



# OUR PLANT-BASED SOLUTIONS

## WHAT IS PLANT-BASED?

Plant-Based is a term used to describe products made from plant-derived ingredients like vegetables, legumes, fruits and whole grains. The landscape ranges from foods leading with craveable vegetables and limited or no animal ingredients to foods that are designed to substitute for animal-based options like meat or dairy.

## CONSUMER DEMAND IS GROWING.



### ASPIRATIONAL HEALTH

Consumers believe that eating more Plant-Based foods will help them achieve a more balanced, healthier diet.



### SAFETY & TRANSPARENCY

Growing concerns around Clean Label solutions have driven consumers to look for more Plant-Based options.



### SOCIAL & ENVIRONMENTAL

Consumers are making conscious choices to reduce their impact by choosing foods with little to no animal products.

## WE'RE RESPONDING.

Rich Products is delivering on customer and consumer demands for more Plant-Based foods with delicious solutions that are aligned with market expectations across channels and segments. We've defined what this range of needs means for our products within the subcategories of Plant Forward and Plant Substitutes & Alternatives.

### PLANT FORWARD

Emphasizes and celebrates craveable products **with vegetables, beans, legumes, fruits, nuts, seeds, or intact whole grains** as a top-three ingredient. These products meet Rich's USC Clean Label Guideline.

### PLANT SUBSTITUTES & ALTERNATIVES

Designed as substitutes for animal-based products and **do not contain any animal-based ingredients** or byproducts including meat, fish, fowl, egg products, dairy/milk products or honey. These products meet Rich's USC Clean Label Guideline.

### VEGAN ≠ PLANT-BASED

Vegan products have a different design intent than Plant-Based that **focuses completely on animal welfare**. These products do not contain any animal-based ingredients or byproducts.

For more information on Rich Products' USC Clean Label Guideline, visit <https://richsfoodservice.com/about/clean-label/>.





# OUR SOLUTIONS

Rich Products has convenient solutions for customers to fulfill consumer demand for delicious, Plant-Based options in the subcategories of Plant Forward and Plant Substitutes & Alternatives.



## PLANT FORWARD

Largest market for plant-based foods and the **entry point where mainstream consumers begin their Plant-Based journey**. Describes foods that focus on including vegetables, beans, grains and legumes, and do not restrict the use of animal-based ingredients.

**51% of consumers are opting for Plant-Based foods** as a way to incorporate more unprocessed or minimally processed foods into their diets.

## PLANT SUBSTITUTES & ALTERNATIVES

Products that are aimed at being a **mimic – or replacing – animal-based foods like meat or dairy**. The market for these alternative products is smaller than that of Plant Forward, but **growing at a significant pace, currently +10% across categories**.



## VEGAN

These products share common restrictions among other solutions as they **can not contain any animal-based ingredients or byproducts**. Unlike the mainstream appeal of Plant-Based, **Vegan consumers only account for 3% of today's market**.

**IT'S JUST ANOTHER WAY THAT WE CONTINUE GOOD WORK, IN PROGRESS.**

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