creamy jalapeño sauce and fresh pico de gallo.

Mexico City-Style Flatbread

Crispy flatbread topped with spicy refried beans, **plant-powered taco "meat"**, cheese, tomatoes, fresh avocado and creamy salsa.

Protein Packed Plant-Power Burrito

Loaded with signature seasoned, **plant-based taco "meat"**, refried beans, lettuce, tomato, avocado, and spicy queso.

Loaded "Meaty" Quesadilla

Crisp flour tortilla stuffed with **spicy taco meat made from plants**, bell peppers, onions, black beans, corn, avocado and melty white cheddar cheese. Served with spicy jalapeño crema dip.

APPEAL TO THE FLEXITARIAN

LEAD WITH FLAVOR

Familiar, flavorful descriptions assure consumers they will not be sacrificing taste when they choose plant-based.

"Our Plant-Based Meat Taco is made for meat lovers who love tacos."

DESCRIPTORS MAKE A DIFFERENCE

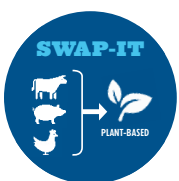
"Plant-based" and "Plant-protein" are proven descriptions. "Plant" indicates healthfulness without any notion of diminished flavor.

Create an icon (or use ours) to emphasize plant protein.

SWAP-IT

Provide flexibility for protein choices across the menu.

Show how easy it is to swap any animal protein for plant-based.



MENU DESCRIPTION INSPIRATION

Plant-based taco "meat"

Taco meat made from plants

Plant-protein taco crumbles

Zesty, plant-based meat crumbles

Plant-powered meat crumbles
with 0% beef

Taco crumbles, made from plants,
tastes like beef

Plant-based taco meat: 100%
delicious, 0% beef

Seasoned taco meat made from
plants and packed with protein

BASIC AMERICAN FOODS™

PLANT PROTEIN CRUMBLES

Southwest Seasoned



DESCRIPTION	SKU	PACK	NET WT (LB)	PREPARED YIELD (LBS)		SERVINGS (2 OZ PREPARED)		KOSHER	ALLERG.	GLUTEN FREE
				LBS/ PKG	LBS/ CASE	PKG	CASE			
Plant Protein Crumbles – Southwest Seasoned	11084	4/13.65 oz	3.41	2.9	11.6	24	96	PAREVE OU	NONE	Y

FEATURES

MADE FROM PLANTS, TASTES LIKE MEAT

- Taste, texture and appearance of seasoned ground beef
- Packed with plant protein

SIMPLE INGREDIENTS

- Pea Protein, Chickpeas, Pea Flour, Oil and Natural Flavors and Color
- Free of Big-8 allergens
- No artificial flavors, dyes or preservatives

INSTANT PREP AND EASY TO CUSTOMIZE

- 5 min, add water only prep
- Option to add signature seasoning, salsa or hot sauce

INSTANT PREP

5 MINUTES FROM POUCH TO PLATE



Ready for even more easy-prep, craveable menu ideas?
Get recipes, samples, and more at bafoodservice.com

NUTRITION FACTS

About 24 Servings Per Container
SERVING SIZE About 3 Tbsp Dry (16g)
55g (2oz) Prepared

CALORIES	Per 3 Tbsp (16g) 70	
	% DV*	
Total Fat	2.5g	3%
Saturated Fat	1g	5%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	370mg	16%
Total Carbohydrate	5g	2%
Dietary Fiber	2g	7%
Total Sugars	<1g	
Incl. Added Sugars	0g	0%
Protein	6g	10%
Vitamin D	0mcg	0%
Calcium	40mg	4%
Iron	1.2mg	6%
Potassium	80mg	2%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: PEA PROTEIN, CHICKPEAS, PEA FIBER AND/OR PEA FLOUR, PALM OIL, SALT, SPICES, SUNFLOWER OIL, MALTODEXTRIN, CONTAINS 2% OR LESS OF: FRUIT JUICE COLOR, GARLIC, ONION, SPICE AND COLOR (PAPRIKA), SUGAR, TOMATOES, COCOA POWDER, LACTIC ACID, NATURAL FLAVORS, YEAST EXTRACT, FRESHNESS PRESERVED WITH (CITRIC ACID).

ALTERNATE PREP

For warm or cold water refresh: Add water and crumbles to pan, stir. Heat covered in a steam table or hot cabinet until 145°F (warm water: 15 min; cold water: 45 min).

ALTERNATE HOLDING

After refresh: can hold in refrigerator up to 48 hours or frozen up to 3 months.