

To: Prime Roots Customers and Operators
From: Prime Roots Team

**Upcoming Recipe and Label Changes for Prime Roots Products Effective
for all orders shipping on or after June 9th**

We are excited to announce some updates to our product recipes and labels that will elevate the quality and appeal of Prime Roots products for both taste and marketing. Beginning with all orders shipping on or after June 9th, Prime Roots will only be shipping products with these new recipes and labels. Please note we will **not** be changing GTINs, and these changes will impact lot codes 025-119 or higher.

Below, we have outlined the key updates and their benefits for your reference and so we can work together to make the necessary changes within your systems.

Recipe Changes

- Minor adjustments to ingredients have been made to further enhance the taste profile and overall quality of our products. Please see the table below for the specific ingredient change details.
- In summary, we've added three new ingredients: Mycoprotein into our protein blend (another type of fungi protein similar to Koji), Baking Soda, and Bamboo Fiber in limited SKUs. We have removed 2 ingredient from all products: sesame oil (non-allergenic) and rice from all our bulk meat recipes.
- ***Blind taste test results indicate that 50%+ of meat eaters prefer or would switch to Prime Roots over traditional meat with these new recipes.***

Label Changes

- Updated product labels, designed to better resonate with consumers, emphasize the health benefits and quality of Prime Roots. Please see Page 3. For the specific visual label changes for each Prime Roots products.
- ***The new labels have been shown to increase willingness to try and taste perception by up to 30% among consumers.***

More Information

If you have any questions or need further materials to support this transition, please do not hesitate to reach out to our Chief Operating Officer, Bill Pickar – bill@primeroots.com.









Thank you for your continued support and partnership.

Sincerely,

The Prime Roots Team

Product	Case UPC	Old Recipe Ingredients	New Recipe Ingredients	Differences
Prime Roots Smoked Turkey	90810146640250	Protein Blend (Koji Culture, Yeast), Water, Pea Fiber, Natural Flavor, Calcium Carbonate, Konjac Root Flour, less than 2 percent of: Sea Salt, Rice Bran Oil, Onion Powder, Spices, Garlic Powder, Rice , Natural Smoke Flavor, Sesame Oil , Hydrated Lime, Sodium Ascorbate (Vitamin C).	Whole Food Clean Protein Blend (Mycoprotein , Yeast, Koji), Water, Pea Fiber, Rice Bran Oil, Natural Flavor, Konjac Root Flour, less than 2 percent of: Hydrated Lime, Sea Salt, Natural Smoke Flavor, Baking Soda , Sodium Ascorbate (Vitamin C), Spices, Onion Powder, Garlic Powder.	NEW INGREDIENTS: Mycoprotein, Baking Soda REMOVED INGREDIENTS: Rice, Sesame Oil
Prime Roots Cracked Pepper Turkey	90810146640229	Protein Blend (Koji Culture, Yeast), Water, Pea Fiber, Calcium Carbonate, Natural Flavor, Konjac Root Flour, less than 2 percent of: Sea Salt, Rice Bran Oil, Black Pepper, Onion Powder, Garlic Powder, Rice , Sesame Oil , Hydrated Lime, Sodium Ascorbate (Vitamin C).	Whole Food Clean Protein Blend (Mycoprotein , Yeast, Koji), Water, Pea Fiber, Rice Bran Oil, Natural Flavor, Konjac Root Flour, less than 2 percent of: Black Pepper, Baking Soda , Sodium Ascorbate (Vitamin C), Hydrated Lime, Sea Salt, Onion Powder, Garlic Powder.	NEW INGREDIENTS: Mycoprotein, Baking Soda REMOVED INGREDIENTS: Rice, Sesame Oil
Prime Roots Smoked Ham	90810146640274	Protein Blend (Koji Culture, Yeast), Water, Natural Flavor, Konjac Root Flour, Rice Bran Oil, less than 2 percent of: Sea Salt, Rice , Spices, Natural Smoke Flavor, Natural Lycopene For Color, Sesame Oil , Hydrated Lime, Sodium Ascorbate (Vitamin C), Onion Powder.	Whole Food Clean Protein Blend (Mycoprotein , Yeast, Koji), Water, Pea Fiber, Natural Flavor, Konjac Root Flour, less than 2 percent of: Coconut Oil, Baking Soda , Sodium Ascorbate (Vitamin C), Natural Lycopene For Color, Hydrated Lime, Bamboo Fiber , Natural Smoke Flavor, Rice Bran Oil, Sea Salt, Onion Powder, Spices.	NEW INGREDIENTS: Mycoprotein, Baking Soda, Bamboo Fiber REMOVED INGREDIENTS: Rice, Sesame Oil
Prime Roots Black Forest Ham	90810146640212	Protein Blend (Koji Culture, Yeast), Water, Natural Flavor, Konjac Root Flour, Rice Bran Oil, less than 2 percent of: Sea Salt, Rice , Spices, Garlic Powder, Natural Lycopene For Color, Sesame Oil , Hydrated Lime, Sodium Ascorbate (Vitamin C), Fruit Juice For Color, Onion Powder.	Whole Food Clean Protein Blend (Mycoprotein , Yeast, Koji), Water, Pea Fiber, Natural Flavor, Konjac Root Flour, less than 2 percent of: Coconut Oil, Baking Soda , Sodium Ascorbate (Vitamin C), Natural Lycopene For Color, Fruit Juice For Color, Hydrated Lime, Bamboo Fiber , Sea Salt, Natural Smoke Flavor, Rice Bran Oil, Spices, Onion Powder, Garlic Powder.	NEW INGREDIENTS: Mycoprotein, Baking Soda, Bamboo Fiber REMOVED INGREDIENTS: Rice, Sesame Oil
Prime Roots Salami	90810146640298	Protein Blend (Koji Culture, Yeast), Water, Natural Flavor, Konjac Root Flour, Pea Starch, Coconut Oil, Organic Sugar, less than 2 percent of: Sea Salt, Garlic Powder, Rice , Rice Bran Oil, Spices, Natural Lycopene For Color, Black Pepper, Natural Smoke Flavor, Hydrated Lime, Calcium Carbonate, Sodium Ascorbate (Vitamin C).	Whole Food Clean Protein Blend (Mycoprotein , Yeast, Koji), Water, Natural Flavor, Coconut Oil, Pea Starch, Konjac Root Flour, Organic Sugar, less than 2 percent of: Black Pepper, Baking Soda , Sodium Ascorbate (Vitamin C), Natural Lycopene For Color, Hydrated Lime, Calcium Carbonate, Sea Salt, Natural Smoke Flavor, Rice Bran Oil, Garlic Powder.	NEW INGREDIENTS: Mycoprotein, Baking Soda REMOVED INGREDIENTS: Rice
Prime Roots Pepperoni (Pizza)	90810146640373	Protein Blend (Koji Culture, Yeast), Water, Coconut Oil, Natural Flavor, Konjac Root Flour, Sea Salt, Pea Starch, Rice Bran Oil, Less than 2 percent of: Spices, Garlic Powder, Rice , Natural Lycopene For Color, Paprika Extract For Color, Hydrated Lime, Calcium Carbonate, Sodium Ascorbate (Vitamin C), Onion Powder.	Water, Whole Food Clean Protein Blend (Mycoprotein , Yeast, Koji), Coconut Oil, Natural Flavor, Konjac Root Flour, Sea Salt, Pea Starch, Spices, Rice Bran Oil, less than 2 percent of: Pea Fiber , Baking Soda , Sodium Ascorbate (Vitamin C), Paprika Extract For Color, Natural Lycopene For Color, Hydrated Lime, Calcium Carbonate, Garlic Powder, Onion Powder.	NEW INGREDIENTS: Mycoprotein, Pea Fiber, Baking Soda REMOVED INGREDIENTS: Rice
Prime Roots Bacon	90810146640335	Protein Blend (Koji Culture, Yeast), Water, Coconut Oil, Konjac Root Flour, Natural Flavor, less than 2 percent of: Rice Bran Oil, Rice , Sea Salt, Natural Smoke Flavor, Natural Lycopene For Color, Sodium Ascorbate (Vitamin C), Hydrated Lime.	Whole Food Clean Protein Blend (Mycoprotein , Yeast, Koji), Water, Coconut Oil, Konjac Root Flour, Natural Flavor, less than 2 percent of: Pea Fiber , Baking Soda , Sodium Ascorbate (Vitamin C), Natural Lycopene For Color, Hydrated Lime, Natural Smoke Flavor, Rice Bran Oil, Sea Salt.	NEW INGREDIENTS: Mycoprotein, Pea Fiber, Baking Soda REMOVED INGREDIENTS: Rice

Here are the visual label changes for each product for your reference:

Old/Current Prime Roots Label.		New Prime Roots Label
Black Forest Ham		
Smoked Ham		
Smoked Turkey		
Cracked Pepper Turkey		
Salami	