



天然素鮮

Field Roast celebrates the morning by introducing a new vegetarian sausage

Field Roast fans welcome the sweet, bold flavors of the Apple Maple Breakfast Sausage

SEATTLE – April 7, 2014 – A breakfast scramble, a breakfast burrito, a stack of pancakes - all sound delicious to start the day. But has something been missing? While vegans, vegetarians and carnivores alike have enjoyed three flavors of Field Roast sausages for over 9 years, The [Field Roast Grain Meat Company](#) has been creating something to define the morning time: A flavorful new breakfast sausage, miniature in size but not in taste!

“We love breakfast food and ever since the launch of our first three flavors of sausage, my dad and I have talked about creating a breakfast sausage,” says Malcolm Lee, Vice President of Product Development. “Using the same simple techniques that give our sausages great texture and ingredients that we can be proud of, we created the Apple Maple Breakfast Sausage.”

These sausage links are made with apples from our home in the Pacific Northwest, real maple syrup and spices such as sea salt, ginger and nutmeg. Wake up, throw them on the griddle and enjoy the sweet aromas as they sizzle. Taste a hint of maple syrup and a tingle of spice in every bite.

“We have developed one of the few sweet vegan breakfast sausages on the market, loaded with good ol' fashioned real maple syrup and Washington Apples,” says Malcolm. “I hope meat eaters and vegans alike will enjoy sharing their breakfast plate with these little guys.”

The Apple Maple Breakfast Sausage will be available for distribution after June 1st this year. They made their debut at [Natural Products Expo West](#) in March and were a huge hit. Customer tested and approved, here's what a few early Apple Maple Breakfast Sausage fans are sharing on Social Media:



Made your breakfast sausage links this morning. Cooked them in a cast iron skillet, then rolled them around in a small plate with a little maple syrup adding a tiny hint of sweetness that absorbed into the links. AMAZING!!! [Seren Smith, Facebook](#)

Had some [@fieldroast](#) breakfast sausages just now and it's already the highlight of my day! Soooo good! [@athousandpizzas, Twitter](#)

These new [@fieldroast](#) breakfast sausages are finally what I've been searching for. [@njburgart, Instagram](#)

About Field Roast Grain Meat Company

Founded in 1997, Field Roast Grain Meat Company creates high quality vegetarian meats that 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 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.

For questions about Field Roast, please contact: Kiley Simmons, kiley.simmons@fieldroast.com, 206-762-5961