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## Field Roast to represent new vegan surge at Food & Wine Classic

**America's newest vegan trend has brought grain to center plate, and now to Aspen's finest culinary event**

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ASPEN, CO – Field Roast Grain Meat Co. will graciously attend the FOOD & WINE Classic in Aspen this year from June 20<sup>th</sup> to 22<sup>nd</sup>. [The FOOD & WINE Classic](#) is the culinary world's premier event, attended by world-renowned chefs, winemakers and epicureans. A few of Field Roast's own chefs are curating a delicious [vegan menu](#) that will highlight the various flavors of and uses for Field Roast vegan sausages, grain meat roasts and deli slices. In less than a month, they will travel to Aspen, set up shop for the weekend, and prepare this menu for attendees to enjoy during Grand Tastings.

*"We want to elevate the category of food we represent," says Field Roast President [David Lee](#), "I have confidence that we are here because we use the same quality of foods and simple tenets of good cooking that meet the high expectations of the FOOD & WINE community. We are honored and excited to share our gourmet grain meats with this discerning crowd."*

[Field Roast Grain Meat Co.](#) is the first company of its kind to exhibit at the FOOD & WINE Classic, with 2014 marking the event's 32<sup>nd</sup> year. The popular event has reflected the trends and changes in the culinary world over the years. Food priorities are shifting as new ideas are placed in the public eye. A surge of celebrities and chefs have embraced a vegan lifestyle, such as Ellen DeGeneres, who welcomes her personal chef, Roberto Martin, on her show to cook vegan meals, often with Field Roast. Alicia Silverstone started The Kind Life and has written multiple books on veganism. Even former President Bill Clinton became vegan at age 66.

The vegetarian community is now flourishing and a new understanding of "meat" is being recognized by all. Field Roast has proven that meat, meaning the edible part of something or solid food, does not have to come from animals. It can, in fact, be made from grains. Field Roast products are flavor-forward and do not aim to imitate animal meat, but use traditional charcuterie-making practices, a simple process, and fresh ingredients.

Field Roast's artisan grain meat products cater to a foodie palate – encouraging all to experiment with cooking, to attempt different types of cuisine and to truly build on the flavors of each dish – which complements the atmosphere at the FOOD & WINE Classic. The company is pleased to join world-class chefs, winemakers, and all types of cuisine while representing the world of [vegetarian meats](#).



### About Field Roast Grain Meat Company

Founded in 1997, Field Roast Grain Meat Co. creates artisan vegan meats that are made with real ingredients and traditional food making practices. Its ever-expanding array of products includes roasts, sausages, deli slices, loaves, a frankfurter, and a burger. 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](http://www.fieldroast.com). Or, join the conversation on [Facebook](#) and [Twitter](#).

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

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