



## FOR IMMEDIATE RELEASE

### Leading Vegetarian Company looks to Canada for its inspiration and ingredients

VANCOUVER, BC — What's the key to making an artisan vegan sausage and roast? Canadian wheat and entrepreneurial ingenuity.

Field Roast is proud to announce its line of vegan sausages, frankfurters and roasts are now widely available in Canada, including all Overwaitea and Thrify's grocery stores in BC and Alberta, in addition to many independent food markets nationwide from BC to Toronto and Quebec.

Field Roast is a new look at a category that arguably began in Canada by Yves Veggie Cuisine (now owned by USA natural food conglomerate, Hain Celestial). Field Roast stands out with fresh ingredients, bold flavors and a meaty, juicy texture when compared to other vegetarian meats available in Canada.

"Our intention is to make real food, not fake meat substitutes," says chef and Field Roast President David Lee. "We use Canadian wheat in our sausages and roasts, fresh raw ingredients, and simple cooking techniques in all our recipes—nothing fake, weird or overly processed. We're pleased that Canadians taste the difference and are responding so well – I know my Canadian cousins are happy."

"I enjoy eating the Field Roast Apple Sage Sausages. Not only do they cook easily and taste great, but the customer response has been very positive," says Matt Laurie, President of Organic Garage. "The entire line has been well received and continues to be a top seller."

Field Roast's growth into Canada answers Canadians demand for better vegetarian options at the grocery store. It's also personal for Lee and a move to bring the brand home to Canada where his entrepreneurial spirit was ignited many years ago.

Lee spent many childhood summers in Canada with his cousins and grandparents. As a distant member of the Molson family, entrepreneurship runs through his blood. A childhood tour of the Molson Brewery facility inspired his dream to become a manufacturer, and a conversation with his uncle, former CBC broadcaster Stanley Burke, led him to pursue his passion for working with food in a way that would make a positive social impact.

Interested in how Buddhist monks developed Mien Ching, or "Buddha's Food," which perfectly aligned with their values of kindness to all beings, Lee began experimenting with Mien Ching ingredients. His European culinary background and love of strong, bold flavors helped inspire the creation of Field Roast.



First and foremost, recognizing the importance of using the highest-quality ingredients, Lee's search for his key ingredient, wheat protein flour, naturally took him to Red Deer, Alberta in the heart of Canada's wheat belt.

With Canadian grain as the base, to make Field Roast Lee employs traditional, old-world, sausage making practices that begin where all great charcuterie makers begin; with a grind. Field Roast's grind is fresh, juicy and bold, featuring:

- Fresh-cut vegetables and fruit; eggplant, Yukon Gold potatoes, granny smith apples, onions and garlic.
- Liquids; zesty lemon juice, rich red wine, organic apple cider vinegar, high-quality oils
- Seasonings; fennel seed, sweet red pepper, rubbed sage, ginger, Chipotle and Chili de Arbol peppers.

As the popularity of plant-based diets continues to grow and Vancouver, BC works to become the greenest city in the world, Field Roast's expansion in Canada is timely. Field Roast offers all Canadians a vegan option that will satisfy their cravings for traditional, meaty Canadian comfort foods from meatloaf and poutine with sausage gravy to frankfurters in a bun. Move over beef and meet locally-sourced and inspired Canadian grain meat.

### **About Field Roast Grain Meat Company**

Founded in 1997, Field Roast Grain Meat Company creates high-quality vegetarian foods 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, and a traditional frankfurter available in Canada. For more information, visit [www.fieldroast.com](http://www.fieldroast.com).

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