



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 menu<sup>1</sup>

**NEARLY 25%** of pizza consumers would like restaurants to offer plant-based components<sup>1</sup>

PRODUCT NAME		DOT/PRODUCT/SAP CODE		CASE GTIN	SHELF LIFE
ITALIAN-STYLE PLANT-BASED CRUMBLES		728845/703211/103581381		10642205036001	365 days Frozen
BREAKFAST-STYLE PLANT-BASED CRUMBLES		728847/703212/103581384		10642205036018	
BEEF-STYLE PLANT-BASED CRUMBLES		735717/703213/103581387		10642205036025	210 days Frozen
SOUTHWEST-STYLE PLANT-BASED CRUMBLES		737147/703256/103605947		10642205046468	
TARGET UNIT WEIGHT	UNITS/CASE	TARGET CASE WEIGHT	CASE DIMENSIONS L x W x H	CASE CUBE	TI x HI
2.5 lbs	4	10 lbs	12.875" x 9.75" x 6.625"	0.481	14 x 9

<sup>1</sup>Technomic Pizza Consumer Trend Report, 2020

# PLANT-BASED CRUMBLES

MIND-BLOWING  
**TASTE**  
MADE FROM PLANTS

- ✓ **16g<sup>+</sup> 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](http://cravehousefoodservice.com)