



WHERE

VEG EXCITEMENT

BEGINS

Meet our Strong Roots Foodservice Squad



Spinach Bites

Munchable spinach bites with a crunchy carrot & beetroot crumb



Smashed Pea & Lemon Bites

Munchable pea & lemon bites with a crunchy seasoned crumb



Cauliflower Hash Brown

The famous HB! Made with real cauliflower



The Bean and Beet Burger

Our signature burger made with beetroot, bean and bulgur wheat



The Pumpkin Spinach Burger

Pumpkin, spinach and mixed vegetables in a crispy puffed quinoa coating





SPINACH BITES

USP

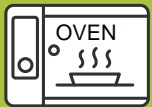
- Delicious, well-seasoned veggie bite stuffed with spinach – rich in iron - giving a vibrant filling
- Natural carrot crumb for crunchy exterior
- Citrus fibre – all-natural binder
- Versatile and flexible for multiple menu applications* and dayparts
- Creates increased choice in hot snacking* and >60% purchase intent in food to go*



12 MONTHS SHELF LIFE



FRYER
4 MINS
175°C



MERRY CHEF
IMPINGEMENT

Product info

UNIT SIZE – 3 X 1KG packs
PIECE WEIGHT – 22g
PIECE COUNT – 42 Bites/pack*



Source: *Strong Roots Consumer Research OOH Opinion 2022



SMASHED PEA

& LEMON BITES

USP

- Packed with peas for vitamins and fibre, they have the perfect balance of sweet & citrus flavour.
- Colourful veggie crumb for crunchy exterior & tender interior
- Versatile and flexible for varied menu applications*
- Provides increased choice for hot snacking*
- >60% purchase intent in food to go*



12 MONTHS SHELF LIFE



FRYER
4 MINS
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MERRY CHEF
IMPINGEMENT

Product info

UNIT SIZE – 3 X 1KG packs

PIECE WEIGHT – 22g

PIECE COUNT – 42 Bites/pack*



Source: *Strong Roots Consumer Research OOH Opinium 2022



The pumpkin

& spinach burger

USP

- Powerful pumpkin & super spinach, with crunchy quinoa crumb
- Vibrant veggie & rice interior with a delicious blend of herbs & spices
- Consumers agree they are worth paying more for*
- Increase reach with consumers even with a meat mimic already on menu*
- Great menu versatility to unlock multiple dayparts and dishes
- Fast preparation with multiple cook methods



12 MONTHS SHELF
LIFE



Fryer
5 MINS
175°C



Merry chef
impingement

Product info

UNIT SIZE – 4 X 600G packs
PIECE WEIGHT – 102g
PIECE COUNT – 8 burgers/pack*



Source: *Strong Roots Consumer Research OOH Opinium 2022



The bean & beet

burger

USP

- Vibrant & exciting colour with visible beans & beetroot for wholefood goodness
- Crunchy exterior & made with premium red beet crumb alternative to breadcrumbs. soft tender interior
- Increases reach with consumers even with a meat mimic already on menu*
- Consumers agree it's worth paying more for*
- Versatile for wide menu appeal.
- Fast preparation with multiple cook methods



12 MONTHS SHELF
Life



Fryer
5 MINS
175°C



Merry chef
impingement

Product info

UNIT SIZE – 4 X 600g packs

PIECE WEIGHT – 102g

PIECE COUNT – 8 burgers/pack*



CAULIFLOWER

HASH BROWNS

USP

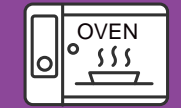
- Light and crisp exterior with a Tasty flavour profile
- Crammed with cauliflower goodness - vitamins and minerals
- Differentiated vs potato hash browns*
- Very appealing with Gen Z and millennials*
- Perfect for breakfast & brunch
- Fast preparation with multiple cook methods



12 MONTHS
SHELF LIFE



FRYER
5 MINS
175°C



MERRY CHEF
IMPINGEMENT

Product info

UNIT SIZE – 3 X 1KG bags

PIECE WEIGHT – 44g

PIECE COUNT – 22 hash browns\pack



Source: *Strong Roots Consumer Research OOH Opinium 2022



Thank

YOU

