



Plant Based & *vegan*





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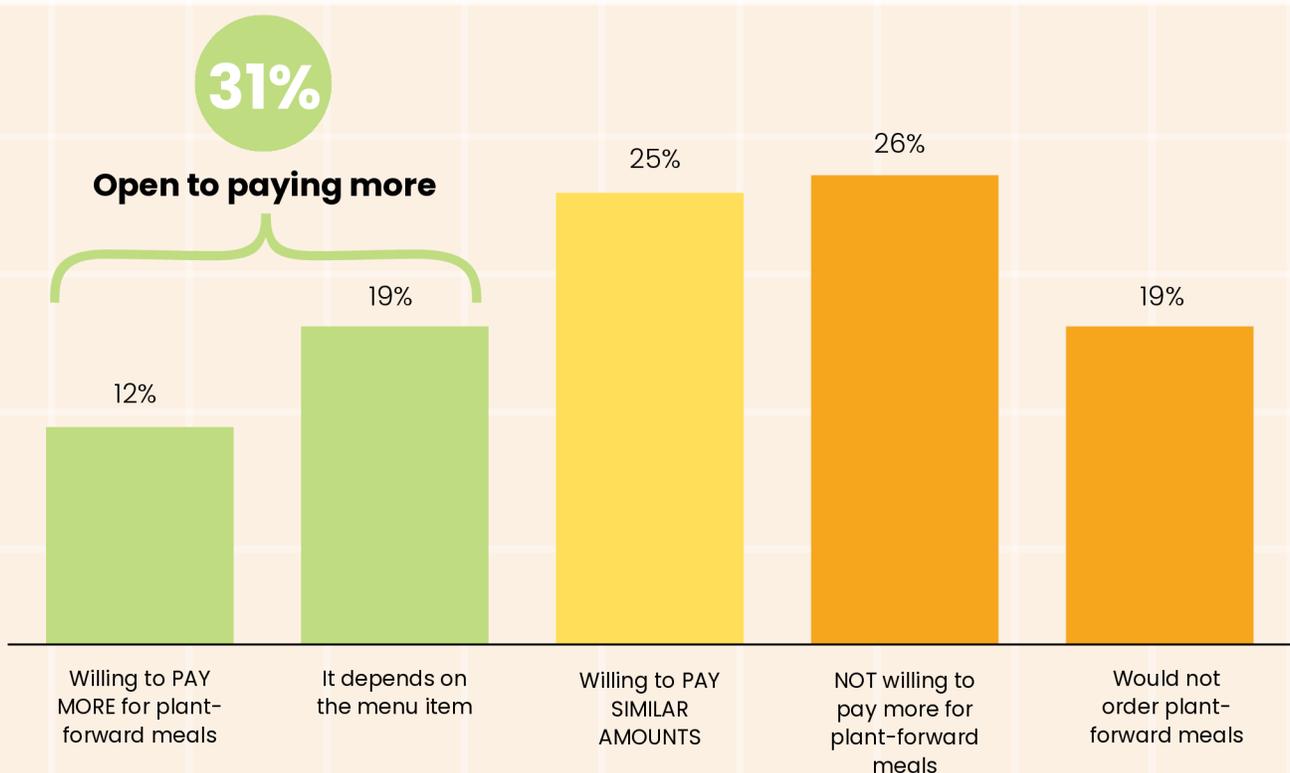
Plant Forward

The plant-based trend in dining is taking a bite out of the American culinary scene. Gone are the days of slopped-on veggies with a side of tofu on a plate. Today's plant-based eateries are blurring the lines between vegetarian and meat offerings while intriguing the palates of curious diners. The rise of plant-based and vegan food represents a blend of culinary innovation and conscious eating, driven by health, environmental, and ethical motivations. Over the past decade, U.S. restaurants offering plant-based options have increased by 62%, with nearly half of all restaurants now featuring such options. Join us on a journey through delicious items that not only embrace these trends but also redefine the possibilities of the modern culinary experience.



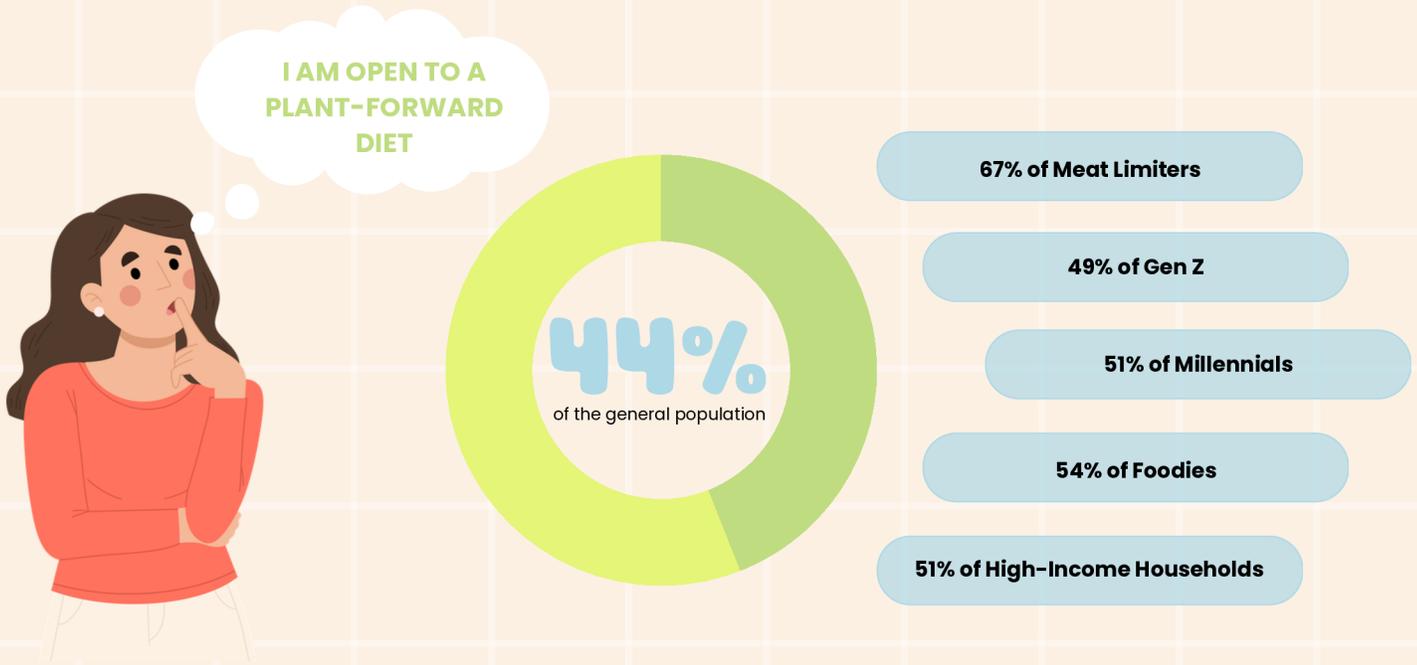
Nearly a third of consumers say they are willing to pay higher prices for plant-forward menu items.

While one in five consumers say they wouldn't order plant-forward meals, a larger portion overall is willing to pay more for them (31%) compared to those who aren't (26%). Notably, Gen Z, Millennials, Foodies, and Meat Limiters are significantly more open to paying higher prices than others in their demographic groups.



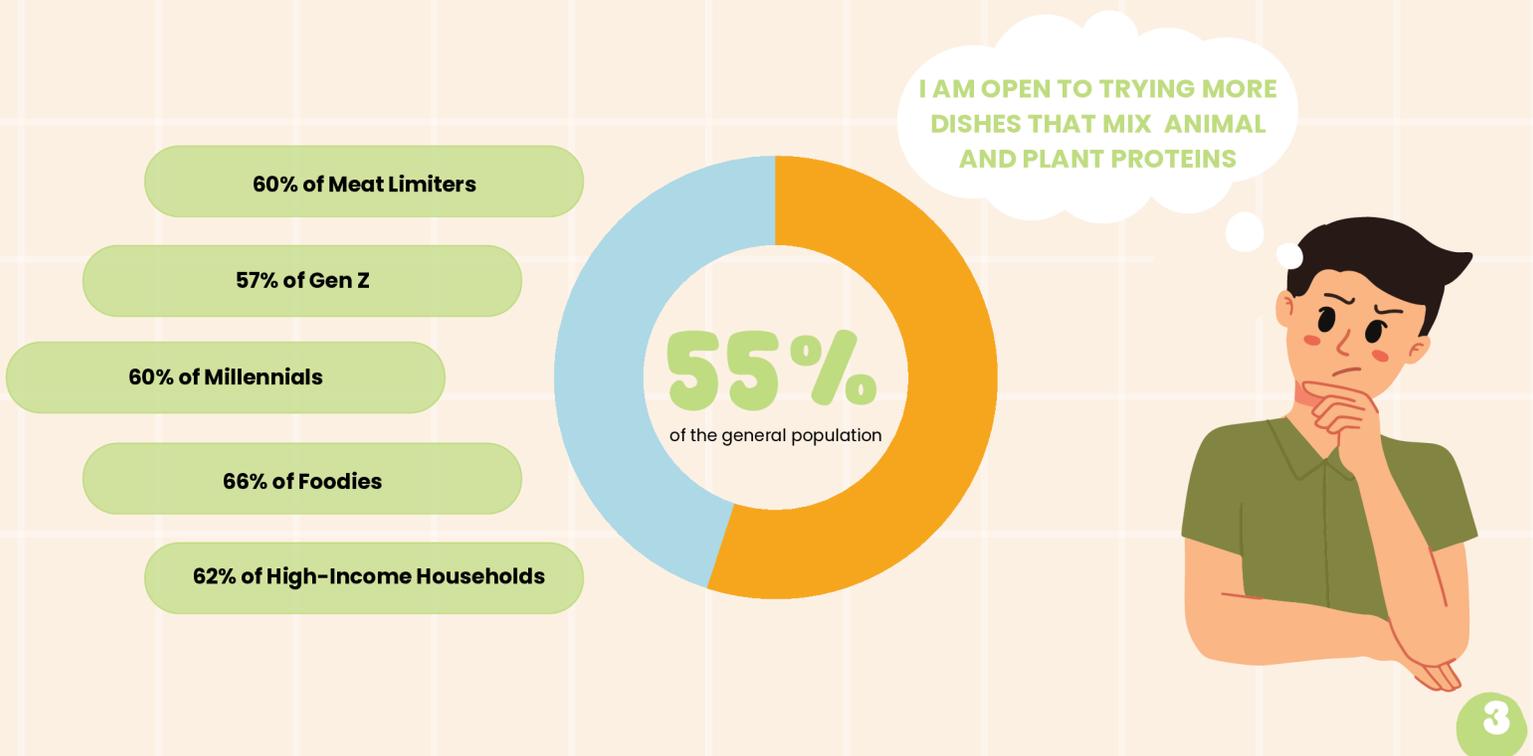
More than 40% of the general population is open to a plant-forward diet or eating pattern.

Unsurprisingly, two-thirds of consumers who already limit their meat intake would be comfortable adopting a plant-forward lifestyle, as would roughly half of Gen Z, Millennials, High-Income consumers, and self-described Foodies.



Over half of consumers are open to mixing animal and plant proteins into their diets.

Mixing and blending proteins has the highest appeal among Gen Z, Millennials, High-Income consumers, and people who already limit their meat intake.



Promoting Plant Based Items on Menus

1 Invest in promotion.

Just like other menu items, plant-based foods benefit from good marketing and intentional advertising. Use images and videos that highlight flavor and familiarity.

5 Make flavor the primary message.

Create and showcase indulgent plant-based dishes with taste-forward positioning.

2 Use commonplace promotional placements.

Show plant-based dishes alongside animal-based items to demonstrate similarity and set expectations that they will fill the same wants and needs.

6 Let plant proteins subtly cue health.

Flavor should be the primary message, but noting “plant protein” can be a subtle healthy cue. 38% of US consumers associate plant proteins with positive health effects.

3 Price competitively.

Price is often a perceived barrier, but many consumers are willing to pay slightly more for plant-based items. Aim for price parity or a small premium of 5-10%. If necessary, make plant-based a premium upgrade.

7 Mark items as vegan or vegetarian subtly.

Use small symbols. Vegan or vegetarian are seen by U.S. consumers as lifestyles rather than types of cuisine, and vegetarian/vegan consumers will find the options even without labels.

4 Use positive framing.

Talk about what the dish offers (made from plants, plant-powered) instead of what the dish doesn't contain (meatless, reduced meat).

8 Accentuate the health benefits, not the negatives.

Pointing out positive nutritional content (high protein, high fiber) is more effective than describing low levels of negative things (low sugar, low fat).

Keep it familiar.

The research is clear; familiar contexts, formats, flavors, preparation, and messaging resonate with consumers.

- 9 Make common dishes and utilize plant-based foods as part of familiar meals. For example, pair plant-based meatballs with marinara sauce and spaghetti.



plant based spaghetti & meatballs

Integrate with other dishes on the menu.

- 10 Don't isolate plant-based items in separate menu sections; integrate them with similar dishes.



southern fried chicken sandwich made from plants



Make sure plant-based dishes fit your brand and menu.

Plant-based dishes perform best when they are positioned as a natural extension of what your consumers expect from your brand and complement the other items on your menu.

11

Add an exciting twist of novelty.

Plant-based meat is well-positioned to meet the need for familiarity as well as the desire to try new and exciting foods. This is familiar food with a twist, "a delicious burger made from plants!"

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Labor Savers



DUMPLING EDAMAME
1.2 OZ VEGAN
3/2.5 LB, CHEF ONE
#340807



**DUMPLING KALE
& VEGETABLE VEGAN**
114/1.05 OZ, CHEF ONE
#350805



FALAFEL FRITTER
VEGAN RAW
4/4 LB, GRECIAN DELIGHT
#853011



PUNJABI SAMOSA
4/25 CT, TRULY INDIAN
#931665



GNOCCHI POTATO VEGAN
2/4 LB TALLUTO
#684344

Grocery



Alfredo Sauce Vegan
6/2 lb, Minors
#995122



Pastry Puff Dough 10x15
20/12 oz, Pillsbury
#915123



Mayonnaise Spread Eggless
4/1 gal, Classic Gourmet
#350575



Sauce Curry Vegan
1/15 lt, McDonnells
#481882



Soup Vegetable Vegan LRS
4/4 lb, Campbells
#950487



Soup Fire Roasted Vegetable
4/4 lb, Blount
#400706



Soup Three Bean Chili
4/4 lb, Kettle Cuisine
#453268



Soup Lentil Chick Peas
4/4 lb, Blount
#452509



Base Vegetable Liquid Concentrate
4/32 oz, Knorr
#451227



Base Vegetable Ultimate Paste
6/1 lb, Knorr
#450602



Hamburger Bun Gluten Free Vegan
24/1 ct, Rotella's
#932281



Roll Ciabatta Gluten Free Vegan
4/5 ct, Dr. Schar
#121552



Sliced Farmhouse Roll Sliced Vegan
60/3.32 oz, Hudson
#965160



Classic 6" White Pita Pocket
60/3.5 oz
#961458



Pizza Crust Cauliflower Vegan
24/5.4 oz, Rich's
#932397



Crust Cauliflower Gluten Free Vegan
12/10.6 oz, Oggi
#125705

Beet, Onion and Oat Groats Bread

Inspired by northern European flavors

144/1.2 oz, #700551



105 g / 3.7 oz (Baked)



35 g / 1.2 oz (Baked)

Sweet Potato, Curry and Flax Seed Bread

Inspired by Indian flavors

60/3.7 oz, #700554



105 g / 3.7 oz (Baked)

Olive, Hazelnut and Yuzu Bread

Inspired by Mediterranean and Asian flavors

144/1.2 oz, #700553*



35 g / 1.2 oz (Baked)



Dairy Alternatives

dairy alternatives

ITEM#	DESCRIPTION	BRAND	PACK SIZE
420589	BUTTER UNSALTED PLANT BASED	VIOLIFE	36/1 LB
050121	CHEESE CREAM VEGAN	VIOLIFE	1/6.6 LB
043006	CREAM CHEESE NON HYDROGENATED	TOFUTTI	1/30 LB
043010	SOUR CREAM SUPREME NON HYDRO	TOFUTTI	4/5 LB
115885	YOGURT COCONUT VGN OGC	COCOJUNE	6/32 OZ



CHEESE AMERICAN SLICE VEGAN
8/7.8 OZ, DAIYA
#681218

milk alternatives

ITEM#	DESCRIPTION	BRAND	PACK SIZE
061356	CREAM HEAVY WHIPPING VEGAN	VIOLIFE	8/1 LT
001333	MILK ALMOND ORIGINAL SWT	ALMONDBREEZE	6/64 OZ
432230	MILK ALMOND UNSW BARISTA	CALIFIA FARMS	6/32 OZ
063220	MILK ALMOND UNSWEETENED	ALMONDBREEZE	12/32 OZ
011866	MILK COCONUT	GOURMET	24/13.5 OZ
011865	MILK COCONUT	GOURMET	6/10 LB
510830	MILK COCONUT ASEPTIC	SO DELICIOUS	12/32 OZ
063227	MILK COCONUT OGC	SO DELICIOUS	12/32 OZ
683800	MILK COCONUT UNSWEETENED	SILK	6/64 OZ
252344	MILK OAT BARISTA	OATLY	12/32 OZ
684676	MILK OAT BARISTA BLEND	CALIFIA FARMS	12/32 OZ
252345	MILK OAT BARISTA PLAIN	CHOBANI	6/32 OZ
001533	MILK OAT ORIGINAL	PLANET OAT	6/52 OZ



CHEESE FETA STYLE VEGAN 100%
8/8.1 OZ, VIOLIFE
#050118

cheese alternatives

ITEM#	DESCRIPTION	BRAND	PACK SIZE
681218	CHEESE AMERICAN VGN SLICED SL	DAIYA	8/7.8 OZ
050111	CHEESE CHEDDAR SHRED VGN	VIOLIFE	8/8 OZ
033084	CHEESE CHEDDAR SLICES VGN	VIOLIFE	5/2.2 LB
050118	CHEESE FETA STYLE VGN 100%	VIOLIFE	8/8.1 OZ
050704	CHEESE MOZZ SHRED VEGAN	SELFISH COW	4/2.5 LB
031268	CHEESE MOZZARELLA STYLE SHRED VGN	DAIYA	3/5 LB
050110	CHEESE MOZZARELLA VGN SHRED	VIOLIFE	8/8 OZ
032042	CHEESE PARMESAN CHEESE VGN	VIOLIFE	10/1.1 LB
050632	CHEESE VEGAN MOZZARELLA BLOCK	VIOLIFE	1/27.5LB



CHEESE MOZZARELLA SHRED VEGAN
8/8 OZ, VIOLIFE
#050110

chunk



Plant Based Steak

Easily replacing beef in any recipe, Chunk is extremely versatile - it can be pan-seared, basted, grilled, smoked, stewed, braised, barbecued, or baked. It allows chefs a much greater level of creativity, and requires no additional training.

#878361, 24/4 oz

#878362, 16/6 oz

Plant Based Proteins



Chef Style PAOW
4/2.5 lbs, PAOW
#025625



Dark Pieces Plant Based
4/2.5 lbs, PAOW
#025626



Meat Meatless Seared Tips
1/10 lb, Beyond Meat
#111752



Tempeh Soy Original OGC
12/8 oz, Franklin Farms
#371171



Seitan Vegan Bulk
2/5 lb, Franklin Farms
#371617



Tofu Super Firm OGC
6/16 oz, Nasoya
#748152



Tofu Extra Firm Panda
12/14 oz, Fresh
#755369



Tofu Firm
12/16 oz, Nature Soy
#751250

ground meat & meatballs

ITEM#	DESCRIPTION	BRAND	PACK SIZE
874880	MEATLESS CRUMBLES ITALIAN	DEEPLY	8/11.7 OZ
874881	MEATLESS CRUMBLES MEXICAN	DEEPLY	8/11.5 OZ
111718	MEATLESS GROUND MEAT	BEYOND	6/2 LB
878353	MEATBALLS MEATLESS VEGAN	GARDEIN	1/10 LB
878365	MEATLESS MEATBALL VGN	DR PRAEGER	1/10 LB



Plant Based Proteins

"chicken"

ITEM#	DESCRIPTION	BRAND	PACK SIZE
878332	CHICKEN BREAST VEGAN	GARDEIN	50/3.8 OZ
874802	CHICKEN CUTLET VEGAN	PACKER	60/3.2 OZ
111747	CHICKEN NUGGET PLANT BASED	TINDLE	4/2 LB
111739	CHICKEN NUGGETS IMPOSSIBLE	IMPOSSIBLE	220/.74OZ
111748	CHICKEN SANDWICH PATTIES	TINDLE	4/2 LB
780387	CHICKEN TENDER MEAT FREE VGN	INCOGMEATO	1/10 LB

"chicken"

ITEM#	DESCRIPTION	BRAND	PACK SIZE
111737	CHICKEN TENDER VGN PLANT BASED	BEYOND MEAT	1/10 LB
878356	CHICKEN TENDER VGT MEATLESS IQF	GARDEIN	1/12LB
878360	CHICKENLESS NUGGETS GTF VEGAN	DR. PRAEGER	1/10 LB
960450	CHICKENLESS STRIPS VGN	GARDEIN	1/10 LB
961812	CHICKENLESS TENDERS VEGAN	DR PRAEGER	183/.87 OZ
353567	MEATLESS WING BONELESS	QUORN	2/4 LB
433447	VEGAN CHICKEN STRIPS BRD KOSHER	MONCUISINE	1/10 LB



Meatless ChiQin Wing Boneless
2/4 lb, Quorn
#353567



Meatless Chicken Tender
1/10 lb, Incogmeato
#780387



Vegan Chicken Tenders
1/10 lb, Beyond Meat
#111737



Impossible Chicken Nuggets
220/.74 oz, Impossible
#111739

"sausage"

ITEM#	DESCRIPTION	BRAND	PACK SIZE
111721	BRAT ITALIAN HOT VGN	BEYOND	50/3.52OZ
920501	CHORIZO CRUMBLE VEGAN	HORMEL	4/2.5 LB
918006	CHORIZO CRUMBLES VGT FC	NONNA'S	2/5 LB

"sausage"

ITEM#	DESCRIPTION	BRAND	PACK SIZE
111724	SAUSAGE PATTY BREAKFAST VGN	BEYOND	90/1.63 OZ
878312	SAUSAGE PATTY BREAKFAST VGN	IMPOSSIBLE	100/1.6 OZ
111715	SAUSAGE PLANT BASED HOT	BEYOND	8/14 OZ
111720	SAUSAGE PLANT BASED LINKS	BEYOND	50/3.52 OZ



Brat Italian Hot Vegan
50/3.52 oz, Beyond
#111721



Plant Based Sausage Links
8/14 oz, Beyond
#111720



Sausage Patty Vegan
100/1.6 oz, Impossible
#878312

Plant Based & Vegan Patties



Black Bean Quinoa

A hearty blend of black beans and tri-color quinoa with a little smoky chipotle kick. *Dr. Praeger*

#800701, 40/4 oz



Perfect Burger

20g of plant protein along with beets, carrots, sweet potatoes and butternut squash. *Dr. Praeger*

#878315, 40/4 oz



California Burger

Carrots, peas, zucchini, onion and spinach
Dr. Praeger

#874800, 40/4 oz



Malibu Burger

These Patties Are Vegan And Made With Tasty Ingredients
Garden Burger

#780300, 48/3.2 oz



California Burger

The handmade look of this veggie burger, along with its bright, crisp color adds visual appeal to any menu item. *Dr. Praeger*

#901265, 29/5.5 oz



Spicy Black Bean Burger

A spicy, southwestern style veggie burger made with a blend of black beans, brown rice, onions, corn, & tomatoes.
Morningstar Farms

#874805, 4/12 ct



Garden Veggie

Made with a savory blend of six delicious vegetables for bold flavor and pleasing texture in every bite.
Morningstar Farms

#874803, 48/3.5 oz



Veggie Griller Burgers

Great for the grill, these burgers are sure to delight vegetarians and meat-lovers alike.
Morningstar Farms

#687592, 48/2.5 oz



Black Bean Burger

These black bean burgers are gluten-free and contain bits of onion, corn, green and red peppers, & southwestern seasoning.
Gardein

#960454, 48/4.2 oz



Crunchy Cauliflower Burger

This veggie burger is made with cauliflower, brown rice, quinoa, broccoli, onions, zucchini, spinach, and peas. *Dr. Praeger*

#684673, 40/4 oz



Southwestern Sweet Potato

This veggie burger is made with 6 veggies, seasoned with smoky chipotle and a sweet and tangy BBQ sauce and wrapped in a crispy brown rice crust. *Dr. Praeger*

#684674, 40/4 oz



Crunchy California Falafel Burger

Dr. Praeger

#684675, 32/5 oz



IMPOSSIBLE BURGER

IMPOSSIBLE

ITEM#	DESCRIPTION	PACK SIZE
878327	BURGER MADE FROM PLANTS	57/2.78 OZ
878309	BURGER MEATLESS PATTIES	40/4 OZ
878324	BURGER PORK MADE FROM PLANTS	6/2.2 LB
878310	MEATLESS BRICK BULK	4/5 LB

BEYOND BURGER

BEYOND MEAT

ITEM#	DESCRIPTION	PACK SIZE
111723	BURGER BEYOND 2.0	64/3 OZ
111717	BURGER BEYOND MEAT VEGAN	32/6 OZ
111714	BURGER MEATLESS PATTIES BEYOND	40/4 OZ
111718	MEAT MEATLESS BEYOND BURGER	6/2 lb

Sweet Treats & ice cream

ITEM #	DESCRIPTION	BRAND	PACK SIZE
970551	CAKE BANANA INDIV VGN	SWEETSTREET	8/4 CT
684640	COOKIE DOUGH BIRTHDAY CAKE VEGAN	ROOT NINE	175/2 OZ
684639	COOKIE CHOCOLATE CHIP VEGAN	ROOT NINE	175/2 OZ
120868	COOKIE DGH VGN CHOC CHIP	DAVIDS	216/1.5 OZ
080125	DOUGH COOKIE VEGAN RANGER	RICH'S	210/1.5 OZ



ITEM #	DESCRIPTION	BRAND	PACK SIZE
256412	ICE CREAM VGN MINT CHIP COOKIE	DEVOATED	2/1 GAL
256449	ICE CREAM VGN ESPRESSO	DEVOATED	2/1 GAL
256469	ICE CREAM VGN MANGO COCONUT	DEVOATED	2/1 GAL
256480	ICE CREAM VGN CHOC BLACK BERRY BROWNIE	DEVOATED	2/1 GAL
256481	ICE CREAM VGN CHOC CARM OREO	DEVOATED	2/1 GAL
256482	ICE CREAM VGN CHOC BLACK RASPBERRY OREO	DEVOATED	2/1 GAL
256488	ICE CREAM VGN SNICKERDOODLE	DEVOATED	2/1 GAL
256489	ICE CREAM VGN VAN BOURBON BROWNIE	DEVOATED	2/1 GAL
256490	ICE CREAM VGN BLACK RASPBERRY CHIP	DEVOATED	2/1 GAL
256514	ICE CREAM VGN ESPRESSO CARAMEL	DEVOATED	1/2.5 GAL

Elderberry Tart with Vegan Black Raspberry Chocolate Chip Ice Cream

Raspberry Elderberry Tart #970548, 1/31.7 oz Bindi

Vegan Black Raspberry Chocolate Chip
#256490, 2/1 gal

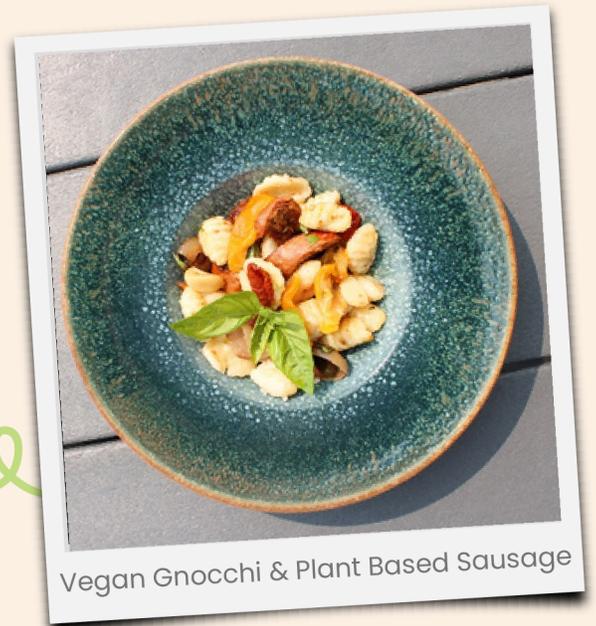




Chef's Picks

Our chefs down in Kitchen 71 are passionate about incorporating vegan and plant-based items into their recipes, crafting dishes that are both delicious and sustainable. Discover how our chefs transform simple plant-based items into extraordinary culinary experiences.

- **Tallutos Vegan Gnocchi**
#684344, 2/4 lb
- **Beyond Meat Plant Based Sausage**
Links Sweet Italian
#111720, 50/3.52 oz



Vegan Gnocchi & Plant Based Sausage



Korean Chikin' Sandwich

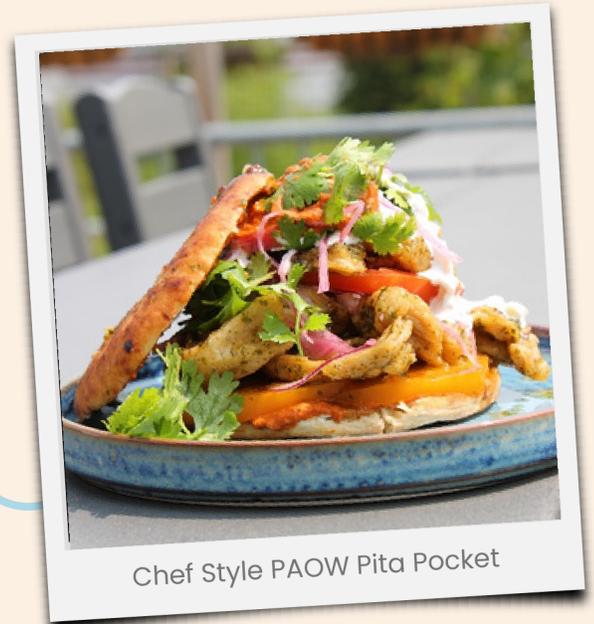
- **Breaded Chicken Cutlet**
#874802, 60/3.5 oz
- **Hudson Sliced Farmhouse Roll**
#965160, 60/3.32 oz
- **Sauce Craft Korean Pepper**
Gochujang Sauce
#350573, 4/0.5 gal
- **Classic Gourmet Vegan Eggless**
Mayonnaise Spread
#350575, 4/1 gal

To book a Kitchen 71 visit, please contact your Driscoll Foods Sales Rep!



Chef's Picks

- **PAOW Chef Style PAOW**
#025625, 4/2.5 lbs
- **Armanino Chimichurri Sauce**
#940205, 3/30 oz
- **Tofutti Vegan Sour Cream**
#043010, 4/5 lb
- **Natalie's Fresh Lemon Juice**
#107591, 6/32 oz



Chef Style PAOW Pita Pocket



Quinoa & PAOW Curry

- **PAOW Dark Pieces Plant Based**
#025626, 4/2.5 lbs
- **McDonnells Vegan Curry Sauce**
#481882, 1/15 lt
- **Violife Vegan Heavy Whipping Cream** #061356, 8/1 lt
- **Violife Vegan Feta Cheese**
#050118, 8/8.1 oz
- **Pickled Red Onions**
#684491, 6/5 lb
- **Supherb Harissa Moroccan Paste**
#481374, 2/2 lb
- **Wholesome Agave Nectar**
#881372, 2/1 gal

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