



# GOOD FOOD GROWS HERE.

We're breaking ground by nurturing a whole new way to think about the most delicious part of what nature serves – through innovative, plant-based products. Rooted in great food that does everyone good, our products make every meal a wholesome adventure that always tastes incredible. Great taste sprouts from the ground up – we're sharing our passion and imagination for plant-based foods with consumers everywhere.

## GREAT FOOD DOES US GOOD.



### BALANCE

Consumers believe that eating more plant-based goodness will help them achieve a more balanced, healthier diet.



### SIMPLE & RECOGNIZABLE

With ingredients you know and trust like veggies, beans, legumes, nuts and seeds, and more, you'll get our plant-based best.



### SOCIAL & ENVIRONMENTAL

By making conscious choices, we can all do right by our taste buds while also doing good by our world.

**52%** OF PEOPLE WHO EAT MORE PLANT-BASED FOOD SAID IT MAKES THEM FEEL HEALTHIER.<sup>1</sup>

<sup>1</sup>Dupont Nutrition & Health

# SOWING THE SEEDS OF INNOVATION.

Rich Products delivers on consumer demands for more plant-based foods with a delicious, craveable portfolio that take veggies way beyond salads. Rich's on-trend solutions will give your consumers the fresh fix they desire with the quality and taste they expect.



## PLANT FORWARD PRODUCTS

For many consumers, the plant-based journey starts here. Plant Forward products **emphasize** and **celebrate** the wholesome goodness of **vegetables, beans, legumes, fruits, nuts, seeds or intact whole grains**.

**39%** OF CONSUMERS ARE TRYING TO EAT MORE PLANTS.<sup>2</sup>

## PLANT SUBSTITUTES & ALTERNATIVES

These products are designed to **substitute or replace animal-based food or ingredients** – without any animal-based ingredients like meat or dairy. The alternative space is smaller than that of Plant Forward, but it is growing at a significant pace.

**83%** OF CONSUMERS ARE ADDING MORE PLANT-BASED FOODS TO THEIR DIETS.<sup>3</sup>



## VEGAN SOLUTIONS

Vegan products share similar requirements in that they **do not contain animal-based ingredients or byproducts**, and are designed to specifically meet vegan requirements. Rich's offers both plant-based and vegan solutions to meet the wide range of consumer needs.

UNLIKE THE MAINSTREAM APPEAL OF PLANT-BASED, VEGAN CONSUMERS ONLY ACCOUNT FOR 3% OF TODAY'S MARKET.<sup>4</sup>



### LET'S GROW, TOGETHER.

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For more information on Rich's plant-based solutions, visit:  
[www.richproducts.ca/plant-based-solutions/](http://www.richproducts.ca/plant-based-solutions/)



INFINITE POSSIBILITIES.  
ONE FAMILY.

For more information, visit [richproducts.ca](http://richproducts.ca)

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<sup>2</sup> Nielsen — <sup>3</sup> Baum and Whiteman report, USA Today — <sup>4</sup> Nielsen