

## Conagra adds new items to plant-based line-up

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**Gardein's latest innovations provide convenient, great tasting plant-based options for any snack or meal**



Gardein, a brand of Conagra Brands is answering the growing demand for plant-based food by expanding its line of meat-free dishes, including new items that feature pea and wheat protein. In the past, meat substitutes were mostly tailored to vegans and vegetarians. Now more than ever, people are seeking a flexitarian diet due to a variety of lifestyle and dietary needs including animal welfare, health and sustainability.

"Fifty two percent of households purchase plant-based foods and more than 60 percent are trying to incorporate more plant-based foods into their diet, yet have concerns that they'll sacrifice taste or texture," said Tara Rozalowsky, Vice President and General Manager at Conagra Brands. "Gardein's strength has always been that we offer a wide variety of delicious plant-based meat alternatives for chicken, beef, pork, fish and seafood. Gardein offers home cooks and chefs alike a great way to make any dish plant-based."

Gardein's latest innovations provide convenient, great tasting plant-based options for any snack or meal, breakfast through dinner. New items are available in retailers this summer and include: Chick'n Wings, Tenders and Nuggets, Breakfast Bowls,

Skillet Meals, Breakfast Saus'age, Italian Saus'age Patties and Entrée Bowls for One.

Founded in 2003, Gardein has seen tremendous growth in the past few years as consumer demand for plant-based meat alternatives has increased. The brand's Compound Annual Growth Rate (CAGR) has increased 34 percent since 2012. Gardein offers a vast menu of vegan, plant-based, meatless options across categories.