

## **NRA Show Magazine Submissions**

### **FIRST ARTICLE**

## **gardein™ (garden + protein) is *the* Must-Have Menu Item**

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, 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 move 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 + 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.

Visit us at booth **#4847** and enter to win a signed copy of Celebrity Chef Tal Ronnen’s *New York Times* Best-Selling Veggie Cookbook, *the conscious cook*; people can’t stop raving about it – you definitely won’t miss the meat!

For more information, visit [www.gardein.com](http://www.gardein.com) or call toll-free at 1-877-305-6777.

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**SECOND ARTICLE**

**“Go Green, Eat Green” with Healthy + Great Tasting Plant-Based Foods from gardein™**

Today’s consumers are more aware than ever about their food choices. One trend that is being seen across North America is conscious eating – individuals are taking more care to learn about the origin of foods, the impact on the environment and the health benefits. Foods that fit well into a healthy lifestyle are often plant-based, high in protein and low in fat.

One line of plant-based foods that is changing the way people eat is called gardein™ (garden + protein), a tasty line of plant-based foods with a meaty texture that is made from a blend of veggies, grains and pea, wheat and soy proteins.

In fact, people just can’t stop raving about gardein™. It has been featured on “The Oprah Winfrey Show” and “The Ellen DeGeneres Show” and more than 500 blog posts have been written singing the praises of gardein™. What’s causing the excitement? gardein™’s taste and texture has a lot to do with it as it is very similar to chicken or beef but gardein™ is 100 percent free of animal or dairy ingredients.

**So how does gardein™ stack up health-wise to chicken or beef?**

A comparison of gardein™ chick’n filet to the same serving size of animal-protein shows it is lower in calories and total fat than beef or chicken while offering comparable protein to that of beef. gardein™ is also the only one without cholesterol and saturated fat and the only one to provide a source of fiber.

3.5 oz/100g serving size	gardein™ chick’n filet	beef	chicken breast meat
protein	20g	24g	30g
cholesterol	0mg	90mg	84mg
fat: total	2g	21g	5g
fat: saturated	0g	8g	1g
fiber	2g	0g	0g
calories	120 cal	289 cal	173 cal

**Simply put: gardein™ tastes good, makes you feel good**

With no cholesterol and low in fat and calories, gardein™ is available in many shapes and flavors and is a perfect food for chefs to create nutritious and delicious dishes without sacrificing the meaty-texture that many people crave.

With gardein™, there is no cooking learning curve, no major modifications to recipes and no extra kitchen costs required. So why not provide your customers today with delicious, healthy and low-fat fare by adding gardein™ to the menu? The time has definitely arrived.

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