

## **ATTRACT NEW CUSTOMERS: just add healthy and great-tasting gardein™ to the menu**

Every foodservice establishment is looking to attract more dollars. It is a delicate balance between profitability and meeting the needs of consumers who are demanding menu options with a focus on health and sustainability.

Is your business not willing to sacrifice efficiencies in the kitchen, bring in expensive/exotic ingredients, or train the kitchen staff on how to prepare an entirely new line of dishes? Not a problem; here's a solution. It's called gardein™, a line of healthy plant-based foods that are a tasty alternative to chicken and beef.

### **Meet gardein™ – the perfect addition to your menu.**

Starting out as a fledgling ingredient company in Canada, gardein™ has crossed the border in a big way and distributes its line of vegetable-based, high protein foods with a meaty texture in bulk packaging throughout large and small distribution houses across the United States.

“gardein addresses a growing health-minded customer segment by offering a versatile, flavorful and hearty center of the plate protein,” said Chef Andrew Elf, a French culinary trained chef, who has worked as a Corporate and Executive Chef for large restaurant chains, hotels and cruise ships for the last 30 years.

Chef Elf, added “gardein handles very well under high heat for stir frying applications and maintains its integrity on the grill; it also grabs flavor and is easily adaptable for on line execution”.

Whether you're a quick-serve restaurant, with high kitchen staff turnover, or fine dining establishment, with well-trained and seasoned chefs, gardein™ is a perfect complement to your menu as your business incorporates vegetarian options with great ease and consistency.

### **Chefs love cooking with gardein™.**

gardein™ is a great-tasting alternative to chicken or beef. Chefs can easily prepare gardein™ and use it as a replacement in all of their current dishes that feature animal protein. Imagine preparing the same customer favorites but vegetarian-style. This affords your business the opportunity to make your customers happy and drive new additional sales.

gardein™ is also well-suited for health-minded people looking to reduce their cholesterol or trans fat consumption, following a vegetarian and/or vegan meal plan, or ones who want to maintain a balanced and healthy diet. gardein™'s versatile line of

meatless products includes: breakfast patties, chick'n strips, beefless tips, or chick'n breasts.

Additionally, gardein™ may be featured in a range of dishes including burgers, pastas, stir-frys, pizzas, salads, and burritos to name a few.

### **Conscious eating is becoming mainstream.**

Now more than ever, consumers are educated on their health and the foods they eat. These empowered consumers know what they want and expect to receive it. gardein™ is great because it doesn't sacrifice taste or the dining experience with it.

Both chefs and consumers agree—gardein™ is delicious. It is a healthy option and allows foodservice organizations to adapt menus with ease.

With gardein™, you may attract new business with tasty dishes without sacrificing important cost-effective factors such as minimal preparation time and no learning curve for your staff. For these reasons, gardein™ is a healthy addition to both the customers' plate and the chef's kitchen!

Contact Shaun Richmond ([shaun@gardenprotein.com](mailto:shaun@gardenprotein.com)) for more information on how gardein™ can become a part of your menu offering.