



Heidi's Real Food
Greenwich CT
www.HeidisRealFood.com

The Why

Heidi's Real Food launched out of my desire to find more vegan options for myself and my family. Anyone who has adopted a plant-based diet will tell you how repetitive and limiting it can be. Our business has grown organically over the past 5 years because we offer a creative option to the increased consumer demand for delicious plant-based alternatives to conventional meat. Heidi's products are made with as few ingredients as possible and are minimally processed.

Offerings

Heidi's Real Food retails frozen vegan 1 oz balls in certain regions of Whole Foods Market and other specialty grocery stores.

Ethnic flavors include:

Italian: bulgur wheat, mushrooms, sundried tomatoes, flaxseed meal, Italian spice

Persian (GF): chickpeas, spinach, dates, flaxseed meal, middle Eastern spice

Barbados (GF): kidney beans, collard greens, mango, curry, pumpkin seed

Shanghai (GF): forbidden rice, mushrooms, edamame, roasted soynuts, spice

Heidi's now offers these delicious flavors for food service, packed 2 - 4lb buckets/case. The buckets come frozen, once slacked, have a 5 day shelf life. Buckets provide culinary great versatility in both form and size. Simply scoop for delicious vegan appetizers, balls, sliders, patties, loafs.

Heidi's retail is distributed by UNFI

Heidi's scoop-able buckets are distributed by PFG

Differentiation

Where do we begin? We have no direct competitor in food service or retail!

-- Our products are 10 ingredients or less.

-- They contain no TVP or TSP, and three of our four flavors are gluten-free.

-- We are a plant-based protein that's not trying to imitate meat. We offer exciting flavor from high-fiber, nutrient-rich ingredients.

-- Our product is visually appetizing, you see our ingredients!

Experience

I, Heidi, stood in grocery stores for 4 years. I listened to feedback and gained knowledge and insights on what consumers wanted to see in a meatless product. Flavors were dropped, others added. Ingredients were tweaked for taste and production safety. We now offer the most popular flavor profiles made from the highest quality ingredients. Our production facilities are nut-free and have GMP and HAACP programs to ensure industry standard food safety protocols. Our buckets and new relationship with PFG may seem like an overnight success but it has all been built on years of refinement and perfection.

Our Clients Include...

Goldman Sachs (Manhattan and Jersey City), Morgan Stanley, Credit Suisse, Hilton Hotel, Square Space.

Now that we are with PFG, we anticipate rapid expansion to reach many more.

In Conclusion

We love the idea of a plant-based world but our real passion is delicious and creative food that happens to be plant-based. We hope to share our passion with you!