

We have the answer to the industry desire for craveable plant-based options



**INTRODUCING
NOTMAYO™**

63%

OF ALL CONSUMERS ARE **EATING MORE PLANTS** AND / OR FEWER ANIMAL PRODUCTS¹

68%

WANT A REPLICA OF THE ANIMAL ANALOG, AND **WILL NOT SETTLE¹**

Shelf Life

6 months / 180 days

Case SKU:

9900167000

Distribution Codes:

7267269 Sysco

1040166 USF

¹Source: TBA Qual Plant Powered Study, March 2020



**INTRODUCING
Kraft® NOTcheese™**

50%

OF AMERICANS AGREE THAT IF PLANT-BASED CHEESE TASTES AS GOOD AS DAIRY CHEESE, THEY WOULD **ALWAYS OR OFTEN INCLUDE IT IN THEIR DIET²**

Shelf Life

6 months / 180 days

Case SKU:

9001670002

Distribution Code:

7280808 Sysco

²<https://www.plantbasedfoods.org/2021-u-s-retail-sales-data-for-the-plant-based-foods-industry/>, <https://www.prnewswire.com/news-releases/new-research-finds-more-americans-ready-to-add-plant-based-food-to-their-diets-but-struggle-to-go-all-in-301713089.html>



**INTRODUCING
Kraft® NotMAC&cheese™**

68%

OF ALL CONSUMERS WANT AN ANIMAL [OR DAIRY] ANALOG AND **WILL NOT SETTLE²**

#1

MAC & CHEESE BRAND WITH OVER **85 YEARS** OF EXPERIENCE¹

Shelf Life

210 days

Case SKU:

9900167001

Distribution Code:

7272676 Sysco

¹Source: IRI, 2023

²Source: TBA Qual Plant Powered Study, March 2020



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