

# 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,  
spices 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.<sup>1</sup> 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 Dish<sup>2</sup>

Falafel is a plant-based superstar with its **craveable** texture, **customizable** flavor and **endless** versatility<sup>3</sup>

**32% growth** of falafel on menus over the last 4 years<sup>4</sup>

**Falafel is up 53%** on Fast Casual menus over the last 4 years<sup>4</sup>



# On-Trend Ideas from Your Mediterranean Partner

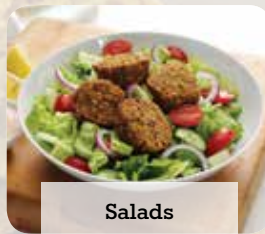
Whether it's to expand your vegetarian options with hearty offerings or to give your menu an on-trend global flair, Falafel can be integrated into a variety of irresistible entrées, appetizers, snacks and side dishes to truly tantalize.



**Traditional Sandwiches**



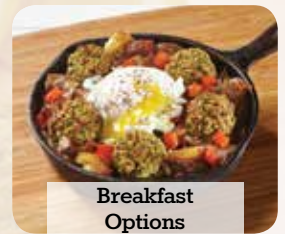
**Snacks or Sides**



**Salads**



**Ethnic Bowls**



**Breakfast Options**

## Falafel (\*CRC Kosher Pareve)

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*		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.*	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 Cooked Pucks 1 oz.	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](http://greciandelight.com).



A Pure Mediterranean Foods Company

