

# 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 PRODUCTS<sup>1</sup>

**68%** WANT A REPLICA OF THE ANIMAL ANALOG, AND WILL NOT SETTLE<sup>1</sup>

**Shelf Life** 6 months / 180 days

**Case SKU:**  
9900167000

**Distribution Codes:**  
7267269 Sysco  
1040166 USF

<sup>1</sup>Source: 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 DIET<sup>2</sup>

**Shelf Life** 6 months / 180 days

**Case SKU:**  
9001670002  
**Distribution Code:**  
7280808 Sysco

<sup>2</sup><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 SETTLE<sup>2</sup>

**#1** MAC & CHEESE BRAND WITH OVER 85 YEARS OF EXPERIENCE<sup>1</sup>

**Shelf Life** 210 days

**Case SKU:**  
9900167001  
**Distribution Code:**  
7272676 Sysco

<sup>1</sup>Source: IRI, 2023  
<sup>2</sup>Source: TBA Qual Plant Powered Study, March 2020



**Would you like a sample?**  
Contact Jennifer Chisolm • 706-577-3815 • Jennifer.Chisolm@kraftheinz.com for further information.  
[www.KraftHeinzAwayFromHome.com](http://www.KraftHeinzAwayFromHome.com)

