

They're vegetables with an identity crisis.



Your customers see a delicious
veggie burger. We see a key ingredient
that will build your business.



cereals

snacks

cookies

crackers

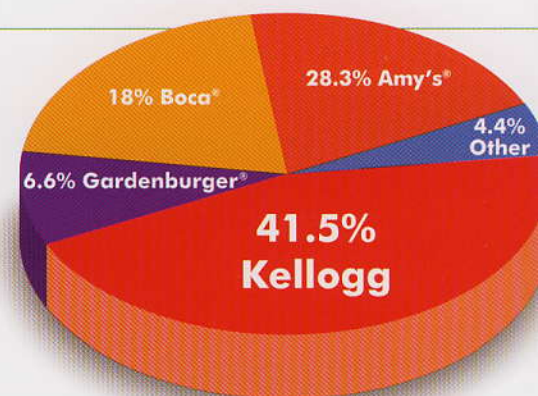
cones

veggie foods

Mouthwatering burgers waking up for and Children

It's about TASTE.

- Morningstar Farms® is the #1 meat-alternative brand¹ in America for a reason...it tastes great!
- Among the top barriers for meat eaters to try a meat-alternative product is taste.² Why not offer the brand that you know tastes great?
- Your customers trust the Morningstar Farms® brand for flavor and variety to fit their healthy lifestyles.



Morningstar Farms® is the Frozen Veggie Category Leader¹

Make taste buds happy.

We provide the inspiration for your consumers' healthy lifestyles with products that offer:

- Zero grams of trans fats (*Morningstar Farms®* products have, on average, 50% to 75% less total fat than their meat counterparts)
- Zero milligrams of cholesterol (except *Garden Grille®*)
- Soy protein (except *Garden Grille®*)
- Kosher Dairy (except *America's Original Veggie Dog®* and *Veggie Corn Dog*)



Morningstar Farms® Grillers Prime® Veggie Burger



Morningstar Farms® Veggie Breakfast Sausage Patty

Kids and teens eat veggie

- Veggie foods are a great alternative in schools.
- By cutting fat, cholesterol and calorie content in lunches, *Morningstar Farms®* helps schools meet the recommended dietary guidelines.
- Look to *Morningstar Farms®* products when trying to meet dietary recommendations.
- Make it fun! Younger consumers often seek novelty and innovation as a means of staying current with popular trends.

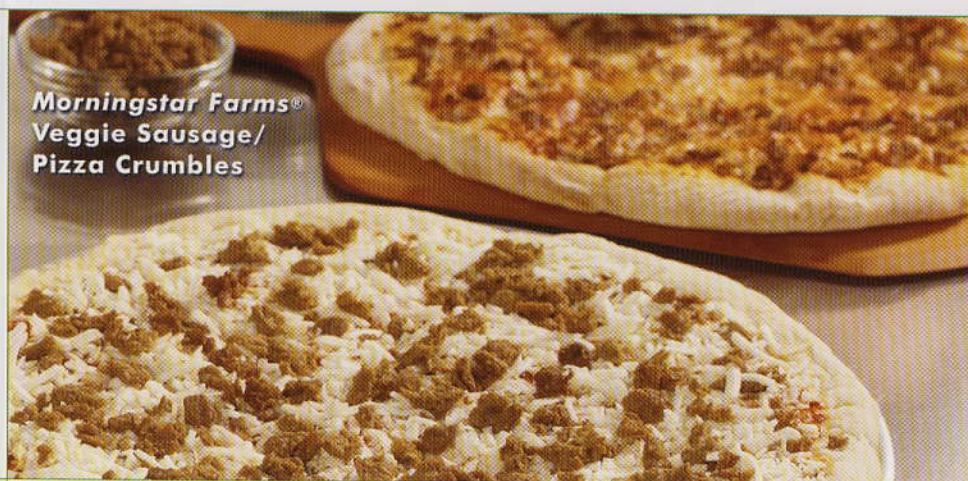
¹ IRI, FDMxW 52, Weeks Ending 10/30/05

² Mintel Consumer Intelligence, The Vegetarian Food Market, November 2003

³ Mintel Vegetarian Foods-US July-2005 Report

⁴ Aramark Study as published in Atlanta

Burgers, breakfast worth that rules the roost...



Morningstar Farms®
Veggie Sausage/
Pizza Crumbles

Balanced choices for balanced diets.

- For a more balanced diet, many people choose to rotate veggie foods into their diets on a weekly basis instead of cutting out meat altogether.
- Spice up your menu by offering something totally new that will appeal to both your vegetarian and meat-eating patrons.

The veggie foods category has grown 60% since 2000.³

Morningstar Farms®
Veggie Corn Dog



Food, too!

- Alternate Protein Products (APP) meet USDA requirements as set forth in 7 CFR ChII Appendix A to Part 226.
- Certified letters with the APP qualification are available upon request.

Nearly 25% of college students say it's important that their schools offer on-campus vegetarian meals.⁴

So much more than burgers...

When ketchup, mustard and a bun just won't cut it...

- Try any of our veggie burgers on a salad. Cut up into strips or crumble on top for added protein and a flavor kick!
*Note: Burgers must be heated before cutting or crumbling
- Use our veggie sausage crumbles on a pizza, in a breakfast frittata or pasta sauce for a spicy accent.
- For your free recipe book, call 877-511-5777 or contact your Kellogg's® Food Away From Home Sales Representative.

Variety is the spice of life!
Use your imagination!



**Most
veggie foods
consumers
are not
vegetarians³**

We've got your meal occasions covered **morning, noon and night.**

UPC Code	Description	Case Pack	APP (oz.)	Gross Case Weight (lb.)	Case Dimensions (in.)	Case Cube
Breakfast						
28989-97197	Veggie Bacon Strips The delicious, hearty flavor of bacon with a crispy bite. Contains 0g trans fat.	0.3 oz./320 ct.	N/A	6.9	12.0" x 8.1" x 5.4"	0.30
28989-97120	Veggie Sausage Links* The delicious flavor of savory links seasoned with herbs and spices. Contains 0g trans fat. Good source of protein.	0.81 oz./168 ct.	1/2	9.1	12.5" x 8.5" x 6.5"	0.40
28989-97152	Veggie Sausage Patties The delicious flavor of savory sausage patties seasoned with herbs and spices. Contains 0g trans fat. Good source of protein.	1.44 oz./104 ct.	1	9.9	12.5" x 8.5" x 6.5"	0.40
Lunch & Dinner						
28989-07191	Grillers Prime® Prime grilled hamburger flavor made with soy protein and wheat gluten. Contains 0g trans fat. High protein.	3.4 oz./48 ct.	2 3/4	11.0	16.8" x 8.8" x 5.1"	0.44
28989-97325	Grillers® Original Grilled hamburger style taste made with soy protein and wheat gluten. Contains 0g trans fat. High protein.	2.25 oz./48 ct.	1 1/4	7.8	13.1" x 7.8" x 4.5"	0.27
28989-97755	Garden Grille® Patties White and portabella mushrooms, brown rice, onions, rolled oats, cheese and bulgur wheat. Contains 0g trans fat. High fiber.	3.3 oz./48 ct.	N/A	11.0	16.1" x 8.9" x 5.1"	0.43
28989-97712	Garden Veggie Patties Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives. Contains 0g trans fat. High protein.	3.5 oz./48 ct.	1 3/4	11.0	14.8" x 9.3" x 5.1"	0.41
28989-97740	Garden Veggie Patties Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives. Contains 0g trans fat. Good source of protein.	2.33 oz./48 ct.	1	7.8	13.1" x 7.8" x 4.5"	0.27
28989-97775	Garden Veggie Patties Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives. Contains 0g trans fat. High fiber and protein.	4.5 oz./48 ct.	2 1/4	15.0	15.5" x 10.6" x 5.8"	0.55
28989-97765	Spicy Black Bean Burger Black beans, soy protein, wheat gluten, brown rice, onions, whole kernel corn, tomatoes, bulgur wheat and mild green chile peppers. Contains 0g trans fat. High fiber and protein.	3.25 oz./48 ct.	2	10.4	15.1" x 9.1" x 5.1"	0.41
28989-31651	NEW! Spicy Black Bean Burger Homestyle Bold blend of black beans, roasted corn, chipotle seasoning, jalapeno peppers, roasted red peppers and green peppers, roasted onions, soy protein and brown rice with a distinctive Southwestern taste. Contains 0g trans fat. High fiber and protein.	4.25 oz./48 ct.	2 1/2	14.4	17.0" x 10.3" x 5.6"	0.57
28989-97769	Veggie Grill (Vegan) Soy protein, carrots, brown rice and green and red peppers. Contains 0g trans fat. Low fat. High protein.	5 oz./36 ct.	3 1/4	12.5	12.8" x 9.8" x 5.9"	0.43
28989-97790	Vegimax® Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives. Contains 0g trans fat. Good source of protein.	3 oz./48 ct.	1 1/2	9.6	12.6" x 7.1" x 6.6"	0.34
28989-97128	America's Original Veggie Dog® Authentic hot dog taste with less than one gram of fat. Contains 0g trans fat. Low fat.	2 oz./80 ct.	N/A	10.7	11.3" x 10.9" x 4.4"	0.31
28989-97760	Veggie Chik Patties® Crispy, golden coating and delicious chicken taste. Contains 0g trans fat. Good source of protein.	2.5 oz./48 ct.	1	8.1	14.8" x 8.2" x 4.6"	0.29
28989-97762	Veggie Chik'n Nuggets** Crispy, golden coating and delicious chicken taste in bite-size nuggets. Contains 0g trans fat. Good source of protein.	3 oz./53 ct.	1 3/4	10.7	13.3" x 10.6" x 5.6"	0.46
28989-97525	Veggie Corn Dog America's Original Veggie Dog® dipped in a delicious corn batter. Contains 0g trans fat.	2.5 oz./64 ct.	N/A	11.3	18.4" x 7.4" x 4.8"	0.38
28989-09668	Veggie Sausage/Pizza Crumbles*** Cooked ground Italian sausage flavor. Low fat. Good source of protein.	10 lb. bag / 2 ct.	1	21.1	16.3" x 13.3" x 10.4"	1.30

*Equal to 1/2 APP per 2 links **4 nuggets per serving, total case count approximately 212 ***4 1/4 oz. of veggie sausage crumbles = 1 oz. APP

For more information, contact your **Kellogg's® Food Away From Home** representative OR call 1-877-511-5777 OR visit www.kelloggsfoodawayfromhome.com

