

OUR STRONG ROOTS 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 the goodness of cauliflower



UNBEATABLE 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*

INGREDIENTS:

Spinach (50%), Sunflower Oil, Onion, Carrot, Water, Potato Flakes, Potato, Sunflower Seeds, Maize Flour, Maize Starch, Potato Starch, Vegetable bouillon, Red Beet, Citrus Fibre, Salt, Black Pepper



THE INGREDIENTS IN THIS PRODUCT ARE GLUTEN FREE HOWEVER IT IS PRODUCED IN A FACILITY WHERE GLUTEN IS PRESENT

Source: *Strong Roots Consumer Research OOH Opinion 2022



12 MONTHS
SHELF LIFE



FRYER
4 MINS
175°C



MERRY CHEF
IMPINGEMENT
OVEN

PRODUCT INFO

UNIT SIZE – 3 X 1KG packs

PIECE WEIGHT – 22g

PIECE COUNT – 42 Bites/pack*

* Approximate piece count



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*

INGREDIENTS:

Pea (58%), Sunflower Oil, Corn Starch, Carrot, Onion, Potato, Water, Red Beet, Maize Flour, Maize Starch, Potato Starch, Potato Flakes, Salt, Lemon Juice Powder, Citrus Fibre, Vegetable Bouillon Powder, Black Pepper



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12
MONTHS SHELF
LIFE



FRYER
4 MINS
175 °C



MERRY CHEF
IMPINGEMENT
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PRODUCT INFO

UNIT SIZE – 3 X 1KG packs

PIECE WEIGHT – 22g

PIECE COUNT – 42 Bites/pack*

* Approximate piece count



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

INGREDIENTS:

Cauliflower, Potatoes, Potato Flakes, Sunflower oil, Water, Corn Starch, Onion, Salt, Black pepper



12 MONTHS
SHELF LIFE



FRYER
5 MINS
175 °C



MERRY CHEF
IMPINGEMENT
OVEN

PRODUCT INFO

UNIT SIZE – 3 X 1KG bags

PIECE WEIGHT – 44g

PIECE COUNT – 22 hash browns\pack*

* Approximate piece count



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UNBEATABLE

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 its worth paying more for*
- Versatile for wide menu appeal.
- Fast preparation with multiple cook methods

INGREDIENTS:

Kidney Beans (31%), Water, Beetroot (10%), **Bulgur (WHEAT)**, Carrot, Sunflower Oil, Potato flakes , Red Beet, Potato, corn starch, Maize Flour, Vegetable bouillon, Maize Starch, Potato Starch, lemon juice powder, horseradish powder, Garlic Powder, Savory Herbs (Satureka Hortensis L.), Salt



Source: *Strong Roots Consumer Research OOH Opinium 2022



12 MONTHS
SHELF LIFE



FRYER
5 MINS
175 °C



MERRY CHEF
IMPINGEMENT
OVEN

PRODUCT INFO

UNIT SIZE – 4 X 600G packs
PIECE WEIGHT – 102g
PIECE COUNT – 6 burgers/pack*

* Approximate piece count



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

INGREDIENTS:

Long Grain Brown Rice (26%) (Water, Rice), Pumpkin (18%), Spinach (18%), Quinoa Crumb (11%) (Rice Flour, Gram Flour, Puffed Quinoa, Maize Starch, Salt), Water, Dehydrated Potato Flakes, Rapeseed Oil, Cornflour, Onion, Gluten Free Coating (Potato Starch, Maize Starch, Maize Flour), Garlic, Salt, Vegetable Bouillon (Sea Salt, Potato Starch, Rice Flour, Yeast Extract, Onion Powder, Garlic Powder, Herbs (Lovage, Parsley), Spices (White Pepper, Mace, Nutmeg), Spice Extract), Curry Powder (Turmeric, Coriander, Onion Powder, Ginger, Cumin, Fenugreek, Garlic Powder, Fennel, Cayenne, Salt, Black Pepper), Garlic Powder.



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12 MONTHS SHELF LIFE



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5 MINS
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MERRY CHEF
IMPINGEMENT
OVEN

PRODUCT INFO

UNIT SIZE – 4 X 600G packs
PIECE WEIGHT – 102g
PIECE COUNT – 6 burgers/pack*

* Approximate piece count