



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
- ✓ **TWO 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		PRODUCT/SAP CODE	CASE GTIN	SHELF LIFE	
ITALIAN-STYLE PLANT-BASED CRUMBLES		7237436/103581381	10642205036001	365 days Frozen	
SOUTHWEST-STYLE PLANT-BASED CRUMBLES		7237437/103605947	10642205046468	365 days Frozen	
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

- ✓ 8g 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.

## 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](https://cravehousefoodservice.com)