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Expanding Vegan Options for Football Fans at the Big Game and at Home

Seattle, WA – *Forbes Magazine* recently called high-end vegan foods the top culinary trend coming out of 2013. Commercials during this past weekend’s championship football games also brought plant-based diets to the forefront of consumers’ attention with the mention of quinoa, kale and other veggie favorites being served at tailgate parties.

The Field Roast Grain Meat Company’s expansion into football stadiums is further evidence of the increased vegetarian focus. Seattle-based Field Roast’s vegan grain meat Frankfurters and Field Burgers have been served at CenturyLink Field and other football stadiums all season and will be available to the fans watching the 48th championship game at MetLife Stadium on February 2, 2014.

“Over the past few years, our company has grown tremendously because we’re focused on making a flavorful real food product instead of a fake version of something else,” says Field Roast founder Chef David Lee. “Between the playoff and championship games at CenturyLink Field and MetLife Stadium, 150,000 football fans will have had the chance to discover that our franks and burgers are some of the tastiest plant-based meats available today.”

For those enjoying the championship from the comfort of their own homes, Field Roast has prepared a special menu just in time for the Big Game with easy recipes that all sports fans will enjoy:

- Vegan Queso with Smoked Tomato Crunch
- Corn Fried Frankfurters
- Field Roast Burger Bites
- Mini Mexican Chipotle and Sweet Potato Burritos

Check out www.fieldroast.com/gameday for all the recipes.

About The Field Roast Grain Meat Company

Since 1997, Field Roast has been making high-quality vegan meat products that are quickly becoming the “All-American Vegetarian” meat. Its ever-expanding array of products currently includes frankfurters, burgers, roasts, sausages, deli slices and loaves. Field Roast can be found in over 1,000 retail stores and upwards of 500 food service venues nationwide. For more information, visit www.fieldroast.com.

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