



Crave House – Brand Fact Sheet

- Cargill Protein – North America has introduced Crave House™ branded plant-based offerings, a menu of products that deliver the great taste, texture and appearance consumers expect.

- The Crave House portfolio of products available for retail customers includes:

- Plant-based burgers
- Plant-based ground
- Italian-style plant-based sausages
- Italian-style plant-based meatballs

- As we launch Crave House with our foodservice customers, we have a great diverse product menu* that includes:

- Crave House Plant-based Burger, IQF (Powered by Pea Protein)
- Crave House Plant-based Burger, IQF (Powered by Soy Protein)
- Crave House Plant-based Burger, Pea
- Crave House Italian-style Plant-based Meatballs
- Crave House Italian-style Plant-Based Dinner Sausage
- Crave House Plant-Based Grind 2# Brick, (Powered by Soy Protein)
- Crave House Plant-based Italian-style Crumble
- Crave House Plant-based Breakfast Crumble
- Crave House Plant-based Beef-style Crumble
- Crave House Plant-based Southwest Crumble
- Crave House Breakfast-style Plant-based Sausage Patty (Fully Cooked, Soy)

* All items made with pea protein unless otherwise indicated.



- Key trends show that consumers are interested in health, simple labels and convenience, all of which are reflected in our Crave House products.
- Crave House products are now available through a growing number of retailers; foodservice distributors; and online via Crowd Cow and DOT Foods. In addition, Cargill currently:
 - Distributes private label plant-based products to more than 2,500 retail stores in the fresh meat case, with more than 1,800 new stores in process for Q1 2021.
 - Supplies private label products to foodservice distribution customers.
 - Engages with national and chain accounts to enable their growth in the plant-based space.

- Cargill continues to take an inclusive approach to protein and is keeping all options on the table for its customers and consumers as global food demand grows a projected 70% over the next 30 years.
- Cargill continues to make investments in alternative protein and in innovation strategy to drive delivery of plant-based products with the crave-worthy taste, texture and appearance consumers expect and that meet or outperform leading competitors as underscored by recent sensory testing.¹

¹ National Food Lab, Inc.

Sausages: October 2020

Burgers, Ground and Meatballs: December 2020