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Specialty Brand Vegetarian Meats Now Sold at Publix Supermarkets

With increasing consumer interest in vegetarian proteins, Publix has partnered with Seattle-based Field Roast to bring specialty vegan options to the Southeast.

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SEATTLE, WA - Today Field Roast Grain Meat Co. is announcing Publix supermarkets are now selling two of its popular sausage products: Smoked Apple Sage and Italian. With over 1,100 Publix locations, this partnership showcases the increasing interest and demand in quality vegetarian and vegan proteins.

Field Roast sausages, boldly seasoned and made with fresh fruits and vegetables, are not health first, but represent a taste first approach to the category. More akin to their natural and nitrate-free animal meat counterparts, Field Roast sausages are high protein, contain expeller pressed oil, and cost about \$6.99 a pound. This is not your run of the mill soy-based veggie product.

Since their macrobiotic beginnings, the reputation of so-called fake meats have turned off mainstream customers shopping at mega supermarkets. Now, major retailers across the nation are placing more expensive and specialty brands on shelves, creating value from the real food movement and attracting new customers to the category.

Plant-based vegan meats and cheeses are making a real impact on conventional grocery store shelves, giving more choices to communities that don't have the luxury or demographic for a fully natural store or a co-op. It's no longer a niche, as flexitarian habits have become commonplace and vegan meats are much more satisfying than they used to be.

In 2015, Seattle-based vegan meat and cheese maker Field Roast expanded into conventional retailers such as Safeway, Meijer and Kroger in the West and Midwest. Field Roast products have been steadily growing in popularity in all markets nationwide for several years running, punctuated by this new placement in Southeast retailer Publix.

About Field Roast Grain Meat Company

Founded in 1997, Field Roast Grain Meat Co. creates artisan vegan meats and cheese, made with real ingredients and traditional food making practices. Its ever-expanding array of products includes roasts, sausages, deli slices, loaves, a frankfurter, a burger, and vegan cheese slices. Field Roast products can be found in thousands of retail stores and over 500 restaurant menus nationwide. Field Roast was honored to be named *VegNews Magazine's* 2015 Company of the Year. For more information, visit www.fieldroast.com, or join the conversation on [Facebook](#) and [Twitter](#).

For questions about Field Roast, please contact: April Stratemeyer, aprilstratpr@gmail.com, 206-762-5961