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## The first hand-formed vegetarian Field Roast Burger!

**Grills welcome a new kind of veggie burger that is juicy, satisfying and formed by hand**

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SEATTLE, WA – A new era in the veggie burger world is dawning now that the Field Roast Burger has entered the culinary landscape. Gone are the days of the dry, machine formed veggie hockey puck. Here is a juicy, satisfying burger made with whole barley, fresh carrots, garlic, onions & celery. Each Field Roast Burger is formed by hand in the Company's new state-of-the-art plant in South Seattle.

Field Roast Burgers have already made a splash with sports fans across the nation and raised the bar for stadium food - now the Company has made them available to grocery retailers as of July 1<sup>st</sup>, 2014.

*"All of the best gourmet burgers are made by hand, and it was time to make a vegetarian version." Says Field Roast founder David Lee. "We tested them out at stadiums and ballparks in Seattle, Cleveland and San Francisco to make sure we had something that would satisfy sports fans. We are really happy with what we've created."*

Word of mouth and accolades have continued to grow as the Field Roast Burger expands to select sports stadiums and food shows across the country. The Field Roast Burger won VegWorld's award for ["Best New Vegan Product"](#) at Natural Products Expo West last March. It was also served at the foodie-esque grand tastings at June's [Food & Wine Classic in Aspen](#). Most recently, The Field Roast Grain Meat Co. celebrated the grand opening of its new plant in South Seattle by grilling hundreds of free burgers for the general public.

Customer tested and approved, here's what fans are saying about Field Roast's new hand-formed burger via [Facebook](#):

*"Just ate your new hand-formed burger...that was the best burger of my life. Juicy and SO much flavor. Can't go back to Boca or any of the other brands now."*  
-Juliet V.

*"That was the best vegan burger I've ever had in my entire life!!! I can't wait till these are available!! BEST BUGER EVER!"*  
-Jessica H

*"You're burgers were the best things at Vegfest [Seattle]! Can't wait [until] they are in stores."*  
-Kyran S.



### 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](#).

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