

# INCOGMEATO® BURGER

CRAVEABLE PLANT-BASED  
MENU SOLUTION



**75% OF CONSUMERS**  
SAY THEY'RE OPEN TO EATING PLANT-BASED  
PROTEIN<sup>1</sup>, YET IT ONLY HAS  
**13% PENETRATION**  
IN FOODSERVICE<sup>2</sup>.

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 YEAR<sup>4</sup>
- 44% OF CONSUMERS ORDER BURGERS WHEN DINING OUT, WITH 1 IN 5 ORDERING A PLANT-BASED BURGER<sup>3</sup>



**HALF OF CONSUMERS WANT PLANT-BASED  
PROTEINS THAT TASTE LIKE BEEF<sup>3</sup>**

## **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 7.9<sup>5</sup>
- VERY HIGH CONSUMER PURCHASE INTENT OF 84%<sup>5</sup>
- STRONG CONSUMER PERFORMANCE ON KEY TASTE DRIVERS:

	LIKING	JUST ABOUT RIGHT	
<b>APPEARANCE</b>	7.5	thickness	92%
<b>FLAVOR</b>	7.6	flavor strength beefy/meaty	84% 82%
<b>TEXTURE</b>	7.5	----	89%
<b>JUICINESS</b>	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](http://www.KelloggsAwayFromHome.com) for more information including nutritional details and merchandising support.

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



**INCOGmeato**

**MorningStar**  
FARMS