



FREQUENTLY ASKED QUESTIONS AND GOOD TO KNOW ANSWERS TO HELP YOU GROW

Are HAPPY LITTLE PLANTS® Products Vegan?

- Our HAPPY LITTLE PLANTS® Plant-Based Pepperoni-Style Topping, Plant-Based Italian-Style Crumble and Plant-Based Chorizo-Style Crumble Topping are formulated without any animal derived ingredients.
- Our HAPPY LITTLE PLANTS® Plant-Based Meatball includes Romano and Ricotta cheese.

Are HAPPY LITTLE PLANTS® Products Gluten Free?

- All of our HAPPY LITTLE PLANTS® Plant-Based proteins and products are formulated without gluten containing ingredients.

Do HAPPY LITTLE PLANTS® Products Contain Other Allergens?

- Two of our HAPPY LITTLE PLANTS® Products, the Plant-Based Pepperoni-Style Topping and Plant-Based Meatball, are made with 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-Style Crumble), or, you can use the HAPPY LITTLE PLANTS® Brand logo to delineate that it is a plant-based offering.

What Should I Call These products?

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

- With the number of Americans following plant-based diets surging 300% in the last 15 years, “plant-based” is an inclusive term that consumers have grown familiar with seeing¹. Restaurant diners are specifically looking for more plant-based appetizers, sides, entrée alternatives beyond burgers, sandwiches/handheld meat substitutes and plant-based charcuterie on menus².

¹ FONA International, “2021 Trend Insights: The Opportunity in Plant-Based,” 2021.

² IFT, “What to Watch for as the Plant-Based Food Market Grows,” 2021.

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



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