

# CRISPY VEGAN SUSHI

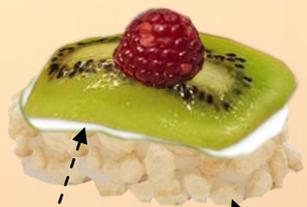


fruit

fruit

veggies

## concept



ricotta+honey

puffed rice

ricotta+salt+  
pepper+chili

integral puffed rice

you can also add some seeds or  
dried-fruit-granola for an extra touch of  
crunchiness

A completely new, colorful, healthy, tasty and mood-lifting concept for breakfast: crispy vegan sushi. But wait! This is "sushi" only in the appearance. The sushi style is perfect to add originality to the product, to enhance the ingredients and their colors, and to make the moment of consumption easy and convenient, as every piece can be eaten in two bites and picked up using the fingers. So, what's different from classic sushi? Apart from the fact that there is no fish (!), but fresh fruit and vegetables instead, the great innovation is that these beauties are made with puffed rice! Puffed rice is a WOW solution: it is perfect for breakfast, much more than classic sushi-style rice; it is crispy, and it gives crunchiness to the nigiri, contrasting amazingly with the fresh topping of fruit or vegetables; it is a healthy cereal, and it can be absolutely part of the Florette's offer without looking weird. Crispy vegan sushi is a joy for the sight and for the palate. It is colorful, healthy, super-tasty, fulfilling, easy to eat at home or on the go. In the picture I showed just an example of possible combinations. The fruit/vegetables are stuck on the crispy nigiri through a fluffy, delicious filling made of ricotta+honey (for fruit) and ricotta, salt, chili+pepper for veggies. For the veggies variant, I used integral puffed rice instead of simple puffed rice: it may be a great variation, super-healthy and perfectly matching the taste of the veggies.



The packaging: a tray with a transparent lid, which allows you to see inside and crave for these beauties.



## A balanced breakfast

Crispy Vegan Sushi is a wholesome, balanced breakfast. It has all the vitamins and fibers of fruit/vegetables, milk enzymes and calcium of the ricotta stuffing and the good carbs of puffed rice (especially if integral). I have no doubts that this can be the next big thing, capable to change the breakfast habits of many people.

Why would people choose your solution over anything else? What's unique about it?

Its composition is absolutely unique, there is nothing like this on the market. People will choose it because it is healthy, balanced, colorful, tasty, original and convenient to eat at home or on the go. Also, it is so beautiful that it uplifts your mood!

What is the benefit for the consumer that the brand could claim?

A unique recipe, a new, original interpretation of sushi, different from anything seen before and packed with nutrients.