



MEDIA ALERT

FOR IMMEDIATE RELEASE

January 27, 2012

Los Angeles Area Bloggers Get “Free Food” from Gardein and the Green Truck

Tasty meatless meals encourage Angelenos to “Cheat on Meat” this winter

WHAT: The makers of meat-free Gardein are offering all Greater Los Angeles bloggers “free food” from the L.A. based Green Truck that has been hitting the streets with Gardein-made meals this winter to encourage Angelenos to... well, “cheat on meat.” Bloggers just need to show their blog (via a smartphone) upon ordering to receive one Gardein menu item. The special menu features small bites that showcase both Green Truck’s signature sauces and cooking style and Gardein’s delicious [meat-free](#) and vegan foods including **Gardein’s Ultimate Beefless Burger, Homestyle Beefless Tips and Seven Grain Crispy Tenders.**

Everyone who visits the Green Truck will also have a chance to enter Gardein’s “[Cheat and Win](#)” contest for a weekend in Vegas and have their photograph taken as a “meat cheater” while they wait for tasty meatless eats hot off the truck. Visit cheatonmeat.com for more information.

WHEN: **January 27 through March 1.** The upcoming schedule of truck stops is updated regularly at <http://www.greentruckonthego.com/>.

WHERE: Numerous locations around the Great Los Angeles Area. For the most up-to-date information, follow Green Truck and Gardein via Twitter at <http://twitter.com/greentruck> and <http://twitter.com/gardein>. Upcoming stops this weekend include:

Friday, January 27

11:00am – 2:30pm / Hollywood / Sunset & Cahuenga Blvds [map](#)

2:45pm – 4:00pm / Downtown / 6th and Gladys Park

“Festival for All Skid Row Artists” [link map](#)

Saturday, January 28

10:00am – 5:00pm / Santa Anita Food Truck Festival [link](#)

Santa Anita Park | 285 W Huntington Drive | Arcadia, CA 91007

WHY: Eating less meat, even just one day a week, can be a tasty, healthy and easy way for families to live a better lifestyle. The average American consumes half a pound of meat

every day, almost 50 percent more than the USDA recommendation. Yet, reducing meat consumption has been shown in studies to reduce the risk of cancer, heart disease, diabetes, and obesity. To encourage LA residents to add a meatless option to their diet, the Green Truck will offer a menu of:

- ☒ **cheat on meat beefless slider**, a miniature of Gardein's Ultimate Beefless Burger, topped with grilled onions, fresh arugula tossed with lemon, sliced heirloom tomato, Green Truck's trucker sauce **\$3 for one or two for \$5**
- ☒ **classic crispy chick'n slider**, Gardein's Seven-Grain Crispy Chick'n Tenders piled on top of romaine lettuce, fresh tomato, Green Truck's trucker sauce **\$3 for one or two for \$5**
- ☒ **vegan shawarma miniature wrap**, mediterranean-style pita wrap with cornmeal-cruste Gardein Beefless Tips, fresh Green Truck hummus, cherry tomatoes, arugula, marinated onions **\$3 for one or two for \$5**
- ☒ **chick'n and nopalitos taco**, *nopalitos* (marinated cactus), shredded cabbage with cilantro and lime, Gardein's Grilled Chick'n Strips, Green Truck's ancho chile-pineapple salsa **\$3 for one or two for \$5**

WHO: Gardein (garden + protein) is a line of delicious **meat-free** foods that are healthier versions of everyday foods. 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 fresh off the Green Truck, LA's first environmentally sustainable mobile gourmet restaurant that offers locally-grown, certified organic cuisine from customized veggie-oil fueled lunch trucks. For more information, visit www.cheatonmeat.com and www.greentruckonthego.com.

###

Media Contact:

Kristin Treat | PR Manager

Garden Protein International

Phone: 215-317-9091

Email: kristin@gardenprotein.com