



The PlantBorn Collection



Brought to you by

J.T.M.[®]
FOOD GROUP

Introducing...

the PlantBorn™ Collection from J.T.M. Food Group

Adding more plant-based options to your menus just got easier with J.T.M.'s NEW PlantBorn™ Taco Filling and Pasta Sauce. These slow-simmered, student favorites are made with Deeply Rooted® Farms Dehydrated Pea Protein Crumbles - the cleanest, best-tasting, plant-based crumble we could source - and blended with J.T.M.'s signature sauces to create familiar menu options that are simple to serve and taste great.

Total case shipments of plant-based proteins **rose by 82%** from 2021 to 2022.

~ Technomic K-12 Plant Based Report, December 2022

64% want more variety of menu items with alternative proteins.

~ Technomic, Alternative Protein Study, 2019

In a recent study of students, Chartwells K-12 found **1 in 3** rated **vegetarian or vegan options extremely or very important** when choosing lunch at school.

~ 2023 Chartwells K-12's top 10 food trends for kids report

The Deeply Rooted® Farms Difference

It was our mission when we kicked off the development of our PlantBorn™ line to find a partner who was as passionate about feeding our future as we are, and that could deliver a clean-label, alternative protein source that looks and tastes delicious. Deeply Rooted® Farms delivers all that and so much more.



WOMEN OWNED



The Plants

Yellow peas are grown on farms across the Midwest. They are harvested and processed to extract the starches to create a concentrated pea protein that is then extruded to produce a textured particle.

- Clean Label
- Allergen Free
- Gluten Free
- Non-GMO
- No Fillers

The People Behind the Plants



Kayla Beyer
Founder & CEO

As a working mom raising five kids on a Minnesota farm with a passion for the food industry, Kayla strives to feed her family healthy dishes they love and that are easy to prepare. Deeply Rooted® Farms was established in January of 2020 and began with a vision to provide quick, convenient meals made from plant-based and sustainable ingredients. Food that comes from the Earth and their hearts.



Alyssa Hills
VP of Sales

Alyssa is a food industry veteran, having worked for CPG companies throughout her career. She is also a working mom raising two children in New Hampshire. She heads Deeply Rooted® Farms' K-12 sales division and believes no child should go hungry.

The Products

PlantBorn™ Taco Filling



Packed with flavor, our PlantBorn™ Taco Filling is seasoned with chili powder, onion, garlic and cumin. It's perfect for taco salads, nachos, rice bowls, tacos, burritos, flatbreads, and quesadillas.

Item Code: 5248CE | Case Pack: 6/5 lb bags | 158 - 3.03 oz. servings per case
3.03 oz serving = 2.0 M/MA + 1/8 c R/O veg + 366 mg sodium + 1 g fat

PlantBorn™ Pasta Sauce



This classically seasoned sauce is made with a blend of tomatoes, onion, garlic, and Italian seasonings. It is great paired with pasta, on a flatbread or pizza, in a calzone or melt, and for speed-scratch lasagna and casseroles.

Item Code: 5588CE | Case Pack: 6/5 lb bags | 83 - 5.7 oz. servings per case
5.7 oz serving = 2.0 M/MA + 3/8 c R/O veg + 281 mg sodium + 4 g fat

Features & Benefits

- Clean Label
- Vegan
- Allergen & Gluten Free
- Menu Versatility
- Fully Prepared, Heat & Serve
- Labor Savings
- Affordable
- Easy to Menu

Other Meatless Options

- 5383 Premium Three Bean Chili (vegan, AF, GF)
- 5113 Creamy Tomato Soup (GF)
- 5114 Broccoli Cheese Soup (GF)
- 5115 Brown Gravy (vegan, AF, GF)

Preparation:

Simple to prepare and easy to serve, our PlantBorn™ products are packed in boilable/steamable pouches and are heated just like the rest of kettle-crafted products.

KEEP FROZEN. Place sealed bag in a steamer or in boiling water. Heat Approximately 45 minutes or until product reaches serving temperature of 135° F (HACCP). **CAUTION:** Open bag carefully to avoid being burned.

Recipe Ideas

Nachos



Burrito Bowl



Tacos



Pasta Bowls

Pizza



Melts



To request samples or for more information, please contact your J.T.M. or Broker representative.

