



FOR IMMEDIATE RELEASE

Need Help Keeping New Year's Diet and Health Resolutions? *"Cheat on Meat" says maker of meat-free Gardein*

LOS ANGELES (January 9, 2012) — Garden Protein International, the makers of [Gardein](#), an award-winning line of both frozen and fresh meat-free foods, today is launching a large-scale integrated marketing campaign across the Greater Los Angeles Area. With the New Year comes a greater effort toward self-improvement. Gardein is making it easy for people to stay focused on their diet and health resolutions by reaching out to those living in the City of Angels with a resolution to "cheat on meat" and not their health.

Every year nearly 100 million Americans draw up well-intentioned New Year's Resolution lists. This year, according to a new Marist poll, the top resolution is to lose weight (18%) with exercise coming in second at 11%.

"Caring for your own health should always be a top priority," says Dr. Neal Barnard, president of the Physicians Committee for Responsible Medicine. "Medical research shows diets high in animal protein do the body harm. So if you are going to slip on your diet or health resolutions in 2012, do yourself a favor and consume less or no animal protein. You can replace meat in your diet with proteins from plants and with meat-free foods like Gardein. Your body will thank you."

Gardein's "[Cheat on Meat](#)" LA campaign encourages people to reduce meat consumption and includes radio and on ground (bus and billboard) advertisements as well as a nationwide consumer contest. Individuals who "cheat on meat" or do not eat meat can enter Gardein's "Cheat and Win" [contest](#) for a chance to win a free trip to Las Vegas.

"Our LA campaign is meant to grab consumers' attention," says Yves Potvin, president and founder of Garden Protein. "It is so easy to "Cheat on Meat" with Gardein because you won't sacrifice taste or texture; research also shows that nearly 50% of consumers who try Gardein come back again and again."

During the course of Gardein's "[Cheat on Meat](#)" campaign, which runs through March 1, 2012, consumers in the Greater Los Angeles area will have an opportunity to sample delicious [meat-free](#) Gardein at select [Whole Foods Market](#)[™] locations or fresh off the [Green Truck](#)[™] that will be featuring and sampling special Gardein menus. The [Green Truck](#) is LA's first environmentally sustainable mobile gourmet restaurant that offers locally-grown, certified organic cuisine from customized veggie-oil fueled lunch trucks.

"Whole Foods Market celebrates eating healthfully by offering our consumers high quality and great tasting food that complements their lifestyle," said Ashley Eaton, Valley Metro Marketing Supervisor, of Whole Foods Market.

To enter Gardein's "Cheat and Win" contest and for a complete schedule of Gardein tastings at Whole Food Market locations and Green Truck stops with Gardein on the menu, please visit www.cheatonmeat.com.

About Gardein

Gardein (garden + protein) is a line of delicious [meat-free](#) foods that are healthier versions of everyday foods. Made from a slow-cooked blend of vegetables, whole grains and garden grown proteins, Gardein offers as much protein per serving as premium lean meat. Gardein is also free of cholesterol and contains no animal or dairy ingredients. Today, Gardein is available nationwide in the grocer's produce cooler and freezer aisle and served on the menu at [restaurants](#) and in university, corporate and hospital cafeterias. For more information and delicious recipes, visit www.gardein.com.

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