

Attract Environmentally-Conscious Diners to your Establishment: Go Green with gardein™

Thursday, April 22, 2010 marks the 40th Anniversary of Earth Day, designed to inspire global awareness and appreciation for the planet. Today, concern for the environment not only ranks high in the minds of Americans, it is driving them to make more conscious choices when it comes to the food they eat.

Demand for environmentally sustainable and vegetarian menu items has grown tremendously over the last few years. And, it is a well known fact that going vegetarian even just one day a week is a significant action individuals can take to help protect the planet.

If your foodservice establishment, hasn't gone green or added vegetarian items to the menu yet —what are you waiting for? Meat-free alternatives are better tasting than ever before and good for you including a line of tasty and healthy plant-based foods with a meaty texture from gardein™ (www.gardein.com).

Eat good, Feel good – plants promote health

Made from entirely plant-based renewable sources, gardein™ is the ideal choice for food establishments that want to add vegetarian and vegan friendly items to the menu with ease. gardein™'s versatile line of foods made from soy, wheat and pea proteins, vegetables and grains is a tasty alternative to animal protein. Additionally, gardein™ works well in dishes and recipes that traditionally call for chicken or beef. gardein™ can be prepared within minutes and doesn't require complex preparation techniques. From heat n' serve to stove top or oven cooking, gardein™ is easy and convenient for food establishments to prepare.

gardein™ is not only appealing to the environmentally-conscious; these meat-free foods also appeal to the health-conscious consumer because it is high in protein, low in fat and cholesterol free; many varieties provide a good source of fiber too. Made free of animal and dairy ingredients, gardein™ has a much smaller carbon footprint than factory-farmed meat and naturally appeals to vegetarians and vegans.

Did You Know?

- 16 lbs of grains are used to produce just one 1 pound of meat
- Approximately 80% of ammonia emissions in the United States come from animal waste
- The meat industry produces more greenhouse gases than all the SUVs, cars, trucks, planes and ships in the world combined

- Animal agriculture is the leading source of methane, which combined with carbon dioxide causes the vast majority of global warming

Eat Green, Save \$

gardein™ is not only a sustainable choice, it is cost-effective too due to spoilage. Alternatives to factory-farmed meats are organic farm-raised meats which are not as widely available and have a higher price-point. gardein™ has a much lower price point and is widely distributed throughout North America. Additionally, gardein™'s meat-free foods may be stored in the freezer for up to 12 months so food service managers can effectively introduce sustainable items to their menus and not have to worry about increased costs.

Many restaurants to cafeterias on university and corporate campuses across the United States have made gardein™ a permanent fixture on their menus. These establishments not only have enjoyed positive response and repeat purchase from their customers, but gardein™ on the menu is also helping to drive new customers and increase sales.

Contact Shaun Richmond (shaun@gardenprotein.com) for more information on how gardein™ can become a part of your menu offering. To learn more about gardein™ foodservice, please visit: www.gardein.com/food_service.php.

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