

Grocery Buyer's Guide



- ✓ Local
- ✓ Vegan
- ✓ Nutritious
- ✓ Sustainable
- ✓ Non-GMO
- ✓ Low Glycemic
- ✓ Gluten Free

Are your customers looking for these types of products?

*Then get to know 'ULU (breadfruit),
because it checks all the boxes!*

New! Mature 'Ulu Quarters

(12-oz. Freezer Pack)



'Ulu made easy!

We clean, peel, steam, and freeze our mature 'ulu quarters for your customers' convenience. A local, healthier substitute for potatoes, 'ulu can be mashed, fried, baked, roasted, and used in stews, curries, salads, or even vegetarian poke!

Suggested retail price: \$7.99


SKU#6 61938 90125 0

What can 'ulu do?



Try it and you'll
be asking yourself...

What can't 'ulu do?



'ulu made easy!

Use in Place of Potatoes!

'Ulu can be substituted for potatoes in virtually any recipe. It's local, sustainable, and rich in nutrients, amino acids, and fiber. Better for you, better for the environment, better for Hawai'i!

How to Prepare
Steam fresh or frozen quarters (10-15 minutes to par-cook (firmer texture) or 20-30 minutes to cook fully (softer texture)).

Quick Recipe Ideas

Soups, Stews & Chowders
Use par-cooked 'ulu in soups, stews, and chowders. Cook with other ingredients for 30 mins. for all soups or 15-20 mins. for a thicker texture and maximum flavor absorption.

Patties
Steam 'ulu until soft, then mash. Add oil or butter when hot and mix in your choice of chopped veggies, salt and spices. Form into patties. Fry each side until golden brown, 3-5 min. each. Tip: adding an egg will give your patties bind.

Mash
Steam 'ulu until soft, then mash with your favorite "mashed potato" ingredients. Mix well by slowly adding warm liquid (broth, milk or cream) until desired consistency is reached. Tip: Add coconut oil per 1lb will become sticky like put!

Questions? Contact us!
info@eatbreadfruit.com or 808-238-8869
eatbreadfruit.com | [hawaiilucop](https://www.facebook.com/hawaiilucop)

'ulu made easy! Potato Conversion Magnet

Help your customers use 'ulu in place of potatoes in their favorite recipes with these handy 5" x 7" magnets. We'll give you two free of charge, with the option to order more in lots of 10.

Suggested retail price: \$5
SKU# 6 61938 90114 4



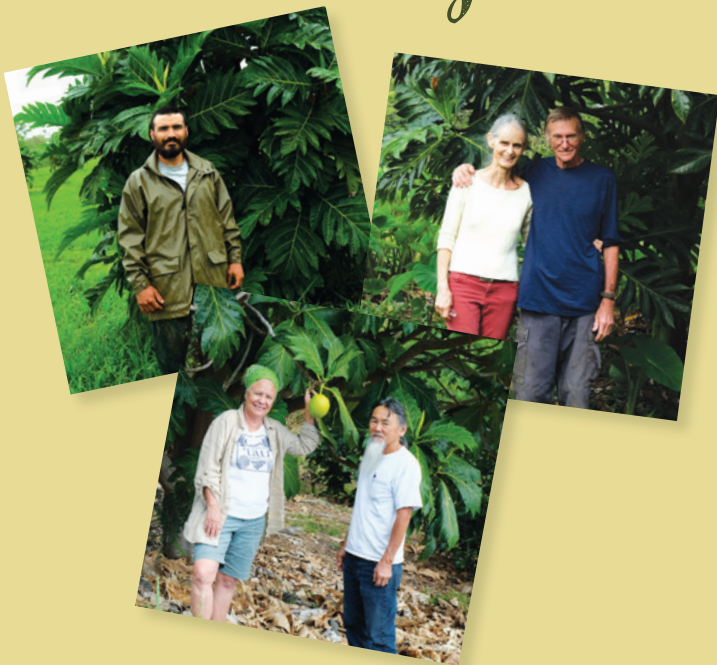
How to Order

Orders can be placed through any of our partner distributors listed below or directly through us.

ITEM	CASE/ QTY	SRP
'Ulu Freezer Pack 12oz	6 pks/case	\$7.99/pk
Potato Conversion Magnet	10/order	\$5/ea



Our Story



At the Hawai'i 'Ulu Cooperative, we believe that 'ulu is an important part of Hawai'i's food future. A Polynesian canoe crop, 'ulu is a delicious, sustainable, nutritious, and versatile staple that has fed the islands for over a thousand years. And it's one of the world's only starches that grows on trees! By eating 'ulu, we honor Hawai'i's rich cultural heritage while also helping to sequester carbon and regenerate our 'aina. Every purchase directly supports the 100 local farm families that make up our co-op, keeps dollars in our local economy, and contributes to a healthier, more resilient Hawai'i nei. Join the *rev'ulution!*

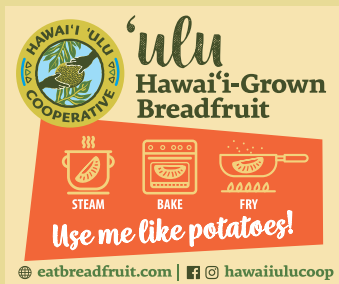
Merchandising Support

We are dedicated to helping you educate consumers about the benefits of eating 'ulu while inspiring them to add this Hawaiian superfood to their diets! Contact us or ask any of our partner distributors for a Retail Toolkit with the complementary items listed below.

Suggested product pairing and shelf placement:

Our product is frozen retail shelf ready and comparable to natural and organic frozen vegetable and plant-based protein food brands such as Birds Eye Organic, Cascadian Farm, Alexia, Stahlbush, The Jackfruit Company, and MorningStar Farms.

Freezer Case Static Window Cling



Guide your customers to the product shelf with a fun illustrated window cling that provides a quick visual tip on substituting 'ulu for potatoes in popular recipes. (3" x 2")

Exterior Static Window Cling



Grab the attention of customers walking by your entrance with this attractive window cling. (6" circle)

'Ulu-licious Recipe Cards



Our tear-off recipe cards will help your customers understand what they can do with 'ulu and tempt their taste buds. (includes non-damaging adhesive gel tape)

In-Store Cooking Demos



In-store demos are a fun way to educate your customers about how to prepare easy 'ulu recipes while tantalizing their taste buds with 'ono samples! Contact us directly to schedule.

Contact Us



Have questions or just want to talk story about 'ulu? *We're here for you!*

Give us a call at **808-238-8869** or drop us an email at **info@eatbreadfruit.com**.

🌐 eatbreadfruit.com |   [hawaiiulucoop](https://www.instagram.com/hawaiiulucoop)