

MEET KOJI, HE'S A REAL FUNGI

PRIME ROOTS®

Prime Roots founders Kim and Josh have always enjoyed eating meat and the traditions around it, but they craved an option that was healthier without giving up on a truly meaty flavor and texture. Rooted in koji, our delicious meats have high protein levels and pre-biotic fiber without cholesterol, nitrates, or preservatives.



WHOLE FOODS, LOW PROCESSING

Prime Roots koji meats are a low-processed food. We don't grow our koji protein via protein extraction and purification or extrusion, which are heavy processing techniques often found in plant-based foods. Koji is the first ingredient in all our products, and the remaining ingredients are all easy-to-pronounce foods made by the earth, not made in a lab.



NITRATE - FREE DELI MEATS

Deli meat lovers, rejoice! Our deli meats contain zero nitrates. Animal-based deli meats are highly processed and contain nitrates, which are typically part of the animal-meat curing process and can lead to the formation of potentially cancer-causing (carcinogenic) chemicals^[1]. The WHO/IARC has classified processed meat as a Group 1 carcinogen^[2], the same category as tobacco smoking and asbestos.



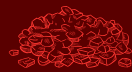
DON'T BE SHY, GIVE KOJI A TRY

Koji has protein to keep you full, prebiotic fiber to aid digestion, and maintains satiety for longer. Koji is a type of mycoprotein, which has a protein digestibility-corrected amino acid score (PDCAAS) of 0.996^[3]. PDCAAS measures the quality of protein and has an upper limit of 1. Mycoproteins like koji beat out animal proteins such as chicken (0.95)^[4] and beef (0.92)^[5] as well as plant-proteins like soy (0.91) and pea protein (0.893)^[6]. Koji is also an ingredient high in fiber, vitamin B9 (folate), vitamin B12, calcium, phosphorus, magnesium, and zinc^[7], while being naturally low in sodium^[8]. Koji is also recognized as a prebiotic^[9], which means it can improve digestion and overall health.



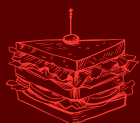
PLANT - BASED FOR ALL

Our products are free from top-9 allergens. We do not use soy or wheat in any of our products.



THE NO LIST

Prime Roots meats contain no artificial ingredients and no GMOs. Our products are free from hormones, antibiotics, nitrates, preservatives, cholesterol, and animal-sourced ingredients.



GUILT-FREE SANDWICHES

Besides avoiding animal products, our meats are also lower in sodium than animal-meats and other plant-based meats. A sandwich made with Prime Roots meat offers about 12-16 grams of protein^[10]!

THE STAR OF THE SHOW

Koji, (scientific name *aspergillus oryzae*), is a Japanese superfood that has been used for thousands of years^[11]. The first written record of koji dates to the 8th century, though scientists believe it has been eaten for nearly 10,000 years. The FDA recognizes koji as a general recognized as safe (GRAS) ingredient^[12]. Today, koji is considered Japan's "national mold" and use it in soy sauce, sake, miso, and more!

NUTRITION COMPS

Macro and micronutrients	Fungi-based food proteins		Plant-based food proteins	
	Mycoprotein*	Mushrooms (shitake, cooked)	Tofu, soya bean (steamed)	Chickpeas (re-heated)
Energy (kcal/100 g)	85	55		129
Protein (g/100 g)	11	1.6		8.4
Carbohydrate (g/100 g)	3	12.3		18.3
Fat (g/100 g)	2.9	0.2		3.0
Of which saturates (g/100 g)	0.7	0.1		0.29
Fiber (AOAC) (g/100 g)	6	N		7.1
Vitamin B6 (mg)	0.1	N		0.38
Vitamin B9 (folate) (ug)	114	N		35
Vitamin B12 (Mg)	0.72	0.0		0.0
Calcium (mg)	48	3		48
Phosphorus (mg)	290	29		141
Iron (mg)	0.39	0.4		1.9
Magnesium (mg)	49	14		44
Zinc (mg)	7.6	N		11
Potassium (mg)	71	120		281
Choline (Ng)	180	NR		NR
Dataset code	NA	13-295		13-670

PRIME ROOTS SANDWICHES

For an average sandwich, it will contain 12-16g of protein per sandwich from Prime Roots meats alone.



[1] www.hsph.harvard.edu/nutritionsource/2015/11/03/report-says-eating-processed-meat-is-carcinogenic-understanding-the-findings/
[2] www.who.int/wp-content/uploads/2018/07/pr240_E.pdf
[3] www.frontiersin.org/articles/10.3389/ftsufs.2021.581682/full
[4] www.researchgate.net/publication/232737392
[5] www.jssm.org/vol3/n3/2/v3n3-2pdf.pdf
[6] [jn.nutrition.org/article/S0022-3166\(22\)08633-3/fulltext](http://jn.nutrition.org/article/S0022-3166(22)08633-3/fulltext)

[7] onlinelibrary.wiley.com/doi/abs/10.1111/j.1467-3010.2008.00730.x
[8] www.ncbi.nlm.nih.gov/pmc/articles/PMC4980852/
[9] www.marukome.co.jp/global/en/foodculture/aboutkoji/historyofkoji/
[10] www.frontiersin.org/articles/10.3389/ftsufs.2021.581682/full
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[12] www.frontiersin.org/articles/10.3389/ftsufs.2021.581682/full