



## what is gardein?

goodness grows!



gardein is an award-winning range of tasty, nutritious, convenient everyday foods made from a blend of soy, wheat, and pea proteins, organic ancient grains and veggies.

### Healthy

gardein offers all the health benefits of eating less animal-based protein without sacrificing the meaty texture and taste that many people crave. gardein is a complete source of protein, cholesterol free, has no trans fat and contains no animal or dairy ingredients.

### Convenient and Easy

The gardein product line offers healthier versions of the foods people love. Dinner is ready in minutes with heat 'n serve products or use gardein as a replacement for chicken or beef in traditional recipes.

### Widely Available in Fresh and Frozen Varieties

gardein offers a complete line of meatless fresh and frozen foods available across North America at grocery and natural food stores. gardein is also on the menu of many restaurants, corporate and university cafeterias.

**GARDEN PROTEIN** INTERNATIONAL

#### Corporate Office:

Unit 200 – 12751 Vulcan Way, Richmond BC V6V 3C8 Canada

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[www.gardein.com](http://www.gardein.com)

#### Media Contact:

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## why meatless?

There is an increasing awareness among North American consumers of the health benefits of diversifying dietary protein, especially the reduction of meat intake. Garden Protein is at the forefront of this movement, helping individuals eat better and live better with meatless foods that are a tasty and healthier version of foods people already know. gardein provides a good source of protein with no cholesterol or trans fat.

**gardein** has *more than twice the protein of an egg*  
*4 times as much protein as tofu*  
*even more protein than a chicken breast*

## meatless movement

The Meatless Monday movement, started by Johns Hopkins University in the US and Meat-free Mondays, founded by Paul McCartney in the UK, encourages people to eat meat-free one day a week. Going meatless even once a week may reduce one's risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. Why Monday? Studies suggest people are more likely to maintain behaviors begun on Monday throughout the week, so it is the perfect day to consider meals featuring plant-based foods for one's own health and the health of the planet. Many restaurants, schools and institutions around the globe are also going meatless on Mondays and the movement is gaining momentum. gardein makes it easy to make Mondays meatless by featuring a new, quick and easy recipe like Beefless Soft Tacos, BBQ Chick'n Pizza and Mandarin Orange Stir Fry every week at [www.gardein.com](http://www.gardein.com)



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## who makes gardein?

gardein is made by Garden Protein International, a healthy food manufacturer that is headquartered in Vancouver, British Columbia. The company and brand were founded by Yves Potvin, a chef and innovator. gardein's frozen line of foods launched in the United States in the fall of 2009 and was immediately endorsed by Oprah Winfrey on her "Best Of" show that first aired Oct. 22, 2009. Since then the brand has received numerous awards, celebrity endorsements, international press recognition and thousands of positive consumer blog posts. For more information, please visit [www.gardein.com](http://www.gardein.com).



## Yves Potvin FOUNDER AND PRESIDENT

Yves Potvin created North America's first veggie dog in the 1980s and continues his innovative ways today with **gardein**, an award-winning line of healthy and delicious meat-free foods made from a blend of soy, wheat and pea proteins, organic ancient grains and veggies. Trained as a traditional French chef, Potvin has dedicated his culinary career to creating healthy foods recognizing that today's consumer wants healthier versions of the foods they love to eat. Recognized as one of Canada's top 40 under 40 by the Financial Post magazine, Potvin was also named Pacific Canada's Entrepreneur of the Year in Agriculture and Food.

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## where to buy?

Today, **gardein** is sold throughout the United States and Canada in the produce cooler and frozen food aisle at natural food stores and grocery stores, as well as to food service organizations, universities and corporate cafeterias. Select foods from **gardein** also may be purchased online via specialty grocery or vegan food sites.

### QUICK FACTS

- Garden Protein International is a privately-held healthy food manufacturer that produces and markets a branded line of meatless foods called **gardein**.
- The name **gardein** comes from the combination of the words “garden plus protein.”
- Garden Protein employs nearly 200 people and was founded in 2003 by Yves Potvin.
- In 2010, Garden Protein grew more than 40 percent; while distribution of **gardein** has grown from 700 stores to more than 12,500 stores in North America today.
- **gardein** is sold across the United States at natural food stores and grocery stores including: Whole Foods Markets, Safeway, Ralphs, Publix, Kroger, Food Town, Fresh & Easy, Target, Harris Teeter, Wegmans, Shop Rite, A&P and Schnuck's.
- **gardein** is on the menu now at more than 80 colleges and universities including Harvard and Stanford, and its foods are served at 40+ restaurants including two notable places like, Yard House, Chipotle Mexican Grill, Wynn and LYFE Kitchen.
- **gardein** has received substantial news coverage since its fall 2009 US launch including being featured three times on both “The Oprah Winfrey Show” and “The Ellen DeGeneres Show.”
- **gardein** was named a Shape Magazine Best Snack of 2010 and named 2010 Product of the Year by VegNews Magazine. In 2011, **gardein** received The Good Food Award from Natural Health Magazine and was the recipient of the Canadian Grand Prix New Product Award.
- More than 3,000 positive consumer blog posts have been written about **gardein** since fall 2009.

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# foods

## gardein frozen line

- Chick'n Scallopini 4 PER PACK
- Beefless Tips 9OZ PACK
- Seven Grain Crispy Tenders 9OZ PACK
- Ultimate Beefless Burger 4 PER PACK
- Buffalo Wings 9OZ PACK
- Chipotle Lime Crispy Fingers 9.5OZ PACK
- Sweet & Tangy Barbecue Wings 9OZ PACK
- Mandarin Orange Crispy Chick'n 10.5OZ PACK



## gardein seasonal

- Savory Stuffed Turk'y 2 PER PACK



## gardein fresh line

- Chick'n Filets 4 PER PACK
- Tuscan Breasts 2 PER PACK
- BBQ Pulled Shreds 9OZ PACK
- BBQ Skewers 4 PER PACK
- Santa Fe Good Stuff 2 PER PACK
- Herb Dijon Breasts 2 PER PACK
- Chick'n Strips 7OZ PACK
- Chick'n Marsala 2 PER PACK





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awards



2010 Winner of Shape Magazine's Best Snack Award  
gardein Seven Grain Crispy Tenders



2011 Natural Health "Good Food" Winner!



VegNews awards  
gardein  
Product of the Year!



Canadian Grand Prix 2010  
New Products Award  
WINNER  
FROZEN CATEGORY



Peta awards  
gardein a 'Libby' for  
"Best Fake Meat"

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## media news



*Chef Tal launches his cookbook and gardein on "The Oprah Winfrey Show"*



*Chef Tal shares gardein on "Twin Cities Live"*



*Chef Tal and Ellen make gardein Beefless Stew*



*gardein Seven Grain Crispy Tenders Featured on "The Today Show"*



*gardein Seven Grain Crispy Tenders Featured on "Good Morning America Health"*



*Kathy Freston shares gardein on "The Talk"*



*Ellen DeGeneres and her Chef Roberto make gardein Chick'n Pot Pie*

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