NEWS | FOOD

FarmSmart launches beef & jackfruit burger

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By **Shraddha Warde** | November 20, 2024



Blended_Burger_on_a_Plate

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Performance Food Group Company announced the launch of its latest product under its FarmSmart brand – the Beef & Jackfruit Burger. This innovative blend combines the richness of premium beef with the clean, meat-like qualities of jackfruit, supplied by The Jackfruit Company, the leading plant-based meat alternative brand. The new product offers consumers a delicious way to enjoy the taste of meat while improving nutrition and reducing their environmental footprint.

By blending beef with jackfruit, FarmSmart offers the ultimate juicy and flavorful burger while providing unique nutritional benefits such as 40 per cent less saturated fat and 40 per cent lower cholesterol than a 100 per cent beef burger. This innovative product supports the broader movement transitioning the food system to lower carbon emissions and enables chefs to avoid any compromise on taste.

“The launch of our FarmSmart Beef & Jackfruit Burger marks an exciting step in our mission to provide sustainable, delicious options to our customers,” said Glenn Strickholm, president of Protein Brands at PFG. “By offering this blended product, we not only deliver the taste and texture that consumers love. Jackfruit was a natural choice for this blend—it’s the most naturally meat-like plant-based ingredient available and has already proven to be a favourite in the plant-based category.”

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