



CLEVELAND Kitchen

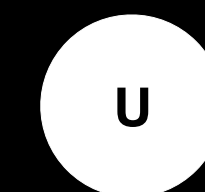
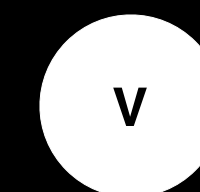
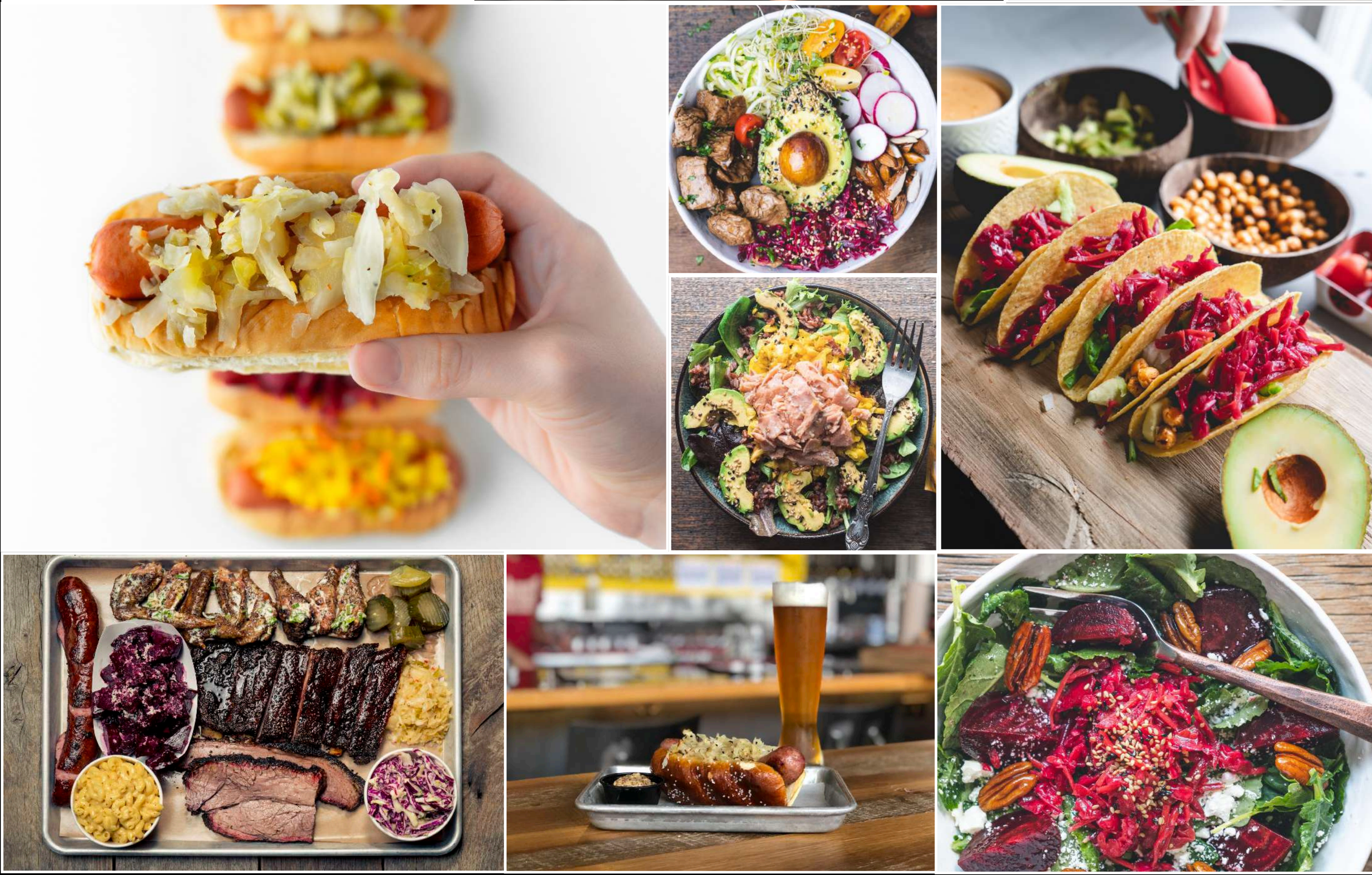
Cleveland Kitchen uses a time tested fermentation technique to create the best tasting, raw sauerkraut on the market. Our krauts are a major growth driver for grocery stores and restaurants across the nation, attracting new customers to the fermented foods category. With innovative flavors and an unwavering commitment to quality, Cleveland Kitchen is your go to brand for all things crunchy, fresh, and naturally fermented.

Texture: Rustic cut cabbage provides fresh crunch that sets our kraut apart from the rest.

Health Benefits: Our natural fermented process gives our krauts probiotic properties that promote good gut health and immunity.

Versatility & Variety: With a wide array of flavors, Cleveland Kitchen brings sauerkraut to new usage occasions, like bowls, tacos, avocado toast and more.

Ease of Use: Cleveland Kraut does not require rinsing, heating, or significant draining (Cleveland Kraut contains one fifth as much water per pack as other leading competitors), and is an easy way for chefs to add on-trend flavor to a wide variety of dishes.



Made the Hard Way; The Right Way. Every Time.



Ingredients: High quality cabbage grown in northwest Ohio's "cabbage belt". All Non-GMO Project certified vegetables and seasonings.



Preparation: Cabbage and vegetables are cut thick to lock in crunchy texture and fresh flavor.



Process: Vegetable blends are fermented for thirty days without vinegar or starter culture. Naturally occurring lactobacillus bacteria on cabbage leaves drives the process.



Packing: Post-fermentation, Cleveland Kraut is never pasteurized or heated, maximizing freshness and probiotic properties.



The Bottom Line: Cleveland Kraut is made the right way, the hard way, every time. The result is a fresh, crunchy and delicious fermented product that sets the standard for fermented foods.



Flavors, Pricing, and Ingredients



Classic Caraway

Traditional Bavarian style sauerkraut. Fresh and recognizable.

INGREDIENTS:

Cabbage, Kosher Salt, Caraway Seed

DOT CODES:

6-16oz Pouch (711886)
2 Gallon Pail (711878)
5 Gallon Pail (711879)



Whiskey Dill

Spirited and subtly sweet. Slight oaky aroma from barrel aged whiskey.

INGREDIENTS:

Cabbage, Kosher Salt, Garlic, Whiskey, Dill

DOT CODES:

6-16oz Pouch (711883)
2 Gallon Pail (711890)
5 Gallon Pail (711889)



Roasted Garlic

Garlic forward with a touch of black pepper. Potent and rich.

INGREDIENTS:

Cabbage, Garlic, Kosher Salt, Pepper

DOT CODES:

6-16oz Pouch (711882)
2 Gallon Pail (711887)
5 Gallon Pail (711879)



Beet Red

Earthy, tart and slightly sweet. Adds a beautiful bite.

INGREDIENTS:

Red Cabbage, Beets, Carrots, Kosher Salt

DOT CODES:

6-16oz Pouch (711885)
2 Gallon Pail (711888)
5 Gallon Pail (711877)



Curry Kraut

Bold, flavorful, and slightly spicy. Inspired by southeast Asian flavors.

INGREDIENTS:

Cabbage, Jalapeno Peppers, Carrots, Kosher Salt, Garlic, Ginger, Turmeric, Cumin, Coriander, Mustard Seed

DOT CODES:

6-16oz Pouch (711884)
2 Gallon Pail (711880)
5 Gallon Pail (711881)



Gnar Gnar

Hot and smokey. Adds a gnarly kick to any dish.

INGREDIENTS:

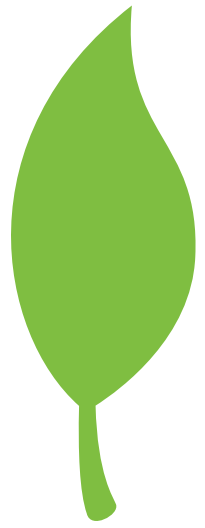
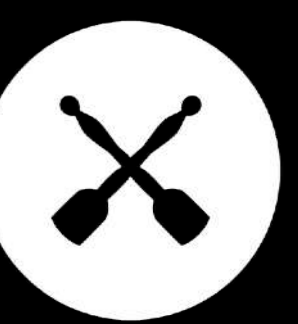
Cabbage, Bell Peppers, Jalapeno Peppers, Kosher Salt, Leeks, Chili Sauce (red chili, water, sugar, garlic, vinegar, salt), Garlic, Spices

DOT CODES:

6-16oz Pouch (711894)
2 Gallon Pail (711892)
5 Gallon Pail (711893)

	Shelf Life	Gross Weight	Storage	Pallet Configuration
2 Gallon	300 Days	16.22 lbs	Refrigerated	16 Ti X 5 Hi (80 Pails)
5 Gallon	300 Days	42.62 lbs	Refrigerated	12 Ti X 3 Hi (36 Pails)

Alignment with Key Consumer Trends



Plant Forward Eating: Cleveland Kraut is 100% vegan and vegetarian, and is frequently enjoyed with meat alternatives like tofu and Greenleaf.



Functional Foods: Cleveland Kraut is naturally packed with billions of probiotics that aid digestion and promote immunity.



Culinary Experimentation: Cleveland Kraut elevates sauerkraut through experimental flavor combinations that delight customers.



Dietary Styles: Consumers are flocking to diets like keto, paleo, gluten free, & more. Cleveland Kraut smoothly fits into all.



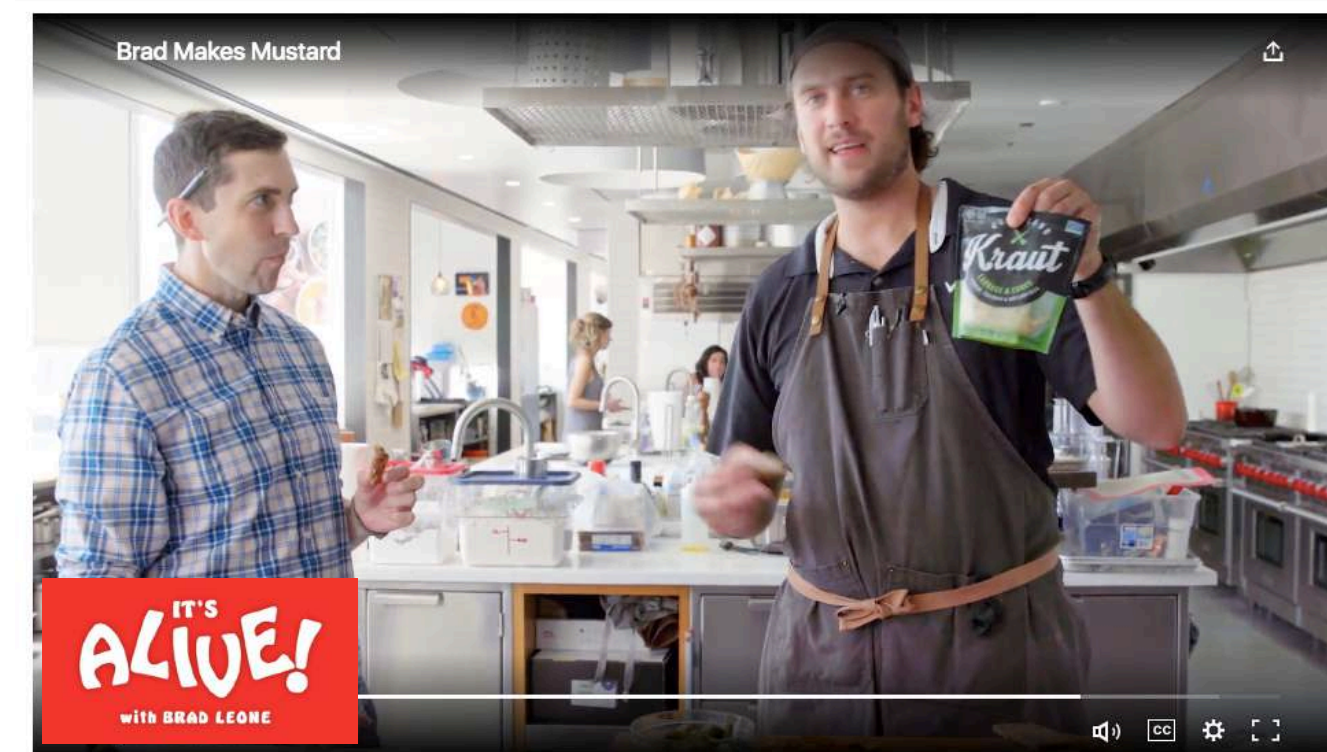
“The lines are blurring between the supplement and grocery aisles, and that trend will accelerate in 2021. That means superfoods, probiotics, broths and sauerkrauts.”

- Whole Foods Market, *The Next Big Things: Top 10 Food Trends for 2021*



“Fermented products high in probiotics like kombucha, kimchi and sauerkraut are continuing to increase in popularity.”

- Sodexo, *Love of Food: 2020 Trends Report*



Cleveland Kraut elevates traditional staples...



Cheeseburger with
Roasted Garlic Kraut



Ballpark Hot Dogs
with Curry Kraut



Reuben sandwich
with Whiskey Dill
Kraut

...and adds flare to contemporary favorites.



Steak tacos with
Gnar Gnar Kraut



Tofu Buddha Bowl
with Beet Red Kraut

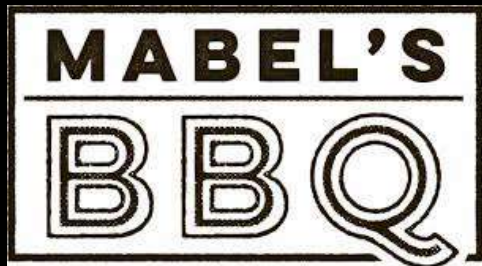


Avocado Toast with
Beet Red Kraut

Michael Symon Restaurants



Chef Symon features the Gnar Gnar on his pickle bars at this award winning midwestern burger chain.



Every tray served at this iconic Cleveland style BBQ restaurant includes a scoop of Gnar Gnar.



Find Cleveland Kraut on a traditional reuben sandwich at this popular gastropub.



Chef Symon featured Cleveland Kraut on multiple dishes during his popular "Symon Daily Dinners" web series.



[#SymonDinners](#) [#StayHome](#) [#WithMe](#)

Cook Along with Michael Symon | Pork and Kraut Patty Melts | Daily Dinner Day 24

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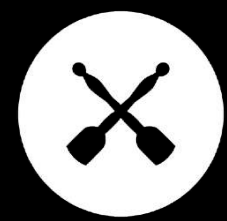
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Colleges & Universities

Cleveland Kitchen satisfies a number of needs for college and university foodservice managers, and is a favorite among student populations



Plant Based: Millennial and Gen Z-ers are increasingly following vegan and vegetarian diets. Even those who don't are more likely to moderate meat intake than other age groups. Cleveland Kitchen adds phenomenal plant based flavor to a wide variety of dishes.



Sophisticated Tastes: Foodie culture is alive and well on campuses. Cleveland Kitchen is a great addition to on-trend menu items like avocado toast, grain bowls, tacos and more.



Nutrition Trends: As a functional plant based food with probiotic properties, Cleveland Kitchen is exactly what students are looking for as they fuel their busy lifestyles.



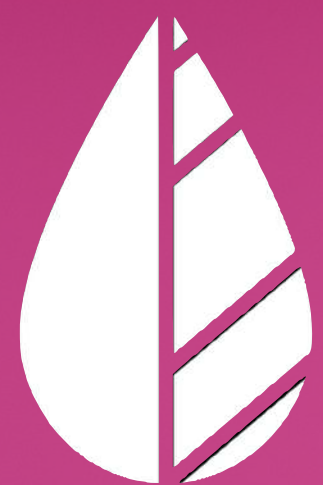
Current Partners Include:



DAVIDSON



Yale



Restore Cold Press Juice uses the Beet Red Kraut to add tart tangy flavor, crunchy texture, and on trend probiotic properties to their delicious avocado toast.



Fermented Foods For All!

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