

INCOGMEATO® BURGER

CRAVEABLE PLANT-BASED
MENU SOLUTION



75% OF CONSUMERS
SAY THEY'RE OPEN TO EATING PLANT-BASED
PROTEIN¹, YET IT ONLY HAS
13% PENETRATION
IN FOODSERVICE².

THE NUMBER OF
FLEXITARIANS
AND
VEGETARIANS
IS PROJECTED TO INCREASE
TO MORE THAN
41 MILLION
IN THE NEXT 10 YEARS!



**PLANT-BASED RESTAURANT SALES
ARE GROWING**

BURGERS ARE LEADING

- PLANT-BASED BURGERS ARE A \$160MM MARKET AND GROWING MORE THAN 53% EACH YEAR⁴
- 44% OF CONSUMERS ORDER BURGERS WHEN DINING OUT, WITH 1 IN 5 ORDERING A PLANT-BASED BURGER³



**HALF OF CONSUMERS WANT PLANT-BASED
PROTEINS THAT TASTE LIKE BEEF³**

INCOGMEATO® DELIVERS

- LOOKS, COOKS AND TASTES JUST LIKE MEAT
- BROWNS AND SEARS FOR TEXTURAL COMPLEXITY AND A REAL-MEAT CHEW AND SNAP
- JUICY, CRAVE-WORTHY BURGER EXPERIENCE WITH STRONG BEEF FLAVOR DELIVERY
- READY TO COOK ON A FLAT TOP GRILL OR CHARBROILER



THE RESULTS ARE IN: THEY LOVE IT

CONSUMER RESEARCH

- OVERALL LIKING OF 7.7 IS VERY CLOSE TO BEEF BURGER LIKING OF 7.9⁵
- VERY HIGH CONSUMER PURCHASE INTENT OF 84%⁵
- STRONG CONSUMER PERFORMANCE ON KEY TASTE DRIVERS:

	LIKING	JUST ABOUT RIGHT	
APPEARANCE	7.5	thickness	92%
FLAVOR	7.6	flavor strength beefy/meaty	84% 82%
TEXTURE	7.5	----	89%
JUICINESS	7.0	----	71%

ENDLESS POSSIBILITIES BACK OF HOUSE

- THE PERFECT BEEFY FLAVOR FOR DELICIOUS CUSTOM BURGER BUILDS
- STRUCTURAL GREEN PACKAGE THAT MAKES IT EASY TO SLACK OUT JUST 6 BURGERS AT A TIME IN A HALF-PAN
- BURGER PATTIES SEPARATED BY PAPER DIVIDERS FOR EASE OF USE
- BILINGUAL PREP, HANDLING AND COOK INSTRUCTIONS



 **VEGAN** |
 100% PLANT PROTEIN |
  **NON-GMO SOY** |
  **COLORS & FLAVORS FROM NATURAL SOURCES** |
  **8 GRAMS OF FIBER** |
 19g EXCELLENT SOURCE OF PROTEIN

PRODUCT DESCRIPTION	CASE CODE	PATTY WEIGHT	INNER PACKAGING	CASE COUNT	CASE WEIGHT
Incogmeato® Ready to Cook Vegan Burger	28989-103314	4.25 oz.	6/6 ct.	36 Burgers	9.5625 lbs

JOIN THE PLANT-BASED REVOLUTION TODAY!

Contact your local Kellogg's sales representative or visit www.KelloggsAwayFromHome.com for more information including nutritional details and merchandising support.

SOURCE: ¹Kellogg Veggie Demand Landscape, 2016; ²The NPD Group/Supply Track®, 12ME Nov 2018; ³The NPD Group/Supply Track®, 12ME Aug 2019; ⁴The NPD Group/Supply Track®, 12ME Aug 2019; ⁵P&K CLT Research 12/18/19

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INCOGmeato

MorningStar
FARMS