



**Discover a Garden of  
Fresh Opportunities.**



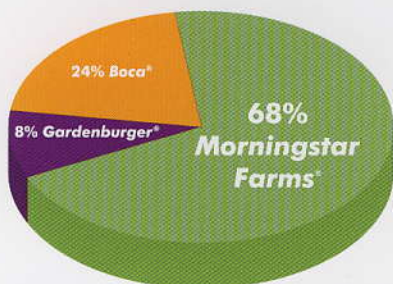
And watch your profits  
bloom with the great taste and  
nutrition of *Morningstar Farms®*.





# When you partner with **Morningstar Farms®**, you partner with the best!<sup>1</sup>

**Morningstar Farms® is the #1 meat-alternate brand.<sup>1</sup>**



**Customers prefer the Morningstar Farms® taste:**

- Morningstar Farms® Garden Veggie Patties™ is preferred over the Gardenburger® leading burger by nearly 2:1 and over the BOCA® Burger leading burger by 3:1.<sup>2</sup>
- Over 70% agree that they would more than likely purchase a meatless alternative after trying Morningstar Farms®.<sup>3</sup>

**Morningstar Farms® is a trusted nutritious option on-trend with the wellness movement.**

- ★ Provides, on average, 50-75% less fat than its meat counterparts\*
- ★ Zero grams of *trans* fat per serving
- ★ Kosher Dairy†
- ★ Zero cholesterol††

\*Morningstar Farms® products range from .5 to 15g fat per serving; meat counterparts range from 3.5 to 32.1g fat per serving

†Except America's Original Veggie Dog® and Veggie Corn Dog; Meal Starters™ are Kosher Pareve ††Except Garden Grille®

**Morningstar Farms® provides you these back of house benefits:**

- Pre-cooked to save on labor costs and for optimal operational efficiency – just heat and serve!
- 100% yield – more protein per ounce
- Up to 18-months frozen shelf life
- Product versatility and culinary solutions across all dayparts and for every customer base

Meat eaters are looking to balance their diets by adding more veggie foods –  
**veggie is not just for vegetarians anymore.**

Morningstar Farms®  
Grillers Prime® Veggie Burger



# Capitalize on the Health and Wellness trend with these great-tasting menu concepts:

## Spicy Southwest Breakfast Omelet Egg Rolls ►

Featuring *Morningstar Farms®* Veggie Breakfast Sausage Patties, mixed vegetables and cheese. Rolled burrito-style into flour tortillas and served with jalapeno-white cheddar country gravy.



## ◀ Cheesy Black Bean Quesadilla Triangles

Featuring a mixture of *Morningstar Farms®* Spicy Black Bean Veggie Burgers, shredded cheese, roasted-tomato salsa and yellow and green bell peppers.

Contact  
your Kellogg Sales  
Representative or call  
**877-511-5777**  
for a recipe book!

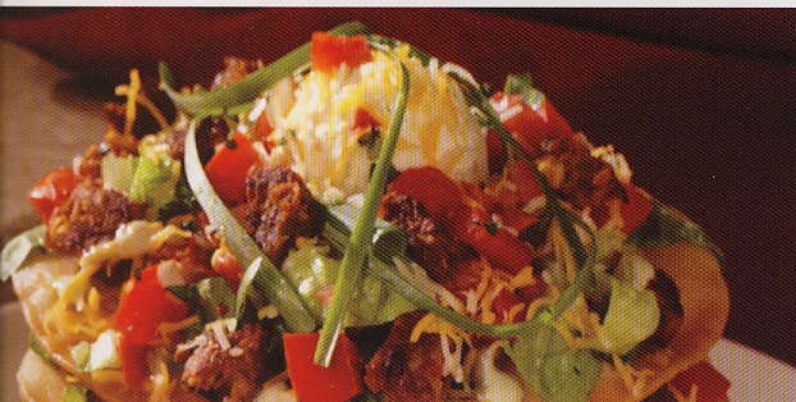
## Veggie Deluxe Burger ►

Featuring *Morningstar Farms®* Garden Veggie Patties™, curry mayonnaise, provolone cheese, sliced red onion and green pepper strips. Served on a sesame seed bun.



## ◀ Santa Fe Southwest Tostada Salad

Featuring *Morningstar Farms®* Spicy Chipotle Black Bean Homestyle Veggie Burger layered with chipotle ranch dressing, corn tostada shells, avocado, lettuce, tomato, cheese and corn.







### ◀ Steakhouse Grillers Prime® Patty Melt

Featuring Morningstar Farms® Grillers Prime® Veggie Burgers, mushrooms, sautéed onions and steak sauce, covered with Swiss cheese and grilled. Served on marble rye bread.

### Japanese Vegan Rice Bowl ▶

Featuring Morningstar Farms® Meal Starters™ Veggie Chik'n or Steak Strips, shiitake and portobello mushrooms, bean sprouts and snap peas. Served over Japanese rice.



### ◀ Lasagna with Basil-Tofu-Ricotta

Featuring Morningstar Farms® Grillers Prime® Veggie Burgers rolled with spinach and a tofu-ricotta mixture and topped with tomato sauce.

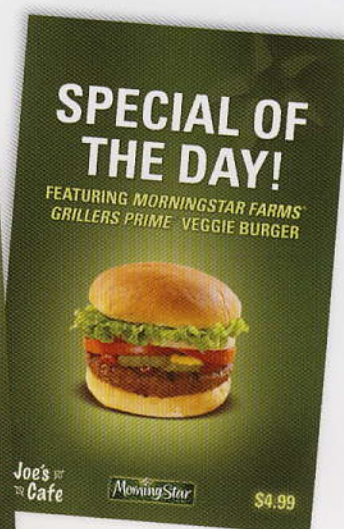
## Tools to Build Your Business:

1. Looking for ideas on how to expand your vegetarian meal offerings? Check out our Morningstar Farms® Recipe Book to help you get started.
2. Sandwich wrap stickers let your customers know you serve Morningstar Farms® products.
3. Promote Morningstar Farms® menu items with fun point-of-sale customized for your operation.

For more information on these tools, call 877-511-5777.



2.



3.



# Balanced solutions for every segment.



## K-12 Schools

- *Morningstar Farms*® brand offers the broadest portfolio of meat-alternate products with both the taste students demand<sup>4</sup> and the strong nutrition needed to meet wellness policies and nutrition legislation.
- Many *Morningstar Farms*® products meet K-12 Alternate Protein Product (APP) requirements and can be used in lieu of higher fat protein items.



## Colleges & Universities

- Over 88% of students label themselves as "flexitarians,"<sup>3</sup> who rotate vegetarian foods into their meal rotation, and 82% agree that veggie meals should be on college and university campuses.<sup>5</sup>
- *Morningstar Farms*® products are proven to drive repeat purchases. Meet student needs, and you'll keep them on campus and coming back for more.



## Restaurants

- Reducing fat and getting more vegetables are top factors consumers are concerned about when eating away from home.<sup>6</sup> Two-thirds agree they often select a venue because it offers healthy menu items.<sup>5</sup>
- Offering *Morningstar Farms*® products can drive incremental traffic and profitable sales for you.



## Hotels

- From banquets and catering to hotel restaurants, *Morningstar Farms*® brand is the perfect way to offer your guests a nutritious, versatile menu item sure to create a point of differentiation and increase guest satisfaction.
- Because guests are willing to pay more for great-tasting, healthy menu items, vegetarian options are a great way to drive additional RevPAR.



## Cash Operations

- Consumers actively seek products that provide fiber and nutrients for overall health benefits; approximately 80% of patrons agree that cafeterias should offer meatless or vegetable-based meals.<sup>5</sup>
- Increase check averages and traffic by offering profitable and nutritious *Morningstar Farms*® options.



## Patient Feeding

- With options low in fat and some with heart-healthy protein, *Morningstar Farms*® provides positive nutrition that can meet specific dietary needs.
- Contribute to patient satisfaction with the on-trend menu options that patients seek outside your facility.

## Capture incremental sales and profits with *Morningstar Farms*®.

- **New potential customers:** 44% of consumers have chosen not to eat at a venue that didn't offer healthy menu items, and 83% of respondents agree they wish there were more healthy options available when they go out to eat.<sup>5</sup>
- **Consumers are willing to pay more** for products that taste great and offer health benefits, bringing you additional penny profits.

### Check out this example:

Grillers Prime® Patty Melt		Regular Patty Melt	
\$0.92	Estimated Protein Cost	\$0.65	
\$0.70	Estimated Other Food Cost	\$0.70	
\$1.62	Total Food Cost	\$1.35	
\$6.99	Suggested Menu Price	\$5.99	
<b>\$5.37</b>	<b>Profit Per Sandwich</b>	<b>\$4.64</b>	

**\$0.73**  
increased profit  
per sandwich with

**72%**

of respondents agree that meat alternatives are **not offered on enough menus.**<sup>5</sup>



# Product Nutrition Information

Distributor Code	Description	Case Pack	APF (oz.)	Kosher	Gross Case Weight (lb.)	Case Cube	Calories per Serving	Total Fat	Saturated Fat	Trans Fat	Cholesterol	Sodium	Carbohydrates	Dietary Fiber	Sugars	Protein	Vitamin A	Vitamin C	Calcium	Iron	Thiamin	Riboflavin	Niacin	Vitamin B6	Vitamin B12
Products	Veggie Bacon Strips Hearty strips with a crispy bite.	0.3 oz./320 ct.	N/A	KD	7.5	0.3	60	7% DV 4.5 g	3% DV 0.5 g	0 g	0% DV 0 mg	10% DV 230 mg	1% DV 2 g	2% DV <1 g	0 g	2 g	0% 0 IU	0% 0 mg	0% 0 mg	2% 0.36 mg	50% 2%	2%	6%	4%	
	Veggie Sausage Links Savory links seasoned with herbs and spices.	0.81 oz./168 ct.	0.5*	KD	9.1	0.3	80	5% DV 3 g	3% DV 0.5 g	0 g	0% DV 0 mg	13% DV 300 mg	1% DV 3 g	8% DV 2 g	0 g	9 g	0% 0 IU	0% 0 mg	0% 0 mg	10% 1.8 mg	25% 120%	10%	35%	25%	
	Veggie Sausage Patties Savory patties seasoned with herbs and spices.	1.44 oz./104 ct.	1	KD	9.9	0.3	90	5% DV 3.5 g	3% DV 0.5 g	0 g	0% DV 0 mg	12% DV 280 mg	1% DV 3 g	4% DV 1 g	1 g	11 g	0% 0 IU	0% 0 mg	0% 0 mg	10% 1.8 mg	6% 120%	10%	10%	25%	
	Veggie Burgers	Grillers Prime® Prime grilled hamburger flavor made with soy protein and wheat gluten.	3.4 oz./48 ct.	2	KD	11	0.44	250	23% DV 15 g	10% DV 2 g	0 g	0% DV 0 mg	20% DV 480 mg	2% DV 6 g	8% DV 2 g	0 g	23 g	0% 0 IU	0% 0 mg	4% 40 mg	15% 2.7 mg	N/A	N/A	N/A	N/A
Grillers® Original Grilled hamburger style taste made with soy protein and wheat gluten.		2.25 oz./48 ct.	1.75	KD	7.8	0.27	130	9% DV 6 g	5% DV 1 g	0 g	0% DV 0 mg	11% DV 260 mg	2% DV 5 g	11% DV 2 g	<1 g	15 g	0% 0 IU	0% 0 mg	4% 40 mg	10% 1.8 mg	120%	10%	20%	45%	
Veggie Burgers		Garden Griller® Patties White and portobello mushrooms, brown rice, onions, rolled oats, cheese and bulgur wheat.	3.3 oz./48 ct.	N/A	KD	11	0.43	170	6% DV 4 g	5% DV 1 g	0 g	2% DV 5 mg	15% DV 370 mg	8% DV 25 g	24% DV 6 g	3 g	9 g	0% 0 IU	0% 0 mg	4% 40 mg	6% 1.08 mg	N/A	N/A	N/A	N/A
		Garden Veggie Patties™ Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives.	3.5 oz./48 ct.	2.25	KD	11	0.37	150	8% DV 5 g	5% DV 1 g	0 g	0% DV 0 mg	27% DV 650 mg	3% DV 10 g	16% DV 4 g	1 g	18 g	2% 100 IU	10% 100 mg	6% 60 mg	8% 1.44 mg	N/A	N/A	N/A	N/A
		Garden Veggie Patties™ Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives.	2.33 oz./48 ct.	1.5	KD	7.8	0.27	110	5% DV 3.5 g	3% DV 0.5 g	0 g	0% DV 0 mg	15% DV 350 mg	3% DV 9 g	12% DV 3 g	1 g	10 g	4% 200 IU	0% 0 mg	4% 40 mg	4% 0.72 mg	N/A	N/A	N/A	N/A
		Garden Veggie Patties™ Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives.	4.5 oz./48 ct.	3	KD	15	0.55	190	9% DV 6 g	5% DV 1 g	0 g	0% DV 0 mg	35% DV 830 mg	4% DV 13 g	20% DV 5 g	3 g	23 g	2% 100 IU	0% 0 mg	10% 100 mg	10% 1.8 mg	N/A	N/A	N/A	N/A
Veggie Burgers	Spicy Black Bean Burger Black beans, soy protein, wheat gluten, brown rice, onions, whole kernel corn, tomatoes, bulgur wheat and mild green chile peppers.	3.25 oz./48 ct.	2	KD	10.4	0.36	170	8% DV 5 g	3% DV 0.5 g	0 g	0% DV 0 mg	20% DV 470 mg	6% DV 18 g	24% DV 6 g	2 g	15 g	4% 200 IU	0% 0 mg	6% 60 mg	15% 2.7 mg	N/A	N/A	N/A	N/A	
	Spicy Chipotle 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.	4.25 oz./48 ct.	1.75	KD	14.4	0.50	210	11% DV 7 g	5% DV 1 g	0 g	0% DV 0 mg	29% DV 700 mg	8% DV 24 g	28% DV 7 g	2 g	17 g	0% 0 IU	0% 0 mg	10% 100 mg	15% 2.7 mg	N/A	N/A	N/A	N/A	
	Veggie Grill (Vegan) Soy protein, carrots, brown rice and green and red peppers.	5 oz./36 ct.	3	KD	12.5	0.43	170	2% DV 1.5 g	0% DV 0 g	0 g	0% DV 0 mg	28% DV 680 mg	6% DV 19 g	12% DV 3 g	2 g	19 g	2% 100 IU	0% 0 mg	10% 100 mg	15% 2.7 mg	N/A	N/A	N/A	N/A	
	VeggieMax® Sub Pasty Soy and wheat protein, mushrooms, water chestnuts, onions, brown rice, carrots, rolled oats, green and red bell peppers and black olives.	3 oz./48 ct.	1.75	KD	12.5	0.43	160	8% DV 5 g	3% DV 0.5 g	0 g	0% DV 0 mg	22% DV 520 mg	4% DV 12 g	12% DV 3 g	2 g	15 g	6% 300 IU	0% 0 mg	2% 20 mg	4% 0.72 mg	N/A	N/A	N/A	N/A	
	Products	America's Original Veggie Dog® Authentic hot dog taste with less than one gram of fat.	2 oz./80 ct.	N/A	N/A	10.7	0.33	80	1% DV 0.5 g	0% DV 0 g	0 g	0% DV 0 mg	24% DV 580 mg	2% DV 6 g	4% DV 1 g	2 g	11 g	0% 0 IU	0% 0 mg	0% 0 mg	4% 0.72 mg	N/A	N/A	N/A	N/A
		Veggie Chik Patties® Crispy, golden coating and delicious chicken taste.	2.5 oz./48 ct.	1.25	KD	8.1	0.29	150	9% DV 6 g	5% DV 1 g	0 g	0% DV 0 mg	23% DV 540 mg	5% DV 16 g	8% DV 2 g	1 g	9 g	0% 0 IU	0% 0 mg	0% 0 mg	10% 1.8 mg	120%	10%	10%	20%
Veggie Chik'n Nuggets** Crispy, golden coating and delicious chicken taste in bite-size nuggets.		3 oz./53 ct.	2	KD	10.7	0.46	190	11% DV 7 g	5% DV 1 g	0 g	0% DV 0 mg	20% DV 490 mg	6% DV 18 g	8% DV 2 g	1 g	12 g	0% 0 IU	0% 0 mg	2% 20 mg	15% 2.7 mg	35%	15%	25%	25%	
Veggie Corn Dog (retail pack) America's Original Veggie Dog® dipped in a delicious corn batter.		2.5 oz./32 ct.	1	N/A	7	0.38	150	6% DV 4 g	3% DV 0.5 g	0 g	0% DV 0 mg	21% DV 500 mg	7% DV 22 g	12% DV 3 g	4 g	7 g	0% 0 IU	0% 0 mg	0% 0 mg	6% 1.08 mg	N/A	N/A	N/A	N/A	
Veggie Sausage/Pizza Crumbles (vegan) Cooked ground Italian sausage flavor.		10 lb. bag/2 ct.	1***	KD	21.1	1.3	90	4% DV 2.5 g	3% DV 0.5 g	0 g	0% DV 0 mg	18% DV 440 mg	2% DV 5 g	4% DV 1 g	<1 g	11 g	0% 0 IU	0% 0 mg	2% 20 mg	6% 1.08 mg	45%	10%	20%	30%	
Meal Starters™ Chik'n Strips (vegan) Lightly seasoned chicken flavor, veggie-style.		8 oz./8 pk.	N/A	K	5	0.4	140	5% DV 3.5 g	3% DV 0.5 g	0 g	0% DV 0 mg	21% DV 510 mg	2% DV 6 g	4% DV 1 g	1 g	23 g	0% 0 IU	0% 0 mg	4% 40 mg	30% 5.4 mg	30%	15%	20%	30%	
Products	Meal Starters™ Griller's® Recipe Crumbles™ (vegan) Recipe-ready — used instead of cooked ground beef.	12 oz./12 pk.	1.25†	KD	9.9	0.61	80	4% DV 2.5 g	0% DV 0 g	0 g	0% DV 0 mg	10% DV 240 mg	1% DV 4 g	10% DV 3 g	<1 g	10 g	0% 0 IU	0% 0 mg	0% 0 mg	10% 1.8 mg	20%	6%	20%	50%	
	Meal Starters™ Sausage Crumbles (vegan) Recipe-ready — used instead of cooked ground Italian sausage.	12 oz./8 pk.	1††	KD	6.5	0.47	90	4% DV 2.5 g	3% DV 0.5 g	0 g	0% DV 0 mg	18% DV 440 mg	2% DV 5 g	4% DV 1 g	<1 g	11 g	0% 0 IU	0% 0 mg	2% 20 mg	6% 1.08 mg	45%	10%	20%	30%	
	Meal Starters™ Steak Strips (vegan) Savory steak flavor, veggie-style.	8 oz./8 pk.	N/A	K	5	0.4	150	5% DV 3.5 g	3% DV 0.5 g	0 g	0% DV 0 mg	22% DV 530 mg	3% DV 8 g	4% DV 1 g	1 g	22 g	0% 0 IU	0% 0 mg	4% 40 mg	30% 5.4 mg	30%	15%	20%	30%	

For more information about our products or brands, call 877-511-5777 or visit [www.kelloggsfoodawayfromhome.com](http://www.kelloggsfoodawayfromhome.com).

