



# BIG MOUNTAIN FOODS

## COMMERCIALIZATION OF CAULICRUMBLE



Image Courtesy of Big Mountain Foods

**\$34.7K**

**FUNDED BY THE CANADA-BC AGRICULTURE INNOVATION PROGRAM**

**CURRENT PRESENCE IN OVER 1000 RETAILERS**



**MEETS CANADIAN FOOD INSPECTION AGENCY'S STANDARDS**



Image Courtesy of Big Mountain Foods

### Background

- Big Mountain Foods, a Vancouver-based company, has successfully commercialized their new product CauliCrumble, which is non-GMO, free of soy, dairy, gluten, sugar, and is certified Vegan and Kosher.
- The retail sector asked Big Mountain Foods to develop a product to fill a perceived market gap.
- The product uses whole yellow split peas, sunflower seeds, fresh red peppers and cauliflower grown in B.C.

### Funding from the Governments of Canada and British Columbia has allowed the company to:

- Develop product packaging, shelf life testing, and a nutritional panel.
- Contact and send samples to current retail partners.
- Create and order advertising materials for demos, finalize and participate in demos, and advertise product at events and tradeshows.
- Launch advertising campaign via social media.

### Creating a Stage for Cauliflower

Big Mountain Foods currently has other highly successful Vegetarian and Vegan burger patties, *The Original Veggie Patty* and *Santa Fe Cheesy Patty*, being sold in over one thousand retailers. The products meet the Canadian Food Inspection Agency's standards for high protein and fibre whole food ingredients.

Big Mountain Foods has made a major advancement in bean based protein products. The CauliCrumble Veggie Grounds product is an extension of Big Mountain Foods current vegetarian line and aims to provide a meatless alternative free of soy and gluten to vegans, vegetarians, flexitarians, fitness lovers and athletes, and children over three years of age. Through extensive efforts, including connecting with consumer audiences via demonstrations and social media marketing, Big Mountain Foods has created a brand new product for supermarkets, using ingredients produced in B.C. and Canada.

### Benefits to British Columbia

- There is a lack of meatless alternatives that do not contain soy or gluten, and this product nicely fills that gap for consumers.
- This product also caters to consumers with food allergies and restrictions.

Funding for the Canada-BC Agri-Innovation Program has been provided by the Governments of Canada and British Columbia through *Growing Forward 2*, a federal-provincial-territorial initiative.

**Growing Forward 2**

A federal-provincial-territorial initiative



**Investment Agriculture Foundation**  
of British Columbia



**Canada**