



## FREQUENTLY ASKED QUESTIONS

### **Are HAPPY LITTLE PLANTS® Products Vegan?**

All of our HAPPY LITTLE PLANTS® Brand products are formulated without any animal derived ingredients, with one exception: the Plant-based Meatball includes Romano and ricotta cheese.

### **Are HAPPY LITTLE PLANTS® Products Non-GMO?**

Our HAPPY LITTLE PLANTS® Plant-Based Unseasoned Ground and Plant-Based Pepperoni-Style Topping are made with non-genetically engineered ingredients.

Our HAPPY LITTLE PLANTS® Plant-Based Italian Crumble and Plant-Based Chorizo-Style Topping do not meet non-GMO labeling requirements.

### **Are HAPPY LITTLE PLANTS® Products Gluten Free?**

Our HAPPY LITTLE PLANTS® Plant-Based Unseasoned Ground and Plant-Based Pepperoni-Style Topping are certified gluten free.

Our HAPPY LITTLE PLANTS® Plant-Based Italian Crumble and Plant-Based Chorizo-Style Topping are formulated without gluten containing ingredients.

### **Do HAPPY LITTLE PLANTS® Products Contain Other Allergens?**

Three of our HAPPY LITTLE PLANTS® Products, Plant-Based Pepperoni-Style Topping, Plant-based Meatball, and Plant-Based Unseasoned Ground, are made with a soy protein isolate, which is considered allergenic.

### **How should I menu HAPPY LITTLE PLANTS® Products?**

Use the HAPPY LITTLE PLANTS® Brand on the menu

- This brand was designed to communicate to the consumer that it is a plant-based alternative. The brand can either be spelled out in the menu description (Made with HAPPY LITTLE PLANTS® Italian Crumble), or, you can use the HAPPY LITTLE PLANTS® Brand logo to delineate that it is a plant-based offering.
- Using the HAPPY LITTLE PLANTS® Brand on your menu does qualify you for our logo program. Fill out the sample request form [HERE](#) and/or contact your Hormel Foodservice sales representative for more information.

### **What should I call them?**

Use “Plant-Based” as the descriptor before the ingredient

- Plant-Based is an inclusive term that consumers have grown familiar with. They see “plant-based” as a positive food choice.<sup>1</sup> Menu mentions of “plant-based” have also increased by 327.6% over the past year, and 2,462.4% over the past 4 years.<sup>2</sup>

<sup>1</sup> Zarling, P. (2018, April 25). Consumers prefer the term ‘plant-based’ to ‘vegan’.

<https://www.grocerydive.com/news/grocery--consumers-prefer-the-term-plant-based-to-vegan/534075/>

<sup>2</sup> SNAP by Datassential (2020). Plant Based Overview. <https://apps.datassential.com/snap/food?q=Plant%20Based>

Discover the power of the plant by visiting  
<http://hormelfoodservice.com/brand/happy-little-plants/>  
or contact your Hormel Foodservice Sales Representative