

endori

Press release

PETA award for “Best Vegan Mince 2021” goes to endori veggie mince

Meatballs, rissoles, burgers, bolognese or cannelloni – enduring classics and international favourites are now just as delicious in their plant-based form. And the PETA Vegan Food Award for the best vegan mince this year goes to endori, or rather ‘endori veggie mince’ – the all-rounder of plant-based cuisine. PETA (“People for the Ethical Treatment of Animals”), the world’s largest animal rights organisation, puts plant-based foodstuffs to the test each year. In 2021 it chose endori as winner of the vegan mince category.

Craving a better future – for people, animals and our planet

The fact that peas, those little green legumes, would one day be turned into plant-based mince by endori and honoured with a PETA award is something that many people would have found hard to imagine a few years ago. But one thing at a time – peas by peas, as it were. Over the last few years at endori, quite a lot of cultivating, planting, harvesting, refining and frying has been going on. The manufacturer of meat substitutes discovered that peas grown in traditional multiple-field crop rotation could be used to develop a tasty plant-based alternative to standard, raw mince. The aim is not just to win over vegans, but to get absolutely everyone around the table: meat eaters and veg lovers, Southerners and Northerners, millennials and baby boomers.

A huge plus: plant protein aplenty

Described as “fulfillingly veggie ” by the manufacturer, plant-based mince can be transformed into countless everyday dishes and is vegan to boot. Veggie mince has another upside when compared with minced meat of animal origin. Given that virtually nothing is wasted in the frying process, much less is needed in terms of raw ingredients. This alternative plant protein product is also far more resource-conserving than comparable animal products. In other words, there’s ultimately more to go around for everyone – also for animals and the environment. And all this with the help of the unassuming pea from traditional multiple-field crop rotation.

No soya, no palm oil, no artificial flavouring

The business concept and approach at endori also impressed the jury at PETA. This is because all endori products are made without soya, palm oil or artificial flavouring. Plus, the products are sold in highly sustainable packaging. And not only that – the supply chain at endori with its associated companies has zero links to the meat industry.

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According to Harald Ullmann, Vice- Chairman at PETA Germany,

“The Vegan Food Awards 2021 honours the growing variety and power of innovation of plant-based products in the food industry. People want tasty food that is animal friendly. With its “veggie mince”, endori shows that animal welfare, health and environmental protection can go hand in hand. Our heartfelt congratulations on winning this award in the “Best Vegan Mince” category.”

For more information visit:

<https://www.endori.de/en/products/endori-veggie-hack-raw>

Über endori

endori (originally amidori) was established in April 2015 in Bamberg by the Büse and Wedel families, with their love of good food and their hunger for a better future for animals, people and the environment. It now employs around 180 people working across two sites, making delicious plant-based food as an alternative to products of animal origin.

The company currently produces plant-based meat substitutes such as burgers, sausages, mince, kebabs and a great deal more, which can be used in virtually any dish as a foolproof alternative to meat. In terms of the raw ingredients, the focus is on high-protein plants such as peas grown in traditional multiple-field crop rotation. The company deliberately chooses not to use soya, palm oil or artificial flavouring. In contrast to many of its competitors, endori also has no meat-processing firms in its entire supply chain – all the way from field to fork.

endori vegetarian and vegan products are available to buy in German retail outlets and on its own online store. They are also already being sourced by well-known food industry players and are turning up in the food service industry, hotels, hospitals, schools, staff canteens and many other professional food-related contexts. For food retailing, direct distribution is carried out by Reichhold Feinkost GmbH (Feinkost Dittmann).

More information: www.endori.de/en

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