



Press Release

Veganz relaunches their climate friendly Nuggets and Schnitzel and launches a new frozen version on the market

Berlin, 11.08.2022 Veganz Group AG, the only multi-category provider of vegan foodstuffs in Europe, is improving their popular Crispy Nuggets and Schnitzel in both the Classic and Lemon Pepper varieties. Not only has the recipe been refined and the packaging upgraded, but there will also be a frozen value pack available in stores.

Thanks to the improved recipe, the meat alternatives are even juicier and more authentic. What's more, they are now more suitable for allergy sufferers as soy is no longer an ingredient. To ensure the best possible nutritional content, the recipe has also been enriched with iron and vitamin B12. The protein content of 12 to 13 percent is just as high as its animal counterpart. With a recommended retail price (RRP) of € 2.99 per 200g pack, Veganz continues to be one of the best value brand manufacturers amidst rising prices. Compared to meat products, Veganz offers a low-priced alternative. In the past six months, the price of meat has risen by 23% and as a result, the quantity sold has fallen by 12%.

These meat alternatives also score in terms of sustainability: In contrast to comparable animal products, less than half of the CO2 emissions are emitted. The frozen value pack also cuts packaging waste.

With the new frozen version of the Schnitzel and Nuggets in the 500g pack, Veganz is responding to the customer demand for bulk buying which has arisen as a result of the pandemic. Veganz therefore provides climate-friendly products in family-friendly sizes at a good price, even in uncertain times.

For more information about Veganz and its products click [here](#).

Image material for the products available on request.

About Veganz Group AG

Veganz (vegan.de) – Good for you, better for everyone – is the brand for plant-based foods. Founded in Berlin in 2011, Veganz has come to be known as a European vegan supermarket chain. With a colourful and life-affirming philosophy, Veganz succeeded in breaking into the vegan niche, establishing the plant-based food trend on the market. The current product portfolio includes products covering from breakfast to dinner and is available in more than half of all European countries and in over 22,000 points of sale (POS) worldwide. In addition, the Veganz product portfolio is being continuously expanded to include high-quality, innovative items, and the sustainable value chain is also constantly being improved. For this commitment, Veganz was voted Germany's most innovative food brand in an exclusive Handelsblatt 2021 ranking.

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