

INCOGMEATO® BREAKFAST SAUSAGE

CRAVEABLE PLANT-BASED MENU SOLUTION



CONSUMERS ARE HUNGRY
FOR MORE PLANT-BASED PROTEIN OPTIONS.



**1 IN 4 CONSUMERS WANT MORE
PLANT-BASED PROTEIN MENU OPTIONS!**

**AND THEY WANT IT IN A
BREAKFAST SANDWICH**



64%

OF CONSUMERS ARE INTERESTED
IN PLANT-BASED PROTEIN
BREAKFAST SANDWICHES²

BREAKFAST SANDWICHES
ARE NOT JUST A GROWING CATEGORY...

**34% GROWTH RATE ON MENUS
OVER THE LAST FOUR YEARS³**

EXPECTED TO REACH \$11.7B BY 2021⁴



BUT A WINNING OPPORTUNITY!



64% OF OPERATORS REPORT BREAKFAST SANDWICHES ARE THEIR
#1 BEST SELLING BREAKFAST ITEM AFTER 2PM⁵

SATISFY YOUR GUESTS AND DRIVE INCREMENTAL PROFIT WITH INCOGMEATO® VEGAN BREAKFAST SAUSAGE PATTIES

BREAKFAST SAUSAGE DESIGNED SPECIFICALLY FOR SANDWICH APPLICATIONS



NATURAL PORK SAUSAGE APPEARANCE,
TASTE, TEXTURE AND BITE



3.75" DIAMETER OFFERS FULL MUFFIN
COVERAGE FOR BREAKFAST SANDWICHES



THIN PATTY HEIGHT FOR A
BALANCED SAUSAGE FLAVOR FROM
FIRST TO LAST BITE

AND FEATURES CLAIMS CONSUMERS CARE ABOUT



VEGAN

100%

PLANT
PROTEIN



NON GMO
SOY



COLORS & FLAVORS
FROM NATURAL
SOURCES



2 GRAMS
OF FIBER

15g

EXCELLENT
SOURCE OF
PROTEIN



WHY INCOGMEATO®?

WE'RE BACKED BY A BRAND
WITH 85% AWARENESS - THE
HIGHEST IN THE CATEGORY.⁶

MorningStar[®]
FARMS

Product Description	Case Code	Patty Diameter	Patty Weight*	Inner Packaging	Case Count	Case Weight*
<i>IncoGmeato</i> ® Vegan Breakfast Sausage Patties	28989-10338	3.75 in.	2.25 oz.	4/12 ct.	48 ct.	6.75 lbs.

*Net weight

CONTACT YOUR LOCAL KELLOGG'S SALES REPRESENTATIVE OR VISIT WWW.KELLOGGSAWAYFROMHOME.COM
FOR MORE INFORMATION INCLUDING NUTRITIONAL DETAILS AND MERCHANDISING SUPPORT.

6. Datassential Plant-Based Protein A&U Study, May 2019. ©, TM, ©, 2020 Kellogg NA Co.

