



Food Service Innovation: 2025

2 Friends

1 crazy idea about vegetables!

After spending 4 years working together for an organic meat company, David and John decided they had enough. They quit their jobs, combined their savings, and started Wholly Veggie on the belief that the world would be a better place with more veggies on our plates.

Learn more at WhollyVeggie.com





VEGETABLES, BUT FUN!

Appetizers

WHOLLYVEGGIE.COM

Cauliflower Drums & Flats: Plain

Made with real cauliflower, pea protein and natural seasonings.

INGREDIENTS:

Cauliflower, Water, Breading (panko bread crumb (rice flour, pea protein, dextrose,sodium bicarbonate), rice flour, sea salt, yeast extract, sunflower oil, xanthan gum, potato starch,sea salt, ancho pepper powder), Canola oil, Brown rice, Pea protein, Corn starch, Modified cellulose, Yeast extract, Onion powder, Salt, Cane sugar, Garlic powder, Citric acid.

DIRECTIONS:

Conventional Oven: Pre-heat oven to a medium-high heat 204°C (400°F), place parchment paper on top of a baking tray and the product on top of the paper. Bake for around 8-10 minutes per side or until the internal temperature reaches 74°C (165°F).

Deep Fryer: Pre-heat fryer to a medium heat 176°C (350°F), place product on basket and drop on oil slowly. Cook for about 3 to 3½ minutes per side or until the internal temperature reaches 74°C (165°F).

PACKAGING: NET WT 4.54 kg (10 LB)

SHELT LIFE: 12 MONTHS CASE PACK: 178 x 25.5 CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

Nutrition Facts Valeur nutritive

Per 4 wings (96 g)
pour 4 ailes (96 g)

	% Daily Value *
Calories 160	% valeur quotidienne *
Fat / Lipides 5 g	7 %
Saturated / saturés 0.5 g	3 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 25 g	
Fibre / Fibres 2 g	7 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 4 g	
Cholesterol / Cholestérol 0 mg	
Sodium 390 mg	17 %
Potassium 50 mg	1 %
Calcium 20 mg	2 %
Iron / Fer 0.5 mg	3 %

VEGAN • GLUTEN-FREE • DEEP FRY IN 6 MINS.



NET WT 4.54 kg (10 LB)

Cauliflower Drums & Flats: Buffalo

Made with real cauliflower, pea protein and natural seasonings.

INGREDIENTS:

Cauliflower, Filtered water, Cooked brown rice (water, long grain brown rice), Pea protein isolate, Corn starch, Modified cellulose, Yeast extract, Onion powder, Sea salt, Organic cane sugar, Garlic powder, Salt, Citric acid. Breading: Enriched wheat flour, Expeller pressed sunflower oil and/or Canola oil, Filtered water, Tapioca starch, Cane sugar, Salt, Spices, Rice flour, Extractives of paprika, Yeast extract, Citric acid, Natural flavour, Yeast, Sea salt, Sodium bicarbonate, Xanthan gum.

DIRECTIONS:

Conventional Oven: Pre-heat oven to a medium-high heat 204°C (400°F), place parchment paper on top of a baking tray and the product on top of the paper. Bake for around 8-10 minutes per side or until the internal temperature reaches 74°C (165°F).

Deep Fryer: Pre-heat fryer to a medium heat 176°C (350°F), place product on basket and drop on oil slowly. Cook for about 3 to 3½ minutes per side or until the internal temperature reaches 74°C (165°F).

PACKAGING: NET WT 4.54 kg (10 LB)

SHELF LIFE: 12 MONTHS CASE PACK: 178 x 25.5 CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

Nutrition Facts
Valeur nutritive

Per 4 wings (96 g) pour 4 ailes (96 g)	
Calories 170	% Daily Value *
Fat / Lipides 6 g	8 %
Saturated / saturés 0.5 g	3 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 24 g	
Fibre / Fibres 2 g	7 %
Sugars / Sucres 2 g	2 %
Protein / Protéines 5 g	
Cholesterol / Cholestérol 0 mg	
Sodium 440 mg	19 %
Potassium 75 mg	2 %
Calcium 20 mg	2 %
Iron / Fer 1.75 mg	10 %

VEGAN • GLUTEN-FREE • DEEP FRY IN 6 MINS.



NET WT 4.54 kg (10 LB)

Plant-based Homestyle Nuggets

Plant-based nuggets crafted with soy protein, natural seasonings, and a golden, crispy breading.

INGREDIENTS:

Cauliflower, Filtered water, Cooked brown rice (water, long grain brown rice), Pea protein isolate, Corn starch, Modified cellulose, Yeast extract, Onion powder, Sea salt, Organic cane sugar, Garlic powder, Salt, Citric acid. Breading: Enriched wheat flour, Expeller pressed sunflower oil and/or Canola oil, Filtered water, Tapioca starch, Cane sugar, Salt, Spices, Rice flour, Extractives of paprika, Yeast extract, Citric acid, Natural flavour, Yeast, Sea salt, Sodium bicarbonate, Xanthan gum.

DIRECTIONS:

Conventional Oven: Pre-Heat oven to 190.5°C (375°F), place parchment paper on top of a baking tray and the product on top of a paper. Bake for around 8-10 minutes per side or until the internal temperature reaches 74°C (165°F).

Deep Fryer: Pre-Heat fryer to a medium heat 176.7°C (350°F), place product on basket and drop on oil slowly. Cook for about 3 to 3 ½ minutes per side or until the internal temperature reaches 74°C (165°F).

PACKAGING: NET WT 4.54 kg (10 LB)

BAG INSIDE MASTERCASE (L x W): 7" x 19"

PIECE WEIGHT: 21-23 grams

PIECE DIMENSIONS (L x H x W): 1.25" x 0.65" x 2"

SHELF LIFE: 12 MONTHS CASE PACK: 226 x 20

CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

Nutrition Facts Valeur nutritive

Per 5 nuggets (100 g)
pour 5 pépites (100 g)

Calories 150	% Daily Value *
	% valeur quotidienne *
Fat / Lipides 4.5 g	6 %
Saturated / saturés 0.5 g	3 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 17 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 13 g	
Cholesterol / Cholestérol 0 mg	
Sodium 790 mg	34 %
Potassium 250 mg	7 %
Calcium 30 mg	2 %
Iron / Fer 3.5 mg	19 %



VEGAN • GLUTEN-FREE • DEEP FRY IN 6 MINS.

NET WT 4.54 kg (10 LB)

Plant-based Meatless Tenders

Plant-based tenders crafted with soy protein, natural seasonings, and a golden, crispy breading.

INGREDIENTS:

Filtered water, Soy protein concentrate, Expeller pressed sunflower oil and/or Safflower oil and/or Canola oil, Wheat gluten, Potato starch, Yeast extract, Wheat starch, Modified cellulose, Organic cane sugar, Natural flavour, Sea salt, Onion powder, Garlic powder, Salt. Breading: Enriched wheat flour, Filtered water, Cane sugar, Potato starch, Yeast, Sea salt, Extractives of paprika and turmeric, Leavening (cream of tartar, sodium bicarbonate).

DIRECTIONS:

Conventional Oven: Preheat oven to 208°C (425°F). Place on a non-stick baking tray. Bake for 10-12 minutes, turn over and bake for an additional 10-12 minutes. Let stand for 1 minute before serving. Cook from frozen to an internal temperature of 74°C (165°F).

Deep Fryer: Preheat the fryer to 205°C (400°F). Evenly place 8-10 Meatless Tenders in fryer basket. Cook from frozen for 8-10 minutes. Let stand for 1 minute before serving. Ensure product reaches an internal temperature of 74°C (165°F).

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PACKAGING: NET WT 4.54 kg (10 LB)

BAG INSIDE MASTERCASE (L x W): 7" x 19"

PIECE WEIGHT: 33-35 grams

PIECE DIMENSIONS (L x H x W): 1.25" x 0.65" x 3.25"

Nutrition Facts Valeur nutritive

Per 4 tenders (100 g)
pour 4 lanières (100 g)

Calories 200	% Daily Value *
	% valeur quotidienne *
Fat / Lipides 7 g	9 %
Saturated / saturés 0.5 g	3 %
+ Trans / trans 0.1 g	
Carbohydrate / Glucides 23 g	
Fibre / Fibres 4 g	14 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 13 g	
Cholesterol / Cholestérol 0 mg	
Sodium 310 mg	13 %
Potassium 300 mg	9 %
Calcium 50 mg	4 %
Iron / Fer 2.5 mg	14 %

SHELF LIFE: 12 MONTHS CASE PACK: 162 x 28

CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

VEGAN • CRISPY • DEEP FRY IN 8 MINS.

**JUICY &
TENDER**



NET WT 4.54 kg (10 LB)

Beer Battered Cheese Curds

Classic white cheddar cheese curd in a crispy beer battered coating.

INGREDIENTS:

Firm unripened cheese (pasteurized milk, modified milk ingredients, salt, bacterial culture, calcium chloride, microbial enzyme), Water, Batter (flour, yellow corn flour, cornstarch, salt, sodium bicarbonate, garlic powder, onion powder, dextrose, spices, methylcellulose, paprika extractives), Predust (yellow corn flour, toasted wheat crumbs, potato starch, rice flour, sugar, whey powder [milk], grated Parmesan cheese [contains milk], salt, onion powder, vegetable oil, garlic powder, grated Romano cheese [components], citric acid, Non-alcoholic beer (water, malted barley, wheat, oats, hops, yeast, potassium sorbate) modified corn starch, dehydrated cauliflower powder, sea salt, xanthan gum), Vegetable oil.

DIRECTIONS:

Conventional Oven: Preheat oven to 425°F (220°C). Place frozen product in a single layer on a baking sheet. Bake for 20 to 25 minutes, flipping halfway through. Caution: product will be very hot!

Deep Fryer: 454 g (1 lb), 1/3 basket of frozen product at 350°F (177°C) for 1 3/4 to 2 minutes. Shake basket after 30 seconds. Caution: product will be very hot!

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PACKAGING: 4.54 KG (10 LB)

BAG INSIDE MASTERCASE (L x W): 11" x 18"

PIECE WEIGHT: 5-13 grams

PIECE DIMENSIONS (L x H x W): VARIES

SHELF LIFE: 12 MONTHS

CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

Nutrition Facts Valeur nutritive

Per 100 g
pour 100 g

Calories 270

	% Daily Value *
Fat / Lipides 14 g	19 %
Saturated / saturés 7 g	38 %
+ Trans / trans 0.5 g	

Carbohydrate / Glucides 26 g

Fibre / Fibres 1 g	4 %
Sugars / Sucres 1 g	1 %

Protein / Protéines 12 g

Cholesterol / Cholestérol 40 mg

Sodium 660 mg	29 %
Potassium 75 mg	2 %
Calcium 300 mg	23 %
Iron / Fer 1 mg	6 %

CANADIAN CHEESE • SOUR BEER BATTERED

**CLASSIC
CURDS**

NET WT 4.54 kg (10 LB)



— VEGETABLES, BUT FUN! —

Meatless

— WHOLLYVEGGIE.COM —

The Super Greens Veggie Burger

Craving greens? This zesty blend of green beans, peas, broccoli, and spinach offers a wholesome, veggie-packed experience in every bite.

INGREDIENTS:

Green beans, Green peas, Broccoli, Pea protein, Water, Sunflower oil, Spinach, Onions, Methylcellulose, Lemon juice, Salt, Citrus fibre, Garlic powder, Spices, Granulated roasted garlic, Dehydrated parsley, Onion powder, Toasted onion powder, Dehydrated green onion, Dehydrated onion, Natural flavour.

DIRECTIONS:

Cook from frozen. Product must be cooked thoroughly to 165°F (74°C). Appliance temperatures may vary so adjust baking time and appliance temperature as necessary. Do not refreeze a defrosted product.

Stovetop / Skillet / Grill / BBQ: RPreheat lightly oiled surface over medium heat, cook 4-5 mins. per side. Oven: Bake at 350°F (180°C) oven for 8-9 mins. per side.

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Nutrition Facts Valeur nutritive

Per 1 patty (71 g)
pour 1 galette (71 g)

Calories 100	% Daily Value *
	% valeur quotidienne *
Fat / Lipides 2 g	3 %
Saturated / saturés 0.3 g	2 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 16 g	
Fibre / Fibres 3 g	11 %
Sugars / Sucres 2 g	2 %
Protein / Protéines 6 g	
Cholesterol / Cholestérol 0 mg	
Sodium 340 mg	15 %
Potassium 175 mg	4 %
Calcium 40 mg	3 %
Iron / Fer 3.0 mg	17 %

SHELF LIFE: 12 MONTHS **CASE PACK: 113 x 40** **CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)**

VEGAN • GLUTEN-FREE • READY IN 8 MINS.



NET WT. 2.84 KG

The Mighty Mushroom Veggie Burger

For mushroom lovers! Savor the rich taste of mushrooms and bell peppers in this hearty, flavourful veggie burger.

INGREDIENTS:

Filtered water, Soy protein concentrate, Mushrooms, Cooked brown rice, Onions, Cooked wild rice, Potato starch, Soy protein isolate, Green bell peppers, Red bell peppers, Expeller pressed sunflower oil, Methylcellulose, Yeast extract, Onion powder, Sea salt, Salt, Organic cane sugar, Garlic powder, Natural flavour, Parsley. Contains: Soy.

DIRECTIONS:

Cook from frozen. Product must be cooked thoroughly to 165°F (74°C). Appliance temperatures may vary so adjust baking time and appliance temperature as necessary. Do not refreeze a defrosted product.

Stovetop / Skillet / Grill / BBQ: RPreheat lightly oiled surface over medium heat, cook 4-5 mins. per side. Oven: Bake at 350°F (180°C) oven for 8-9 mins. per side.

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Nutrition Facts Valeur nutritive

Per 1 patty (71 g)
pour 1 galette (71 g)

	% Daily Value *
Calories 60	% valeur quotidienne *

Fat / Lipides 1.5 g	2 %
Saturated / saturés 0.2 g	1 %
+ Trans / trans 0 g	

Carbohydrate / Glucides 7 g	
Fibre / Fibres 2 g	7 %
Sugars / Sucres 1 g	1 %

Protein / Protéines 8 g	
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Cholesterol / Cholestérol 0 mg	
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Sodium 260 mg	11 %
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Potassium 200 mg	4 %
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Calcium 30 mg	2 %
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Iron / Fer 1.0 mg	6 %
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VEGAN • GLUTEN-FREE • READY IN 8 MINS.



NET WT. 2.84 KG

SHELF LIFE: 12 MONTHS CASE PACK: 113 x 40 CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

The Spicy Black Bean Veggie Burger

Love a little heat? Our Black Bean Burger brings a mild kick with black beans, corn, and peppers for a burst of spicy flavour.

INGREDIENTS:

Ingredients: Black beans, Cooked brown rice, Water, Corn, Sunflower oil, Onion, Peas protein, Tomato paste, Potato starch, Methylcellulose, Red bell peppers, Green bell peppers, Spices, Salt, Cane sugar, Onion powder, Garlic powder, Lime juice concentrate, Dehydrated cilantro, Yeast extract, Jalapeno pepper powder, Paprika extract, Spice extracts, Natural flavour.

))) MEDIUM SPICE

DIRECTIONS:

Cook from frozen. Product must be cooked thoroughly to 165°F (74°C). Appliance temperatures may vary so adjust baking time and appliance temperature as necessary. Do not refreeze a defrosted product.

Stovetop / Skillet / Grill / BBQ: Preheat lightly oiled surface over medium heat, cook 4-5 mins. per side. Oven: Bake at 350°F (180°C) oven for 8-9 mins. per side.

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Nutrition Facts Valeur nutritive

Per 1 patty (71 g)
pour 1 galette (71 g)

Calories 120	% Daily Value *
	% valeur quotidienne *
Fat / Lipides 5 g	7 %
Saturated / saturés 0.5 g	3 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 15 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 6 g	
Cholesterol / Cholestérol 0 mg	
Sodium 410 mg	18 %
Potassium 150 mg	4 %
Calcium 50 mg	4 %
Iron / Fer 1.5 mg	8 %

SHELF LIFE: 12 MONTHS CASE PACK: 113 x 40 CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

VEGAN • GLUTEN-FREE • READY IN 8 MINS.



NET WT. 2.84 KG

The Big Griller Veggie Burger

Ready to fire up the grill? The Big Griller packs bold flavors with onions and garlic, perfect for that charred, savory bite.

INGREDIENTS:

Ingredients: Filtered water, Soy protein concentrate, Onion, Expeller pressed sunflower oil, Methylcellulose, Potato starch, Natural flavour, Caramel colour, Dried garlic, Yeast extract, Organic cane sugar, Onion powder, Salt, Spice. Contains: Soy.

DIRECTIONS:

Cook from frozen. Product must be cooked thoroughly to 165°F (74°C). Appliance temperatures may vary so adjust baking time and appliance temperature as necessary. Do not refreeze a defrosted product.

Stovetop / Skillet / Grill / BBQ: RPreheat lightly oiled surface over medium heat, cook 4-5 mins. per side. Oven: Bake at 350°F (180°C) oven for 8-9 mins. per side.

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Nutrition Facts Valeur nutritive

Per 1 patty (113 g)
pour 1 galette (113 g)

Calories 150	% Daily Value *
	% valeur quotidienne *
Fat / Lipides 5.0 g	7 %
Saturated / saturés 0.4 g	2 %
+ Trans / trans 0 g	
Polyunsaturated / polyinsaturés 0.3 g	
Omega-6 / oméga-6 0.3 g	
Omega-3 / oméga-3 0 g	
Monounsaturated / monoinsaturés 4.5 g	
Carbohydrate / Glucides 13 g	
Fibre / Fibres 6 g	21 %
Sugars / Sucres 0 g	0 %
Protein / Protéines 16 g	
Cholesterol / Cholestérol 0 mg	
Sodium 360 mg	16 %
Potassium 500 mg	15 %
Calcium 100 mg	8 %
Iron / Fer 2.25 mg	13 %

SHELT LIFE: 12 MONTHS CASE PACK: 113 x 40 CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

VEGAN • GLUTEN-FREE • READY IN 8 MINS.



NET WT. 2.84 KG

Plant-based Meatless Crumbles

Plant-based crumbles with exceptional texture, flavor, and versatility to elevate any menu.

INGREDIENTS:

Filtered water, Soy protein concentrate, Natural flavour, Expeller pressed sunflower oil, Dried garlic, Sugar, Sea salt, Soy sauce (water, soybeans, salt, vinegar), Caramel colour, Spices. Contains: Soy.

DIRECTIONS:

Cook thoroughly to an internal temperature of 165°F (74°C). Adjust cooking times as needed; appliances vary. Do not re-heat food in this bowl. Discard any leftovers.

Skillet: Preheat skillet on medium heat. Add small amount of oil or nonstick spray to skillet. Remove crumbles from package and place in skillet. Heat and stir over medium heat for 4–5 minutes or until hot.

Oven: Preheat oven to 162°C (325°F). Remove crumbles from package and place on oven-safe baking sheet. Heat 5–8 minutes or until hot.

SHELF LIFE: 12 MONTHS CASE PACK: 4536 x 1 CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

Nutrition Facts Valeur nutritive

Per 100 g
pour 100 g

	% Daily Value *
Calories 110	% valeur quotidienne *
Fat / Lipides 2.5 g	3 %
Saturated / saturés 0.3 g	2 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 7 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 18 g	
Cholesterol / Cholestérol 0 mg	
Sodium 260 mg	11 %
Potassium 400 mg	9 %
Calcium 75 mg	6 %
Iron / Fer 2 mg	11 %

VEGAN • GLUTEN-FREE • READY IN 5 MINS.

QUICK
& EASY

NET WT 4.54 kg (10 LB)

Plant-based Meatballs

Plant-based Italian meatballs with classic flavour and texture, crafted without saturated fat or cholesterol.

INGREDIENTS:

Filtered water, Soy protein concentrate, Expeller pressed sunflower oil and/or Canola oil, Enriched wheat flour, Wheat gluten, Modified cellulose, Herbs and spices, Dried onion, Salt, Yeast extract, Sugar, Malt extract, Natural flavors, Dried garlic, Extractives of turmeric and paprika. Contains: Soy, Wheat, Gluten.

DIRECTIONS:

Conventional Oven: Preheat oven to 190°C (375°F). Place frozen meatballs on a non-stick baking sheet in the center of the oven. Bake for 16-18 minutes until the internal product temperature reaches 74°C (165°F), turning halfway through.

Stovetop: Lightly brush frozen meatballs with oil. Place meatballs in a pan over medium heat. Cook for 12-15 minutes until the internal product temperature reaches 74°C (165°F), turning as needed to brown sides.

SHELF LIFE: 12 MONTHS CASE PACK: 152 x 30 CASE DIMENSIONS: 10.5" (L) x 4.5" (H) x 20" (W)

Nutrition Facts Valeur nutritive

Per 3 balls (90 g)
pour 3 boulettes (90 g)

	% Daily Value *
Calories 180	
Fat / Lipides 11 g	15 %
Saturated / saturés 1.5 g	5 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 9 g	
Fibre / Fibres 4 g	14 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 13 g	
Cholesterol / Cholestérol 0 mg	
Sodium 390 mg	17 %
Potassium 300 mg	6 %
Calcium 75 mg	6 %
Iron / Fer 2.25 mg	13 %

VEGAN • GLUTEN-FREE • READY IN 12 MINS.

QUICK
& EASY



NET WT 4.54 kg (10 LB)