

PLANT PROTEIN

Better for You. Better for the Planet.
Better for the Menu.



We all want to offer and eat delicious foods that are better for our bodies and the environment. Flexitarian diets have moved to the mainstream, with more and more people **choosing a plant-forward diet with less animal protein**. Basic American Foods makes it easy to bring together deliciousness, with healthy, sustainable plant protein foods.



Better for YOU

A PLANT PROTEIN DIET...



Compared to animal-based foods can lower the risks of dying from heart disease and stroke by up to 20%.

—American Heart Association



Linked with substantially lower risk of developing type 2 diabetes.

—Harvard T. H. Chan School of Public Health

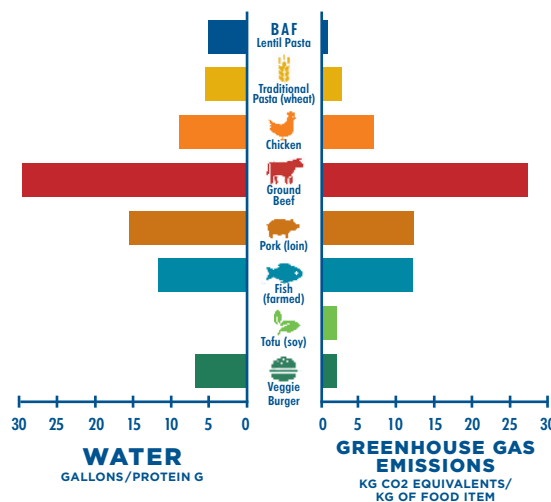
"The research shows one thing very clearly: We all need to eat more plants and less meat."

—American Institute for Cancer Research



Better for the PLANET

SOME PROTEINS ARE BETTER THAN OTHERS



To satisfy the current meat consumption rate, in 2050 every acre of the planet's cropland would have to be devoted to livestock feed.

—Future of Food, National Geographic

CHART SOURCE: World Resources Institute, WRI-WRR Shifting Diets, 2018, 2016



Better for the MENU

GIVE YOUR PATRONS WHAT THEY WANT

54%

Would like to eat more plant-based food and beverages.

—Hartman Group 2018

40%

Are trying to eat less meat.

—Nutrition Business Journal

49%

Agree that environmental responsibility is an important factor in their food choices.

—Mintel 2018

THE PROTEIN SHIFT

Rebalance Your Protein Offering

Promote the POWER of your plant-protein offerings and enable your customers to feel good about the food choices they make. This impactful "Plant Protein Power" icon will make it easy for patrons to choose foods that sustain their health and the health of the planet.



**DELICIOUS
PROTEIN PACKED**
better for **YOU**
and the **PLANET**

MENU INSPIRATION PACKED WITH PLANT PROTEIN



Lentil Penne Avocado Pesto Salad	24g	Roasted Vegetable Lentil Penne (U Conn)	22g
Lentil Penne Primavera Bowl	25g	Lentil Pasta w/ Smoked Ham & Peas (U Conn)	28g
Caprese Lentil Penne Bowl	19g	Lentil Penne w/ Eggplant Caponata (U Conn)	32g
Spinach & Artichoke Lentil Penne	24g	Kale & Squash Lentil Pasta Salad	27g
Marinated Beet & Feta Lentil Penne Bowl	23g	Cauliflower & Smoked Paprika Lentil Pasta	16g
Roasted Mushroom Lentil Penne Stroganoff	20g	Lentil Penne Mac N Cheese	36g
4 Cheese Lentil Penne	27g	Greek Lentil Penne Pasta Salad	15g
Seasoned Ratatouille Lentil Penne	15g		

per 8 oz. serving



SKU 10847
2/5 lb bags

Full recipes, other craveable menu ideas, and samples at baffoodservice.com