



Kellogg's

# PLANT POWERED



## FOR YOUR STUDENTS, THE FOOD OBSESSION IS REAL

For Gen Zers, being a foodie is a way of life – they were raised with an emphasis on both flavor and function<sup>1</sup>, and 61% like trying new flavors<sup>2</sup>. For them, food goes beyond nutrition – it's a major source of entertainment<sup>3</sup> and they're more open to trying different types of cuisine than any generation before them<sup>4</sup>.

### THEY CARE ABOUT THE PLANET, TOO

Gen Z is raising expectations around sustainability

77%

care about environmental sustainability as a value<sup>5</sup>

88%

believe we need to consume less to preserve the environment for future generations<sup>5</sup>



Gen Z eats **PLANT-BASED** more often than any other generation<sup>5</sup>



### THAT'S WHY THEY'RE ALL ABOUT PLANT-BASED

56%

of Gen Z & millennials currently purchase plant-based<sup>6</sup>

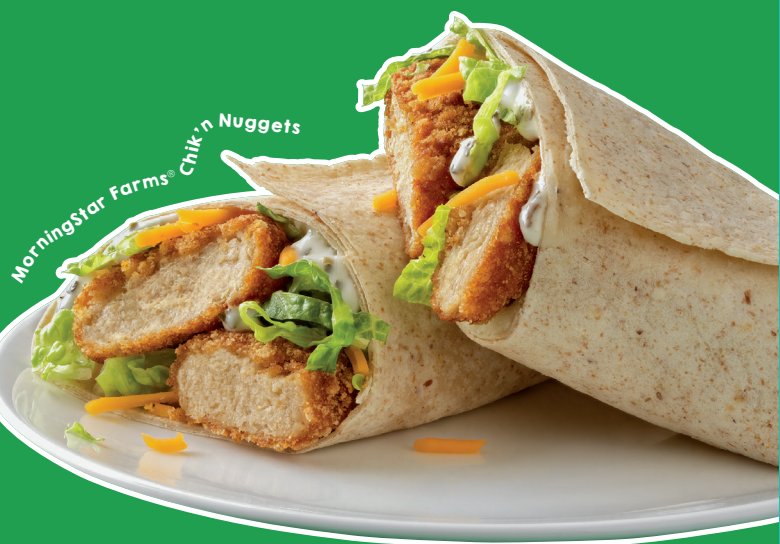


33% are interested in eating more plant-based burgers<sup>6</sup>

29% are looking to eat more plant-based chicken<sup>6</sup>

# SO BRING ON THE PLANT-BASED NUTRITION YOUR STUDENTS CRAVE

Looking to meet the growing demand for crave-worthy plant-based proteins? Add simple to prepare and easy to serve meals to your menu with **MorningStar Farms** – it's a win for your students and the planet!



Kellogg's Code	Product Name	Case Pack	Whole Grain Rich	Grain Ounce Equivalent	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Compliant	Smart Snack Compliant July 2016
28989-97762	MorningStar Farms® Chik'n Nuggets CN Labeled	212ct / .75oz	N/A	1.75 oz MA	Yes	Yes	Yes	Yes	With Entrée exemption
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties CN Labeled	112ct / 1.34oz	N/A	1 oz MA	Yes	Yes	Yes	Yes	With Entrée exemption
28989-49938	MorningStar Farms® Spicy Black Bean Burger CN Labeled	48ct / 2.9oz	N/A	2.25 oz MA	Yes	Yes	Yes	Yes	With Entrée exemption
28989-10230	MorningStar Farms® Sausage Style Crumbles CN Labeled	2ct / 5lb	N/A	1 oz MA	Yes	Yes	Yes	Yes	With Entrée exemption
84059-71116	Gardenburger® Classic Veggie Hamburgers CN Labeled	48ct / 2.5oz	N/A	2.25 oz MA	Yes	N/A	N/A	Yes	With Entrée exemption

<sup>1</sup> 2018 The NPD Group, Inc. <sup>2</sup> Technomic Foodservice Planning Program Survey 2019. <sup>3</sup> 2019 The Hartman Group Inc. <sup>4</sup> Forbes/NPD 2019. <sup>5</sup> Hartman Atchison Research Group 'Kids in the Kitchen' Insights Report 2019. <sup>6</sup> Hartman IFMA Datassentials CPP 2020  
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