



# Plant-based pulled beef

With Vertis™ plant-protein  
Looks and tastes like the original.

Who could resist this plant-based pulled beef with its juicy texture, authentic beef notes, and delicate balance of umami?

It offers a cruelty-free option for those who savor the taste and experience of pulled beef, delivering a high-protein dish without consuming meat. Plant-based pulled beef is a flavorful and versatile ingredient that can be used in tacos, burritos, burgers, and other dishes. It also pairs well with vegan coleslaw, pickles, and condiments.

We understand that staying ahead of the competition isn't easy, but rest assured, we're here to ensure that you and your customers can truly enjoy it all.



Download the leaflet

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So what's the secret? The secret to our delicious plant-based pulled beef is Vertis™ textured pea protein, which delivers the satisfying, fibrous and stringy texture of pulled beef. Topped with umami flavors which provide depth and complexity with brothy, acidic and meaty notes. And finally infused with the finest culinary top notes which create an authentic and rich beef taste. And the best part? Our plant-based pulled beef is not only delicious, but also nutritious. It's packed with protein and low in fat, making it a healthy choice for you and your family.

## Target audience

Consumers seeking a healthy, high-protein, low-fat meal that tastes amazing

## Eating moment

Lunch or dinner

## Benefits

- High in protein
- Low in fat
- Nutriscore B
- Plant-based

## Ingredients list

Water, texturized pea protein, soy sauce (water, fermented soybeans, salt, wine vinegar), natural flavoring, spices (onion, white pepper, garlic), color: beetroot extract, caramel (E150)

## Nutrition facts per 100 g

Energy	191 kcal
Protein	28.7g
Fat	1.4g
Of which saturated fatty acids	0.2g
Carbohydrates	86.6g
Of which sugars	1.0g
Dietary fibers	2.20g
Sodium	0.243g

Manufactured in a facility that also processes milk, eggs, peanuts, nuts, sesame, mustard, soy and wheat and therefore may contain traces of all the above.

## dsm-firmenich solutions

### Taste

- ✓ **Umami flavor** provides a brothy, acidic and meaty base note
- ✓ **Beef flavors** add an authentic boiled, meaty and juicy beef note

### Texture & Health

- ✓ **Vertis™ P65.01I TVP** ensures the bite and texture of real meat while being free from major allergens

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