

## **gardein™ (garden + protein) is the must-have menu item in 2010**

Finally you can satisfy the taste-buds of meat-eater and vegetarian customers alike with gardein™, a delicious and nutritious line of meat-free, plant-based foods. Made by Garden Protein International (Vancouver, Canada), gardein™ (garden + protein) is made from a blend of vegetables and grains and contains no animal or dairy ingredients. gardein™ is low-fat, cholesterol-free, and a complete protein. With a meaty texture, it tastes great and is a high-protein plant-based food that can be prepared in place of meat in a variety of dishes from traditional entrees to soups, stews, stir-frys, pastas and pizzas. gardein™ has helped moved the meat-free category from being ‘stuck between the bun’ with veggie dogs and burgers to a ‘center of the plate’ protein ideal for any meal.

If your business is looking for a product that your chefs and culinary teams can creatively use to prepare healthy dishes – gardein™ is perfect. It’s tasty and healthy, and easy to introduce into any of the current meals you make and is a great addition to your menu. Health is no longer an afterthought when it comes to most consumers’ eating habits. Stay ahead of the curve and meet the needs of a greater section of the market by offering gardein™ and making it a regular choice on your menu.

### **Delicious, Convenient, and Versatile**

Available frozen, gardein™ is quick and easy to prepare. With little prep time required, gardein™ can be cooked on the stove, in the oven, and even in a microwave. With a versatile product line that includes chick’n breasts, beefless strips, breaded chick’n tenders, breakfast sausage patties, and chick’n strips (or cubes), gardein™ can be used for a variety of cuisines.

### **Why Choose gardein™?**

gardein™ is the best choice for your food service organization if you are looking to provide innovative, delicious, sustainable and meat-free meals to your consumers. The market for meat-free options is growing significantly in North America, and according to a recent report, 30-40% of Americans seek out vegetarian meals at least once a week. Consumers are choosing meat-free options more and more due to a variety of reasons including personal health, the environment, and compassion towards animals. Although vegetarians or vegans constitute a small portion of the population, regular meat-eaters are also reducing their daily meat intake in greater numbers.

### **What is the Power of the “Veto Vote?”**

A phenomenon observed among vegetarian diners, the “Veto Vote” has shown to be a powerful factor in attracting more customers to a food service establishment that has meat-free options on the menu. In a group of diners, even though the majority is non-vegetarian, it is the vegetarian among the group who holds the decision-making power when choosing a restaurant. By offering meat-free, high-protein plant-based foods, you are getting *the veto vote!*

For more information, contact Shaun Richmond, the Director of Food Service at Garden Protein International or visit [www.gardein.com](http://www.gardein.com) or call toll-free at 1-877-305-6777.