

PRESS RELEASE

Great taste, great footprint: Drakes Supermarkets offer plant-based pizza from Veganz in Queensland

Berlin, August 5th, 2021: Veganz, the vegan full-range supplier and market leader in plant-based pizzas among the manufacturer's brands is now also available at Drakes Supermarkets. Drakes is the first supermarket chain in Queensland to offer Veganz 100% plant-based premium pizzas. The launch in Queensland follows the successful expansion of Veganz into New South Wales, Victoria, and South Australia in March this year.



With its purely plant-based pizza, Veganz shows that you don't have to be vegan to love this pizza: a crispy, thin base, Italian in taste, free of milk and other animal products and, last but not least, good for the climate. With the [Eaternity label](#), the company is setting a new industry standard for sustainability and more transparency in the food industry. Thanks to the [sustainability score](#) on the brand's packaging, the CO2 footprint, water consumption and contribution to the preservation of the rainforest and animal welfare can be calculated. This gives consumers transparency to see the real resource consumption of every single Veganz pizza.

In 2020 alone, the sale of over 1.5 million Verdura pizzas saved over 915 tonnes of CO2. Even in Australia, Veganz pizzas achieve a significantly better carbon footprint than comparable locally produced non-vegan frozen pizzas. With an emission value of 876 grams, the Veganz Verdura has significantly better values than a conventional frozen pizza made in Australia with animal products, that has CO2 emissions of approx. 1250 grams.

In Australia, the demand for plant-based products is booming. With Veganz, Drakes is now ranging the only 100 percent plant-based pizza in the freezer, which should delight fans of a vegan-vegetarian and health-conscious diet.

Tim Cartwright, General Manager Fresh Foods at Drakes Supermarkets states:

"At Drakes we are committed to providing products our customers want. We have had a lot of request for vegan and plant based products in the last 2 years and now these vegan and plant based items make up one of our fastest growing categories. We believe this is not a fad but a lifestyle trend that will continue well into the future".

Veganz' CMO Moritz Möller comments:

"It is great to see how climate-conscious nutrition with plant-based products is gaining a foothold in Australia. We are very much looking forward to working with Drakes Supermarkets, who are offering our top-selling vegan pizzas in their frozen pizza range as first Veganz products."

Those who would like to try a delicious alternative to animal products can find Veganz pizzas in over 60 [Drakes](#) stores as well as in selected [Woolworths](#), [Foodland](#), [IGAs](#) and in the Vegan Grocery Store in Sydney and Melbourne and [online](#).

About Veganz:

Veganz - Good for you, better for everyone - is the brand for plant-based foods. Founded in Berlin in 2011, the company became known as the first vegan supermarket chain in Europe. With a colourful and life-affirming corporate philosophy, Veganz managed to break out of the vegan niche and establish the plant-based nutrition trend on the market. Around 160 Veganz brand products have now been developed. The current product portfolio is available in 28 countries around the world and in over 22,000 food retail stores. In addition, the Veganz product portfolio is continuously expanded to include high-quality, innovative items and the sustainable value chain is constantly being improved. For this commitment, Veganz was the only German company to be selected in an exclusive Handelsblatt ranking in 2021 as one of the top 3 innovation brands and the most innovative food brand in Germany.

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