

ground  
leef™



**Shelf Stable Plant Based Crumbles**



Shelf Stable



Vegan Ground  
Crumbles



Just add water and  
cook!

**ground  
leaf**<sup>TM</sup>







# The Lineup







**Plant Based**



**Natural Seasonings**



**MSG Free**



**No Trans Fats**



**No Palm Oil**





# PLANT BASED TRENDS

**83%**

**of consumers are adding plant based foods to their diets, yet only 10% identify as vegan. There are more carnivores buying plant proteins than vegans.**

**90%**

**increase in vegan searches on Google in the past 12 months.**

**66%**

**of consumers who buy plant based believe they are healthier than animal products.**

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**From the makers of...**

