

FALAFEL

Generate sales with the in-demand plant-based protein made just for your menu.

originated in Egypt
as a meat alternative

became popular in the 1950s
as a common street food
in the Middle East

breakout star of the
Mediterranean with great
flexibility across the menu

made of ground
chickpeas,
fava beans
and seasonings

 **grecian
delight**

International
Falafel Day
is June 12th



Authentic Falafel Adds Ethnic Flair to Your Menu

Falafel is a strongly-trending ethnic cuisine that meets the expanding demands for global flavors and street food options while offering an alternative protein source. Globally inspired plant-forward food, including Falafel, is trending across menu parts.¹ Grecian Delight lets you serve this "breakout star of the Mediterranean" trend in the way that best fits your operation by providing different formats to offer up that authentic flavor your guests crave.

Falafel named a **Most-Loved** Emerging Middle Eastern Dish²

Falafel is a plant-based superstar with its **craveable** texture, **customizable** flavor and **endless** versatility³

33% growth of falafel on menus over the last 4 years⁴

Falafel is up 45% on Quick Service menus over the last 4 years⁴



On-Trend Ideas from Your Mediterranean Partner

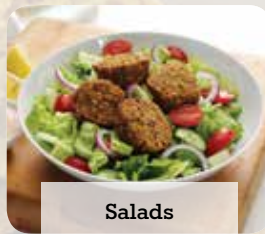
Whether it's to expand your vegetarian options with hearty offerings or to give your menu an on-trend global flair, Falafel can be integrated into a variety of irresistible entrées, appetizers, snacks and side dishes to truly tantalize.



Traditional Sandwiches



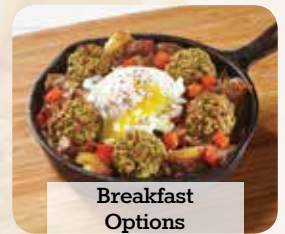
Snacks or Sides



Salads



Ethnic Bowls



Breakfast Options

Falafel (CRC Kosher Pereve)

SKU #	GTIN	Product Description	Case Pack	Net Wt. (lbs.)	Gross Wt. (lbs.)	Case Dimensions	Case Cube	Pallet Pattern	
255	0-00-75365-00255-6	Falafel Dough	GF AC AF AP Vg	4 - 3.75 lb.	15.0	16.3	13.75 x 7.13 x 9.50	0.54	6 x 15 = 90
SA000011	0-00-75365-00092-7	Falafel I.Q.F. Fritters 1 oz.	GF AC AF AP Vg	4 - 4 lb. bag	16.0	17.0	16.94 x 11.06 x 7.50	0.81	9 x 8 = 72
00260	0-00-75365-00260-0	Falafel Pre-Cooked Pucks 1 oz.	AF AP Vg	4 - 4 lb. bag	16.0	17.0	14.00 x 14.00 x 6.00	0.68	6 x 9 = 54



Falafel Dough

Customize by adding your own ingredients and style



Falafel I.Q.F. Fritters

Easy-prep with back-of-house look



Falafel Pre-Cooked Pucks

Easy-prep, bakeable

All items made in the U.S.A.

GF Gluten Free AC Free of Artificial Colors AF Free of Artificial Flavors AP Free of Artificial Preservatives Vg Vegan

For amazing menu-building and profit-generating opportunities, talk with your Grecian Delight representative today, or visit greciandelight.com.



A Pure Mediterranean Foods Company

