



Press release

Something special breaded your way – the new endori veggie schnitzel and veggie nuggets

Following the launch of a purely plant-based barbecue range – the endori veggie barbecue edition – the German innovator of meat substitutes is again expanding its range of varied, protein-rich vegetarian and vegan meat substitutes made from peas. Its veggie schnitzel is breaded with a cornflake coating and has that wow factor not just for its delicious flavour but also its fantastic crispy texture. With its veggie nuggets, endori delivers plant-based goodness with a finger food classic that will have not just the kids clamouring for more. Fried until golden, they are the perfect alternative for anyone who wants to cut meat, not taste.

Strike it protein-rich

As with all endori products, the new delicacies are also made with peas from traditional multiple-field crop rotation – with no soya, palm oil or artificial flavourings. And thanks to sustainable pea protein, they are also proper protein bombs – perfect for a balanced diet while at the same time good for the climate. This is because our veggie schnitzel and veggie nuggets involve much less land, water and CO2 than is the case for comparable animal products.

Good all round: from pea to packaging

To make sure the veggie schnitzel and veggie nuggets don't just cut a dash in the pan, endori also has a strong focus on sustainable packaging. The packaging is easy to separate and fully recyclable, meaning the products not only look good but are also packaged in an environmentally friendly and resource-conserving way. Anyone who wants to find out for themselves can get hold of these tasty plant-based treats from 1 June 2021, either online at www.endori.de/shop or in selected REWE and EDEKA stores.

Some say peas, at endori calls them earthly riches

The market launch will be accompanied from 1 June 2021 with a powerful online campaign with great entertainment value on Google, Facebook, etc. with social media posts, video ads and influencer contributions. Once again at the centre of the campaign is the main ingredient at endori personified – the pea. This time as a 'proteinfluencer' with a gold chain and rapper stance.

endori

For more information visit:

<https://www.endori.de/produkte/endori-veggie-schnitzel>

<https://www.endori.de/produkte/endori-veggie-nuggets>

About 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).

For more information go to www.endori.com

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