

plant-based pricing is going mainstream

Until now, plant-based meats have had a price tag that doesn't fit many family budgets. We're bringing plant-based to the people & making meatless mainstream!



Give your customers a plant-based burger closer to beef in taste and price

Before
the butcher®

PRESENTS



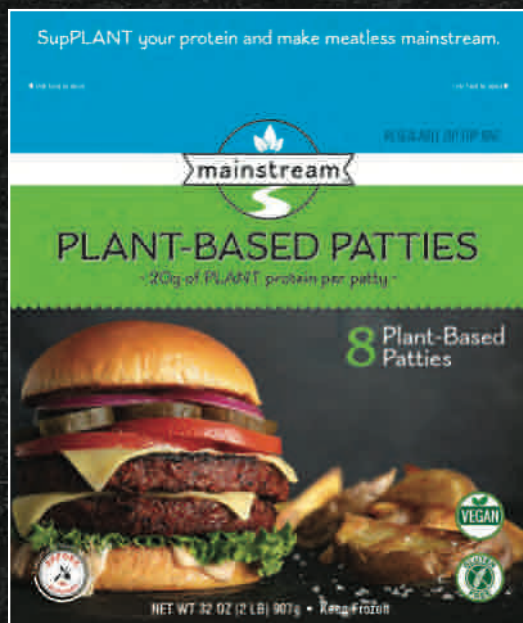
PLANT PROTEIN FOR THE PEOPLE



mainstream

• 20g of PLANT protein per patty •

FINALLY! A plant-based burger that competes with beef in price and taste. Introducing a new line of plant-based burgers from Before the Butcher®. Mainstream offers an extraordinarily similar taste and texture to beef burgers while keeping its price low. Until now, plant-based meats have had a price tag that doesn't fit many family budgets. We're bringing plant-based to the people & making meatless mainstream!



Nutrition Facts

8 Servings per Container
Serving Size 1BURGER (4oz/112g)

Amount per serving
Calories 230

	% Daily Value*
Total Fat 13g	17%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 360mg	16%
Total Carbohydrate 11g	4%
Dietary Fiber 5g	18%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 20g	
Vitamin D 0mcg	0%
Calcium 120mg	10%
Iron 3.1mg	15%
Potassium 590mg	15%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS: Water, Soy Flour, Isolated Soy Protein, Expeller Pressed Canola Oil, Refined Coconut Oil, Soy Protein Concentrate. Contains less than 2% of: Yeast Extract (Salt, Natural Flavors), Methylcellulose, Caramel Color, Flavoring (Maltodextrin, Medium Chain Triglycerides, Sodium Phosphate, Grill And Smoke Flavor [Contains Sunflower Oil]), Beet Juice Powder (Beet Juice Extract, Citric Acid), Natural Red Color (Beet Juice, Annatto, Glycerin).

CONTAINS: SOY

RETAIL: #00201

Pack Size: 8/4 oz patties

Case Size: 8 packs

Net Wt: 16 lbs

Gross Wt: 16.9 lbs

Case Dimensions: 19 11/16"x9 7/8"x5 1/4"

Pkg. Dimensions: 11 1/4"x9 1/2"x4"

Pallet: TI/HI: 8/10

Frozen Life: 12 months from production date

GTIN: 00850335002018

SUGGESTED
\$10.99
RETAIL PRICE

FOODSERVICE: #00921

Pack Size: About 40/4 oz patties

Net Wt: 10 lbs

Gross Wt: 10.8 lbs

Case Dimensions: 15"x11"x 5"

Case Cube: .249 cubic ft

Pallet: TI/HI: 10/14

Frozen Life: 12 months from production date

GTIN: 00850335009212

Our mission is to
MAKE MEATLESS MAINSTREAM.

Before
the butcher®

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@B4theButcher
#MeatyButMeatless