

THE NEW MAINSTREAM.

And that's no bull or chicken or pork.



Be more popular and profitable with *Kellogg's*™ veggie options.

MorningStar
FARMS

Gardenburger®

More Eat Less Meat. It's all the craze.



Take advantage of the veggie opportunity. Everyone's going veggie, some full-time — most just sometimes. It's a mainstream consumer trend that's exploding in popularity.

- More than 90 million people in the U.S. go veggie occasionally and more than 6 million are full-time vegetarians.
- The Veggie foods category has grown in Retail and Foodservice.
- The total veggie foods category growth is reinforced by broad-based consumer preference for these menu items.
- AND consumers are growing the veggie food category at a faster rate than lower-priced proteins!

70%
of people agree that
meat alternatives are
not offered enough
on menus.²

Why Are Veggie Foods Popular?

As a way to promote wellness and stay in shape, more consumers are focusing on nutritious diets — so veggie products are becoming a larger part of everyday meal choices. And consumers are demanding these healthier options away from home.

- More than 1,000 members of the American Culinary Federation, participating in a survey, ranked veggie meals high on the "hot" list.
- 83% of respondents agree they wish they had more veggie options when they eat away from home.¹

What is a Flexitarian?
Someone who eats less red meat and seeks to add other healthy protein options into their diet.



When you add veggie-based items to your menu, you will capitalize on category growth AND consumer preference for great tasting, healthier options!¹

MorningStar
FARMS®

Gardenburger®

Something for the Veggie Lover in Everyone.



Different consumers require different veggie solutions. Kellogg offers a full line of meat alternatives with two brands that enjoy strong consumer appeal and loyalty.



Morningstar Farms® brand with its variety of product offerings including delicious vegetable patties, veggie burgers, breakfast patties, and chik items as the perfect meat alternative for the growing population of consumers pursuing better-for-you lifestyles.



Gardenburger® brand, the original, rice-based veggie patty is the choice for healthactive consumers & vegetarians. With its great taste it's ideal for all health-conscious consumers.

Morningstar Farms® and Gardenburger® Will Satisfy Your Customers and Your Bottom Line even in This Challenged Economy.

It's true. Consumers are willing to pay more for brands that support a healthy lifestyle.³ Both of these brands are perfect options that offer great taste to those searching healthy meat alternatives. They're perfect for a lifestyle choice following health trends and are sure to keep them coming back for more.

79%
of flexitarians are more likely to purchase a branded meat alternative at a restaurant.²



Gardenburger®
Original Veggie Burger



More Options. Less Work.



Bring more consumers to the table with great-tasting *Morningstar Farms*® products.

As the number of Flexitarians grow, *Morningstar Farms*® products are the perfect solution for your menu.

- #1 meat-alternative brand⁴
- The meat-alternative brand with great meat-like texture and taste

It's Good!

Consumers say they prefer the *Morningstar Farms*® taste. In fact, *Morningstar Farms*® Garden Veggie Patties™ are preferred 3:1 over the leading *BOCA*® Burger!²

- Over 70% of respondents would more than likely purchase a meat-alternative after trying *Morningstar Farms*®²
- Has the highest repeat rates among veggie food shoppers
- 90% of students who eat veggie foods say the *Morningstar Farms*® Patties are as good or better than the burger and sandwiches they eat most often!⁵

They Love Them. So Will You.

Carrying *Morningstar Farms*® products provides your establishment with tremendous Back-of-House benefits:

- Precooked to save labor costs
- Just heat and serve!
- Up to 12-months frozen shelf life
- Product versatility and culinary solutions across all dayparts and for every consumer base.

Organic,
all-natural,
and locally sourced
ingredients are
priced higher and
achieve a premium of
at least 17%⁶ driving
more profits.





Gardenburger®

Gardenburger®
Curry Noodles

Most Recognized Meat Alternative

The **Gardenburger®** brand is just right for consumers choosing a vegetarian (and sometimes vegan) lifestyle.

- The original veggie patty that pioneered the category
- Has 86% brand awareness, the highest among top-selling veggie brands, driving trial and maintaining brand loyalty⁷

Tasty Ingredients Sure to Please

Gardenburger® has the natural ingredients, real vegetables and whole grain goodness vegetarians and other health-conscious consumers are looking for.

Drive Your Business

The **Gardenburger®** brand is highly successful in adult-focused operations, especially those with a higher-than-average percentage of vegetarians. Healthy, natural menus are a hit at Colleges, Universities and National Accounts.

- **Gardenburger®** has an assortment of vegan items that meet the needs of younger, College and University customers.

When you leverage the Power of the **Gardenburger®** brand and combine a "Made with Organic", "Natural" or "Made with Natural" description
You Can Charge More!



UPC Code	Distributor Code	Item	Description	Vegetarian (VA) or Vegan (VE)	With Natural (WN) or All Natural (AN)	Kosher	Case Pack	Gross Weight (lb.)
Burger Style Veggie Burgers								
84059-07107		<i>Gardenburger</i> ® Flame Grilled Burger Option Pack	Burger-style veggie patty with juicy burger taste and genuine grill marks.	VE	WN	OK-D	3.4 oz./48 ct.	11.00
28989-07191		<i>Morningstar Farms</i> ® Grillers Prime®	Burger-style veggie burger, juicy and flavorful, has the great taste of a burger made with prime grade meat.	VA		OK-D	3.4 oz./48 ct.	11.00
28989-97325		<i>Morningstar Farms</i> ® Grillers®	Burger-style veggie burger, home cooked hamburger flavor.	VA		OK-D	2.25 oz./48 ct.	7.80
Veggie Style Veggie Burgers								
84059-00005		<i>Gardenburger</i> ® Original Veggie Patties	Veggie-style veggie patty made from a blend of mushrooms, onions, brown rice, rolled oats, mozzarella and cheddar cheese, parsley and a hint of garlic.	VA		OK-D	2.5 oz./60 ct.	10.18
84059-00006		<i>Gardenburger</i> ® Original Veggie Patties	Veggie-style veggie patty made from a blend of mushrooms, onions, brown rice, rolled oats, mozzarella and cheddar cheese, parsley and a hint of garlic.	VA	WN	OK-D	3.4 oz. /48 ct.	11.00
84059-00008		<i>Gardenburger</i> ® Original Steak	Veggie-style veggie burger made with brown rice, mushrooms, onions, rolled oats, mozzarella cheese, cheddar cheese, and seasoned with herbs and spices to give off a slightly salty, garlic, herb, and cheese flavor.	VA	WN	OK-D	5.0 oz./36 ct.	12.05
84059-00003		<i>Gardenburger</i> ® Original (Retail)	Veggie-style veggie burger made with brown rice, mushrooms, onions, rolled oats, mozzarella cheese, cheddar cheese, and seasoned with herbs and spices to give off a slightly salty, garlic, herb, and cheese flavor.	VA	WN	OK-D	2.5 oz./48 ct.	9.00
84059-00034		<i>Gardenburger</i> ® Black Bean Chipotle Burger (Retail)	Made with the finest blend of black beans, brown rice, savory onions, corn, fresh red bell peppers and Anaheim chilies with a touch of cilantro and garlic.	VE	WN	OK-D	2.5 oz./48 ct.	9.00
84059-00035		<i>Gardenburger</i> ® Veggie Medley Burger (Retail)	A blend of grains and delicious vegetables, including broccoli, rolled oats, savory onions, red and yellow bell peppers, crisp carrots, brown rice, and water chestnuts.	VE	WN	OK-D	2.5 oz./48 ct.	9.00
84059-00036		<i>Gardenburger</i> ® GardenVegan (Retail)	Vegan veggie patty made from a blend of brown rice, onions, and mushrooms and seasoned with salt and other spices.	VE	WN	OK-D	2.5 oz./48 ct.	9.00
84059-00042		<i>Gardenburger</i> ® Portabella Burger (Retail)	Savory whole grain burger made from fine portabella mushrooms with mozzarella cheese, wild rice, fresh onions and rolled oats.	VA	WN	OK-D	2.5 oz./48 ct.	9.00
84059-00043		<i>Gardenburger</i> ® Sun-Dried Tomato Basil Burger (Retail)	Italian-style vegetables in a whole grain burger with brown rice, basil, fresh onions, mozzarella cheese, rolled oats, red and green bell peppers, sun-dried tomatoes and garlic.	VA	WN	OK-D	2.5 oz./48 ct.	9.00
84059-10006		<i>Gardenburger</i> ® Original 96g (Option Pack)	Veggie-style veggie burger made with brown rice, mushrooms, onions, rolled oats, mozzarella cheese, cheddar cheese, and seasoned with herbs and spices to give off a slightly salty, garlic, herb, and cheese flavor.	VA	WN	OK-D	3.4 oz./48 ct.	11.00
84059-00052		<i>Gardenburger</i> Santa Fe® Style Burger FS	Southwestern-style veggie burger made from a blend of mushrooms, onions, sweet corn, black beans, bell peppers, brown rice, rolled oats, mozzarella cheese and seasoned with salt, chili powder, garlic, and other spices.	VA	WN	OK-D	3.4 oz./48 ct.	11.00
84059-00055		<i>Gardenburger</i> ® Veggie Vegan	Vegan veggie-style veggie patty made with rolled oats, mushrooms, onions, broccoli, bell peppers, carrots, barley, water chestnuts, cooked wheat and seasoned with spices to give it a savory taste.	VE	WN	OK-D	3.4 oz./48 ct.	11.00
84059-00057		<i>Gardenburger</i> ® Fire Roasted Vegetable	Veggie-style veggie burger made from a blend of brown rice, roasted vegetables (onions, mushrooms, red bell peppers, yellow corn, tomato), mozzarella cheese, rolled oats, parmesan cheese, sun-dried tomatoes, and seasoned with garlic, salt, and other spices.	VA	WN	OK-D	3.4 oz./48 ct.	11.00
84059-07106		<i>Gardenburger</i> ® GardenFresh Veggie	Vegan veggie-style veggie burger made from a mix of brown rice, onions, mushrooms, rolled oats, bell peppers, water chestnuts, and carrots.	VA	WN	OK-D	3.4 oz./48 ct.	11.00

* Made with Organic Ingredients 70%+

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Veggie Style Veggie Burgers (cont.)								
*84059-71122		<i>Gardenburger</i> [®] Malibu Burger (Vegan)	Vegan veggie-style veggie burger made from a blend of Organic whole grains (brown rice and rolled oats) and Organic vegetables (corn, carrots, onions, green peppers) seasoned with Organic spices.	VE	With Organic	OK-D	3.2 oz./48 ct.	10.60
84059-00072		<i>Gardenburger</i> [®] Black Bean Chipotle Burger	Southwestern-style veggie burger made with brown rice, black beans, onions, corn, bell peppers and Anaheim chilies with a touch of cilantro and garlic.	VE	WN	OK-D	3.4 oz./48 ct.	11.00
84059-00042		<i>Gardenburger</i> [®] Savory Portabella Veggie Burger (Retail)	A savory whole grain burger made from fine portabella mushrooms with mozzarella cheese, wild rice, fresh onions, brown rice, and rolled oats.	VA	WN	OK-D	2.5 oz./48 ct.	9.00
28989-97712		<i>Morningstar Farms</i> [®] <i>Garden Veggie Patties</i> [™]	Veggie-style veggie burger made from a blend of 7 vegetables (mushrooms, water chestnuts, onions, carrots, green and red bell peppers, black olives) and savory flavors.	VA		OK-D	3.5 oz./48 ct.	11.00
28989-97765		<i>Morningstar Farms</i> [®] Spicy Black Bean Burger	Black bean patty with southwestern flavor made from black beans, whole kernel corn, tomatoes and mild green chile peppers.	VA		OK-D	3.3 oz./48 ct.	10.40
28989-31651		<i>Morningstar Farms</i> [®] Spicy Chipotle Black Bean Burger	Veggie-style veggie burger made from black beans, whole kernel corn, tomatoes, and mild green chile peppers.	VA		OK-D	4.25 oz./48 ct.	14.43
28989-97769		<i>Morningstar Farms</i> [®] Veggie Grille—Vegan	Vegan, veggie-style veggie burger made from carrots, rice, green and red peppers.	VE		OK-D	5 oz./36 ct.	12.50
28989-97790		<i>Morningstar Farms</i> [®] <i>VegiMax</i> [®]	Veggie-style veggie sub made from a blend of 7 vegetables (mushrooms, water chestnuts, onions, carrots, green and red bell peppers, black olives) and savory flavors.	VA	AN	OK-D	3 oz./48 ct.	9.60
Child Nutrition Label Products								
84059-71120		<i>Gardenburger</i> [®] Garden Chik Tenders	Bite-sized breaded veggie chicken tenders. CN approved product with the nutritional benefits of soy protein. Each 3 oz. serving (5 tenders) provides 1.5 oz. of equivalent meat alternative for Child Nutrition Meal Pattern Requirements.	VE		OK-D	0.6 oz./250 ct.	9.40
84059-71116		<i>Gardenburger</i> [®] Classic Hamburger	Burger-style veggie patty with juicy burger taste and genuine grill marks. CN approved product with the nutritional benefit of soy protein. Each 2.5 oz. patty provides 2 oz. of equivalent meat alternative for Child Nutrition Meal Pattern Requirements.	VE		OK-D	2.5 oz./48 ct.	9.00
28989-47114		<i>Morningstar Farms</i> [®] Breakfast Sausage Patty	Savory sausage flavor seasoned with herbs and spices to taste like pork sausage. Each 1.34 oz. patty provides 1 oz. of equivalent meat alternative for Child Nutrition Meal Pattern Requirements.	VA		OK-D	1.34 oz./112 ct.	9.90
Specialty Products								
28989-43783		<i>Morningstar Farms</i> [®] <i>America' Original Veggie Dog</i> [®]	Low fat veggie hot dog with authentic hot dog flavor made from wheat gluten.	VA			1.4 oz./80 ct.	8.00
28989-97500		<i>Morningstar Farms</i> [®] Meat Free Corn Dogs	Low fat veggie hot dog with authentic hot dog flavor, dipped in a delicious corn batter.	VA			2.5 oz./32 ct.	7.00
28989-97504		<i>Morningstar Farms</i> [®] Meat Free Mini Corn Dogs	A bite-sized version of our low fat veggie hot dog with authentic hot dog flavor, dipped in a delicious corn batter.	VA			42 Servings	8.80
84059-00070		<i>Gardenburger</i> [®] Herb Crusted Cutlet (Vegan) (Retail)	Savory, seasoned veggie patty, lightly crusted with Japanese breadcrumbs to offer the taste of a tender but crisp chicken breast.	VE	WN	OK-D	2.5 oz./48 ct.	9.00
84059-07103		<i>Gardenburger</i> [®] BBQ Riblets (Vegan)	Meatless riblet seasoned with Natural Hickory Smoke flavor. (no sauce included).	VE	WN	OK-D	10 lbs. bulk	11.00
84059-00093		<i>Gardenburger</i> [®] Breaded Chik'n Patty (Vegan)	Breaded veggie patty made from a mix of bread crumbs and natural flavors.	VE	WN	OK-D	2.5 oz./48 ct.	9.00

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Specialty Products (cont.)								
84059-71121		<i>Gardenburger</i> [®] Veggie Meatballs	Italian-style flavored veggie meatballs made from a blend of bread crumbs, parmesan cheese, and seasoned with herbs and spices.	VA	WN	OK-D	10 lbs. bulk	10.00
28989-97760		<i>Morningstar Farms</i> [®] Chik Patties [®]	Patties made from soy protein to taste like crispy fried chicken.	VA		OK-D	2.5 oz./48 ct.	8.07
28989-97762		<i>Morningstar Farms</i> [®] Chik'n Nuggets	Nuggets made from soy protein and taste just like chicken. Contains 55% less fat than real chicken nuggets.	VA		OK-D	0.75 oz./212 ct.	10.70
28989-09668		<i>Morningstar Farms</i> [®] Pizza Crumbles	Veggie sausage crumbles with delicious ground Italian sausage flavor. Low fat.	VA		OK-D	10 lb. bag/2 ct.	21.10
28989-97948		<i>Grillers</i> [®] Burger Style Veggie Recipe Crumbles [™]	Veggie sausage crumblers with a great tasting hamburger flavor. Low fat.	VE		OK-D	12 oz./12 pk.	9.9
28989-26172		<i>Morningstar Farms</i> [®] Meal Starters [™] Chik'n—Vegan	Lightly seasoned chicken flavor, veggie-style.	VE		OK-Pareve	8 oz./8 pk.	5.00
Gardenburger[®] Gourmet								
84059-00095		<i>Gardenburger Gourmet</i> [®] Baja Steak (Retail)	Southwestern-style veggie steak made from a blend of brown rice, bell peppers, guacamole, black beans, cilantro, red onion, wild rice, jicama, poblano pepper, monterey jack with pepper cheese, corn tortilla strips and seasoned with garlic, chili powder, and other spices.	VA	WN		5.5 oz./48 ct.	9.25
84059-00098		<i>Gardenburger Gourmet</i> [®] Fire Dragon [™] Steak (Retail)	Veggie steak made with a unique blend of Asian vegetables and flavors including jasmine rice, carrots, broccoli, daikon, red bell peppers, onion, chili peppers, water chestnuts, green onion, sesame seeds, red cabbage, and a hint of salt and garlic.	VA	WN	OK-D	5.5 oz./48 ct.	9.25
Morningstar Farms[®] Breakfast Products								
28989-97120		<i>Morningstar Farms</i> [®] Veggie Breakfast Sausage Links	Veggie sausage links with savory sausage flavor and seasoned with herbs and spices. Contains 78% less fat than cooked pork sausage links.	VA		OK-D	0.81 oz./168 ct.	9.10
28989-97140		<i>Morningstar Farms</i> [®] Veggie Breakfast Sausage Patties	Savory, sizzling veggie patties seasoned with herbs and spices.	VA		OK-D	1.33 oz./72 ct.	8.05
28989-97152		Veggie Breakfast Sausage Patties	Savory, sizzling veggie patties seasoned with herbs and spices.	VA		OK-D	1.44 oz./104 ct.	9.9



Bringing our focus to your business.™

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