



As consumers become more conscious about how the food they eat affects their bodies and our planet, they are seeking plant-based options that make them feel good and meet their need for crave-worthy taste.

THAT'S WHERE CRAVE HOUSE™ COMES IN.

Crave House uses culinary expertise and expert capabilities in sourcing, innovating and supplying products to consistently deliver high-quality, plant-based food at an affordable price.

PLANT-BASED CRUMBLES



- ✓ **MIND-BLOWING** taste & fewer ingredients
- ✓ **FOUR VARIETIES** for broad menu inspiration
- ✓ **FULLY COOKED** and ready-to-heat and serve

47% of consumers are interested in plant-based pizza toppings on the menu¹

NEARLY 25% of pizza consumers would like restaurants to offer plant-based components¹

PRODUCT NAME		PRODUCT/DOT CODE		CASE GTIN		
ITALIAN-STYLE PLANT-BASED CRUMBLES		703211/728845		10642205036001		
BEEF-STYLE PLANT-BASED CRUMBLES		703213/735717		10642205036025		
BREAKFAST-STYLE PLANT-BASED CRUMBLES		703212/728847		10642205036018		
SOUTHWEST-STYLE PLANT-BASED CRUMBLES		703256/Available 7/1		10642205046468		
TARGET UNIT WEIGHT	UNITS/CASE	TARGET CASE WEIGHT	CASE DIMENSIONS L x W x H	CASE CUBE	TI x HI	SHELF LIFE
2.5 lbs	4	10 lbs	12.875" x 9.75" x 6.625"	0.481	14 x 9	240 days Frozen

¹Technomic Pizza Consumer Trend Report, 2020

PLANT-BASED CRUMBLES

MIND-BLOWING
TASTE
MADE FROM PLANTS

- ✓ **16g⁺ PROTEIN**
- ✓ **GLUTEN-FREE**
- ✓ **100% PLANT-BASED**
- ✓ **NO ARTIFICIAL FLAVORS**
- ✓ **MINIMAL INGREDIENTS**
- ✓ **ALL COLORS FROM FRUIT & VEGETABLE JUICES**



HEATING INSTRUCTIONS

SKILLET

Preheat skillet on medium heat. Add small amount of oil or nonstick spray to skillet. Remove crumbles from package and place in skillet. Heat and stir over medium heat for 7-8 minutes or until hot.

OVEN

Preheat oven to 325°F. Remove crumbles from package and place on oven-safe baking sheet. Heat 5-8 minutes or until hot.



Recommended Storage Keep frozen and cook from frozen state.

ITALIAN-STYLE

PLANT-BASED CRUMBLES



Make your signature pizzas and pastas plant-based.

Ingredients: Water, Pea Protein, Spices, Soybean Oil, Salt, Chia Seed Powder, Methylcellulose, Garlic Powder, Onion Powder.

BEEF-STYLE

PLANT-BASED CRUMBLES



The ultimate adaptable powerhouse with beef-like flavor and texture.

Ingredients: Water, Pea Protein, Soybean Oil, Salt, Chia Seed Powder, contains 2% or less of Yeast Extract, Natural Flavors, Sunflower Oil, Caramelized Sugar, Dextrose, Herb Extracts, Methylcellulose.

BREAKFAST-STYLE

PLANT-BASED CRUMBLES



Start the day with plant-based breakfast pizza, omelets or sausage gravy.

Ingredients: Water, Pea Protein, Soybean Oil, Spices, Salt, Chia Seed Powder, Sugar, Methylcellulose, Dextrose

SOUTHWEST-STYLE

PLANT-BASED CRUMBLES



Tacos and nachos with all the flavor and texture that's expected.

Ingredients: Water, Pea Protein, Soybean Oil, Salt, Contains 2% or less of: Konjac, Spices, Chili Pepper, Smoked Paprika (for color), Sugar, Dehydrated Garlic, Chipotle Pepper Powder, Dehydrated Onion, Yeast Extract, Lactic Acid, Natural Flavors, Natural Smoke Flavor, Methylcellulose, Cultured Dextrose.

Contact your Cargill sales representative for more information.
Learn more at cravehousefoodservice.com