

# THE NEW MAINSTREAM.

And that's no bull or chicken or pork.



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



# 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.<sup>2</sup>

## 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.<sup>1</sup>

### 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!<sup>1</sup>

**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 chick 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 health-active 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.<sup>3</sup> Both of these brands are perfect options that offer great taste to those searching for healthy meat alternatives. They're perfect for a lifestyle choice of 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.<sup>2</sup>



**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 brand<sup>4</sup>
- 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!<sup>2</sup>

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

## 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%, 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 loyalty<sup>7</sup>

### 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!**



Case Code	Product Description	Ea/Case (ct)	Ea Net Wt (oz)	Inner Pkg	CAW	Cs Gross Wt (lbs)	Cs Net Wt (lbs)	Cs Cube (cf)	Cs/Pallet	Cs/Layer	Outer Case Dimensions	Kosher	Distributor Code
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### FROZEN VEGGIE FOODS - FOODSERVICE PACK

#### BREAKFAST PRODUCTS

28989-97120	Morningstar Farms <sup>®</sup> Veggie Breakfast Sausage Links	168	0.81	Bulk	11.90	9.10	8.51	0.30	140	20	12.0"x8.1"x5.4"	KD	
28989-97152	Morningstar Farms <sup>®</sup> Veggie Breakfast Sausage Patties - CN Label	112	1.34	Bulk	17.36	9.90	9.38	0.30	96	16	12.0"x8.1"x5.4"	KD	

#### BURGER-STYLE PATTIES

28989-07191	Morningstar Farms <sup>®</sup> Grillers Prime <sup>®</sup>	48	3.4	12/4 ct.	20.83	11.00	10.20	0.44	80	10	16.8"x8.8"x5.1"	KD	
28989-97325	Morningstar Farms <sup>®</sup> Grillers <sup>®</sup>	48	2.25	12/4 ct.	10.29	7.80	6.75	0.27	162	18	13.1"x7.8"x4.5"	KD	
84059-07107	Gardenburger <sup>®</sup> Flame Grilled Burger - Vegan Option Pack	48	3.4	12/4 ct.	10.48	11.00	10.20	0.40	156	13	14.816"x9.128"x5.132"	KD	

#### VEGGIE-STYLE PATTIES

28989-97712	Morningstar Farms <sup>®</sup> Garden Veggie Patties™	48	3.5	12/4 ct.	16.03	11.00	10.50	0.37	104	13	14.8"x9.3"x5.1"	KD	
28989-97765	Morningstar Farms <sup>®</sup> Spicy Black Bean Burger	48	3.3	12/4 ct.	16.03	10.40	9.90	0.36	104	13	15.1"x9.1"x5.1"	KD	
28989-31651	Morningstar Farms <sup>®</sup> Chipotle Black Bean Burger	48	4.25	12/4 ct.	23.81	14.43	12.75	0.50	70	10	17.06"x10.31"x5.63"	KD	
84059-00005	Gardenburger <sup>®</sup> Original Veggie Patties	60	2.5	15/4 ct.	9.70	10.18	9.38	0.41	180	12	15.816"x9.566"x4.632"	OK-D	
84059-00006	Gardenburger <sup>®</sup> Original Veggie Patties	48	3.4	12/4 ct.	10.48	11.00	10.20	0.35	156	13	14.228"x9.04"x4.706"	OK-D	
84059-00008	Gardenburger <sup>®</sup> Original Steak	36	5	9/4 ct.	18.52	12.05	11.25	0.47	90	9	12.691"x12.69"x5.007"	OK-D	
84059-00055	Gardenburger <sup>®</sup> Veggie Vegan	48	3.4	12/4 ct.	10.48	11.00	10.20	0.35	156	13	14.228"x9.04"x4.706"	OK-D	
84059-00072	Gardenburger <sup>®</sup> Black Bean Burger	48	3.4	12/4 ct.	10.48	11.00	10.20	0.35	156	13	14.228"x9.04"x4.706"	OK-D	
84059-10006	Gardenburger <sup>®</sup> Original Veggie Patties Option Pack	48	3.4	12/4 ct.	10.48	11.00	10.20	0.35	156	13	14.228"x9.04"x4.706"	OK-D	
84059-71122	Gardenburger <sup>®</sup> Malibu Burger Organic Vegan	48	3.2	12/4 ct.	14.25	10.60	9.60	0.35	117	13	14.728"x9.041"x4.581"	OK-D	

#### VEGGIE-STYLE PATTIES - SUB-ROLL SHAPED

28989-97790	Morningstar Farms <sup>®</sup> VegiMax <sup>®</sup> Veggie-Style Sub Patties	48	3	12/4 ct.	14.49	9.60	9.00	0.34	115	23	12.6"x7.1"x6.6"	KD	
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#### CHILD NUTRITION LABEL

28989-97152	Morningstar Farms <sup>®</sup> Veggie Breakfast Sausage Patties - CN Label	112	1.34	Bulk	17.36	9.90	9.38	0.30	96	16	12.0"x8.1"x5.4"	KD	
84059-71116	Gardenburger <sup>®</sup> Classic Hamburger - CN Label	48	2.5	12/4 ct.	9.26	9.00	7.50	0.33	180	12	14.728"x8.603"x4.456"	OK-D	
84059-71120	Gardenburger <sup>®</sup> Garden Chik Tenders - CN Label	265	0.56	Bulk	23.81	9.70	9.28	0.61	70	10	17.228"x10.228"x5.956"	OK-D	
28989-49938	Morningstar Farms <sup>®</sup> Spicy Black Bean Burger - CN Label	48	2.9	12/4 ct.	9.69	10.17	8.70	0.33	180	12	14.625"x8.375"x4.425"	KD	

### FROZEN VEGGIE FOODS - FOODSERVICE PACK

#### SPECIALTY PRODUCTS

28989-97760	Morningstar Farms <sup>®</sup> Chik Patties <sup>®</sup>	48	2.5	12/4 ct.	12.35	8.07	7.50	0.29	135	15	14.3"x7.8"x4.63"	KD	
28989-97762	Morningstar Farms <sup>®</sup> Chik'n Nuggets	212	0.75	Bulk	19.84	10.70	9.94	0.46	84	12	13.3"x10.6"x5.6"	KD	
28989-09668	Morningstar Farms <sup>®</sup> Pizza Crumbles	2	160	2/10 lb.	52.08	21.10	20.00	1.30	32	8	16.3"x13.3"x10.4"	KD	
84059-07103	Gardenburger <sup>®</sup> Naked Riblet	53	3	Bulk	19.84	11.00	9.94	0.39	84	12	11.478"x11.228"x5.206"	OK-D	
84059-71121	Gardenburger <sup>®</sup> Veggie Meatballs	320	0.5	Bulk	18.52	10.00	10.00	0.46	90	9	12.69"x12.69"x5.0"	OK-D	

Case Code	Product Description	Ea/Case (ct)	Ea Net Wt (oz)	Inner Pkg	CAW	Cs Gross Wt (lbs)	Cs Net Wt (lbs)	Cs Cube (cf)	Cs/Pallet	Cs/Layer	Outer Case Dimensions	Kosher	Distributor Code
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### FROZEN VEGGIE FOODS - GROCERY PACK

#### BREAKFAST PRODUCTS

28989-97195	Morningstar Farms <sup>®</sup> Veggie Breakfast Bacon Strips	216	0.29	12/18 ct.	11.90	5.70	3.92	0.31	140	20	12.4"x8.0"x5.4"	KD	
28989-97110	Morningstar Farms <sup>®</sup> Veggie Breakfast Sausage Links	120	0.8	12/10 ct.	18.32	7.20	6.00	0.49	91	13	14.94"x8.44"x6.75"	KD	
28989-97140	Morningstar Farms <sup>®</sup> Veggie Breakfast Sausage Patties	72	1.33	12/6 ct.	13.23	8.05	5.99	0.60	126	14	8.44"x8.44"x14.63"	KD	
28989-43779	Morningstar Farms <sup>®</sup> Veggie Breakfast Maple Sausage Patties	72	1.33	12/6 ct.	13.23	8.00	5.99	0.60	126	15	8.44"x8.44"x14.63"	KD	
28989-49193	Morningstar Farms <sup>®</sup> Hot & Spicy Sausage Patties	72	1.33	12/8 ct.	10.42	7.75	5.99	0.47	160	16	12.600"x7.440"x8.600"	OK-D	
28989-53186	Morningstar Farms <sup>®</sup> Breakfast Biscuits - Sausage, Egg and Cheese (Avail. Jan-2011)	24	3.7	8/3 ct.	7.97	7.06	5.55	0.42	209	19	11.063"x8.563"x7.625"		
28989-53442	Morningstar Farms <sup>®</sup> Breakfast Biscuits - Bacon, Egg and Cheese (Avail. Jan-2011)	24	3.7	8/3 ct.	7.97	7.06	5.55	0.42	209	19	11.063"x8.563"x7.625"		

#### BURGER-STYLE PATTIES

28989-49381	Morningstar Farms <sup>®</sup> Grillers <sup>®</sup> ¼ Pound Burger	16	4	8/2ct.	8.33	7.11	4.00	0.44	200	25	10.563"x6.563"x10.875"	OK-D	
28989-97310	Morningstar Farms <sup>®</sup> Grillers <sup>®</sup>	48	2.25	12/4 ct.	7.90	8.30	6.75	0.55	208	16	12.3"x8.8"x8.81"	KD	
28989-05534	Morningstar Farms <sup>®</sup> Grillers Prime <sup>®</sup>	32	2.5	8/4 ct.	5.52	5.80	5.00	0.25	306	34	8.6"x5.9"x8.6"	KD	
28989-97630	Morningstar Farms <sup>®</sup> Grillers <sup>®</sup> Vegan	32	2.5	8/4 ct.	5.52	5.80	5.00	0.25	306	34	8.6"x5.9"x8.6"	KD	

#### VEGGIE-STYLE PATTIES

28989-97580	Morningstar Farms <sup>®</sup> Garden Veggie Patties™	48	2.36	12/4 ct.	8.10	8.50	7.08	0.36	208	16	12.6"x8.6"x5.8"	KD	
28989-39210	Morningstar Farms <sup>®</sup> Spicy Black Bean Burger	32	2.375	8/4 ct.	5.82	6.11	4.75	0.25	306	34	8.563"x5.938"x8.625"	KD	
28989-27893	Morningstar Farms <sup>®</sup> Mushroom Lover's Burger	32	2.25	8/4 ct.	5.45	5.30	4.50	0.25	306	34	8.6"x5.9"x8.6"	KD	
28989-05510	Morningstar Farms <sup>®</sup> Tomato Basil Pizza Burger	32	2.36	8/4 ct.	5.24	5.50	4.72	0.25	306	34	8.6"x5.9"x8.6"	KD	
28989-37353	Morningstar Farms <sup>®</sup> Asian Veggie Patties	32	2.38	8/4 ct.	5.29	5.55	4.76	0.25	306	34	8.6"x5.9"x8.6"	KD	
84059-00003	Gardenburger <sup>®</sup> Original Veggie Patties	48	2.5	12/4 ct.	10.42	9.00	7.50	0.51	160	16	10.48"x10.17"x8.27"	OK-D	
84059-00034	Gardenburger <sup>®</sup> Black Bean Chipotle Burger	48	2.5	12/4 ct.	10.42	9.00	7.50	0.51	160	16	10.48"x10.17"x8.27"	OK-D	
84059-00035	Gardenburger <sup>®</sup> Veggie Medley Burger	48	2.5	12/4 ct.	10.42	9.00	7.50	0.51	160	16	10.48"x10.17"x8.27"	OK-D	
84059-00042	Gardenburger <sup>®</sup> Savory Portabella Veggie Burger	48	2.5	12/4 ct.	10.42	9.00	7.50	0.51	160	16	10.48"x10.17"x8.27"	OK-D	
84059-00043	Gardenburger <sup>®</sup> Sun-Dried Tomato Basil Burger	48	2.5	12/4 ct.	10.42	9.00	7.50	0.51	160	16	10.48"x10.17"x8.27"	OK-D	

#### CHIK PRODUCTS

28989-49191	Morningstar Farms <sup>®</sup> Grillers <sup>®</sup> California Turky Burger	32	2.25	8/4 ct.	5.45	5.09	4.50	0.25	306	34	8.6"x5.9"x8.6"	OK-D	
28989-97540	Morningstar Farms <sup>®</sup> Chik Patties <sup>®</sup>	32	2.5	8/4 ct.	5.52	5.80	5.00	0.25	306	34	8.6"x5.9"x8.6"	KD	
28989-15202	Morningstar Farms <sup>®</sup> Chik Patties <sup>®</sup> Italian Herb	32	2.5	8/4 ct.	5.52	5.80	5.00	0.25	306	34	8.6"x5.9"x8.6"	KD	
28989-97542	Morningstar Farms <sup>®</sup> Chik'n Nuggets	112	10.5	8/14 ct.	10.29	6.60	73.50	0.44	162	18	15.44"x8.31"x5.88"	KD	
28989-22756	Morningstar Farms <sup>®</sup> Chik'n Tenders	112	10	8/14 ct.	10.29	6.00	70.00	0.53	162	18	17.56"x8.31"x6.25"	KD	
28989-46721	Morningstar Farms <sup>®</sup> Grillers Chik'n	32	2.4	8/4 ct.	6.25	6.56	4.75	0.25	306	34	8.6"x5.9"x8.6"	KD	

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## FROZEN VEGGIE FOODS - GROCERY PACK

### SPECIALTY PRODUCTS

28989-97550	Morningstar Farms® Meat Free Buffalo Wings	8	10.5	8/17 ct.	10.29	6.60	5.25	0.44	162	18	15.44"x8.31"x5.88"	KD	
28989-43404	Morningstar Farms® Hickory BBQ Riblets	12	10	12/2 ct.	10.42	9.00	7.50	0.59	160	16	11.69"x10.5"x8.31"	KD	
28989-44044	Morningstar Farms® Italian Sausage	48	2.25	12/4 ct.	18.52	9.34	6.75	0.49	90	15	15.56"x7.06"x7.63"	KD	
28989-97500	Morningstar Farms® Corn Dogs (Avail. Jan-2011)	32	2.5	8/4 ct.	15.43	6.63	5.00	0.38	108	18	10.813"x8.438"x7.250"		
28989-53451	Morningstar Farms® Mini Corn Dogs (Avail. Jan-2011)	96	0.67	8/12 ct.	15.43	5.63	4.02	0.38	108	18	10.813"x8.438"x7.250"		
28989-26720	Worthington® Leanies	12	12.75	12.75 oz./12 pk.	16.03	11.50	9.56	0.64	104	13	16.1"x8.3"x8.3"	KD	

### MEAL STARTERS

28989-97948	Morningstar Farms® Burger Style Veggie Recipe Crumbles	12	12	12/@ 6 svgs.	13.89	9.90	9.00	0.61	120	15	14.31"x7.81"x9.5"	KD	
28989-97806	Morningstar Farms® Sausage Style Recipe Crumbles	8	12	8/@ 6 svgs.	10.10	6.50	6.00	0.47	165	15	14.31"x7.81"x7.3"	KD	
28989-26172	Morningstar Farms® Meal Starters Chik'n Strips Vegan	8	8	8/@ 2.5 svgs.	18.52	5.00	4.00	0.40	90	15	14.09"x7.48"x6.69"	KD	

### ORGANIC & NATURAL

28989-11226	Morningstar Farms® Veggie Breakfast Sausage Patties Organic	72	1.33	12/6 ct.	13.23	8.00	5.99	0.60	126	14	8.44"x8.44"x14.63"	KD	
28989-26178	Morningstar Farms® Meal Starters Chik'n Strips	8	8	8/@ 2.5 svgs.	18.52	5.00	4.00	0.40	90	15	14.09"x7.48"x6.69"	KD	

## FROZEN ENTREES

### MORNINGSTAR FARMS® ENTREES

28989-49188	Morningstar Farms® Chik'n Enchilada	8	9.5	Each	6.61	5.97	4.75	0.39	252	18	13.313"x8.00"x6.25"		
28989-49195	Morningstar Farms® Lasagna	8	10	Each	6.34	6.65	5.00	0.39	252	18	13.313"x8.00"x6.25"		
28989-51378	Morningstar Farms® Sesame Chik'n	8	9.5	Each	6.61	5.97	4.75	0.39	252	18	13.313"x8.00"x6.25"		
28989-49198	Morningstar Farms® Sweet & Sour Chik'n	8	10	Each	6.34	6.65	5.00	0.39	252	18	13.313"x8.00"x6.25"		
28989-53180	Morningstar Farms® Three Bean Chili (Avail. Jan-2011)	8	14.5	Each	18.52	11.02	7.25	0.47	90	15	14.875"x7.75"x7.00"		



Bringing our focus to your business.™

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