

# Plant-based deliciousness.™



Bring excitement to your  
menu with New Wave Shrimp.™

*Seafood, the plant-based  
breakout star for 2021<sup>1</sup>*



**Preps, cooks and works across  
your menu like ocean shrimp.**

Made from seaweed, with the same taste, texture and versatility of ocean shrimp, it's a healthy choice for customers, the planet and your bottom line.

# New Wave Shrimp.™

## The next innovation in plant-based.



Diners are demanding more plant-based options. And seafood offerings—made with this year’s breakout ingredient, seaweed<sup>2</sup>—are the hot new category in the plant-based revolution.<sup>3</sup>

Meet the demand for sustainably sourced seafood and the cutting-edge, plant-based items patrons crave. With the deliciously healthy, planet-friendly shrimp that’s making waves.

**70%**

*of consumers eat shrimp<sup>3</sup>*

**60%**

*eat meatless meals at least 1x a week<sup>4</sup>*

### Just like ocean shrimp. Only better.

- Flexitarian, vegetarian and vegan friendly
- All the taste and texture of ocean shrimp
- Easy to prepare
- Ingredient replacement for 16–20 ct. deveined shrimp
- Sustainable and responsibly sourced
- Made in the USA
- Made with seaweed & mung bean protein
- 5g protein / 5 piece serving
- Fewer calories than ocean shrimp
- Cholesterol free
- Soy and gluten free
- No shellfish allergens
- Kosher

### Works in any hot shrimp dish you serve.



Appetizer idea:  
**Tuscan Shrimp Bruschetta**



Appetizer idea:  
**Shrimp Nachos**



Lunch idea:  
**Shrimp Chowder**



Dinner idea:  
**Kung Pao Shrimp**

PRODUCT	ITEM	GTIN	DOT #	SHRIMP SIZE EQUIV.	SERVING SIZE	CASE PACK	NET WEIGHT	GROSS WEIGHT	SHELF LIFE (FROZEN)	SHELF LIFE (REFRIGERATED)
NEW WAVE SHRIMP™	70101	1-08-56166-00706-6	732752	16/20 CT.	5 SHRIMP	8 - 20 CT. BAGS	5.29 LB.	5.92 LB.	365 DAYS	3 DAYS

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<sup>1, 3</sup> Datassential, FoodBytes 2021 Trend Forecast <sup>2</sup> "Top 10 Trends 2021", Flavor & The Menu  
<sup>4</sup> Datassential, 2020 New Wave Foods Consumer Report <sup>5</sup> Technomic, Seafood and Vegetarian Consumer Trend Report 2019