



FOR IMMEDIATE RELEASE—April 3, 2012

Field Roast's New Chili Cheese Frankfurter Spices up Safeco Field's 2013 Vegan Menu

Building on a successful two-year partnership, Field Roast adds a new specialty frankfurter plus increased availability of its All-American Frankfurter and Field Burger at Seattle Mariners games.

SEATTLE—Field Roast Grain Meat Company and the Seattle Mariners know what flexitarian and vegan baseball fans want to eat at a ballgame—All-American vegan frankfurters and burgers with ketchup, mustard, sauerkraut, relish, onions, and...vegan chili with cheese!

Thanks to a successful partnership that began in 2011 with Field Roast, Safeco Field is leading the way in offering delicious, high-quality vegan fare to the cheers of its growing-number of plant-based-eating fans. This season, Field Roast is upping its game with a new specialty vegan frankfurter—the Chili Cheese Dog—which will join Field Roast's simple grilled vegan Frankfurter and Field Burger.

A grilled Field Roast Frankfurter topped with chunky vegetarian chili and a house-made vegan cashew and pimento cheese sauce, this frankfurter is the real deal. Meaty and juicy, cheesy, appropriately sloppy and satisfying, it is everything baseball fans crave at the ballpark.

"I'm proud our franks and burger are selling so well at Safeco Field. It's a validation of all the hard work and passion we put into creating our grain meat recipes and process," said chef and Field Roast president David Lee. "The fact that our fellow Seattle Mariners fans are enjoying them makes it even more rewarding."

Inspired to make a vegetarian frankfurter worthy to eat at a ballpark that all fans—carnivores, flexitarians and vegans—would enjoy, Field Roast perfected its recipe using grain, fresh ingredients and a traditional blend of spices. Field Roast first launched its new grain meat Frankfurter at Safeco Field in July 2011 and Mariners' fans have been enjoying its bold traditional flavor and perfectly meaty, juicy texture ever since.

The Field Burger, the company's first-ever veggie burger, was introduced exclusively at Safeco in 2012. A hearty combination of fresh raw vegetables (carrots, celery, onions and garlic) mixed with whole barley, tomatoes and Field Roast veggie meats, all cooked and hand formed to a satisfying perfection has fans choosing grain meat over beef.

The original maker of vegetarian grain meats, Field Roast uses simple food making practices to combine grains, fresh-cut vegetables, legumes, seasonings and oils into a high-quality, artisanal vegetarian meat.



This year, Field Roast will serve Field Burgers and Field Roast Frankfurters—simply grilled or chili cheese style—from its dedicated Field Roast stand located off Section 130 on the Main Concourse.

In addition to the Field Roast cart at Section 130, this year the Frankfurter (simply grilled) will be at the Rolling Roof stands at Sections 109 and 329. The Field Roast Frankfurter and Field Burger are on the Suite menu and at the Hit It Here Café, as well.

About Field Roast Grain Meat Company

Founded in 1997, Field Roast Grain Meat Company creates high-quality vegetarian meats that are based on European and Asian culinary traditions, and are made with the simple tenets of good cooking and traditional food making practices. Its ever-expanding array of products currently includes roasts, sausages, deli slices, loaves, and now an American-style frankfurter. Field Roast can be found in over 1,000 retail stores and upwards of 500 restaurant menus nationwide. For more information, visit www.fieldroast.com.

