



# **NEW!** PLANT BASED BRIOCHE BUN



Expand your menu with a premium bun that meets consumers' needs for gourmet offerings and trending health halos without compromising taste and quality. Let's be honest...your menu deserves better brioche!



Buttery, rich, mildly sweet and flavorful, our soft brioche bun has a tender crumb that's hearty enough to hold up to the juiciest sandwich builds. This plant-based brioche uses alternative ingredients to create it's great flavor and texture. **Distributed frozen, ready to thaw and serve.**



**21%**

**OF CONSUMERS**

(27% of Gen Z) are integrating plant-based foods/beverages into their meals more routinely now than two years ago.<sup>1</sup>

**58%**

**OF PATRONS**

will pay more for premium bread sandwiches.<sup>2</sup>

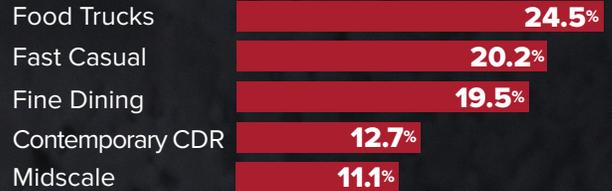
**54%**

**OF CONSUMERS**

consider plant-based items *slightly* or *much healthier*.<sup>3</sup>

**TOP BRIOCHE SEGMENTS**

**% OF OPERATORS**



**TOP VEGAN SEGMENTS**



**THE BRIOCHE STORY**

TOP DISHES USING BRIOCHE: SPECIALTY BURGERS AND CHICKEN SANDWICHES

**Average Menu Price:** Brioche at **\$14.00** vs. Traditional Buns at **\$10.40**  
That's an increased check ring of **34%!**



**RECIPE SUGGESTIONS**

GET CREATIVE! INSPIRE AND ELEVATE YOUR MENU



NASHVILLE HOT



BACON AND EGG BREAKFAST SANDWICH



BLUE CHEESE BACON BURGER

**Nutrition Facts**

90 servings per container  
**Serving size** 1 bun (73g)

**Amount per serving**  
**Calories** **240**

	% Daily Value*
<b>Total Fat</b> 5g	6%
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 320mg	14%
<b>Total Carbohydrate</b> 41g	15%
Dietary Fiber 1g	4%
Total Sugars 8g	
Includes 7g Added Sugars	14%
<b>Protein</b> 7g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 2.4mg	15%
Potassium 80mg	2%

\*The % Daily Value 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.

**MADE WITH OPERATORS IN MIND**

Crafted with high quality ingredients that provide an elevated eating experience to increase check rings.

Versatile, consistent formats that operators can count on.

Thaw & Sell with a **5 Day Shelf Life**

DESCRIPTION	SKU	GTIN	CASE PACK	SYSCO	PFG	DOT	US FOODS APN	US FOODS SPC
Brioche Bun, 4" (Sliced)	21925	100130872195255	90/2.57oz	7233293	174587	758307	5202915	5202915



**FOR MORE INFORMATION, CONTACT YOUR LA BREA BAKERY REPRESENTATIVE OR CALL 1-844-99ASPIRE**

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<sup>1</sup>Technomic 2022 Generational Consumer Trend Report | <sup>2</sup>Technomic 2022 Sandwich Report | <sup>3</sup>Technomic 2020 Healthy Eating Consumer Trend Report

