

**UPROOT
FOOD**

Uproot the way you eat

Media Release - For immediate release



Australia's first plant-based smoked salmon, and it's made from carrots!

Sydney, 16.09.22 – Uproot Food is excited to announce the launch of Smoked Not Salmon – Australia's first plant-based smoked salmon, made from carrots.

Uproot Food is on a mission to highlight vegetables and turn them into delicious seafood or meat substitutes. “We want to provide people with a fantastic tasting plant-based alternative using a minimal amount of wholefood ingredients. Keep it simple and swim on, salmon!” said Uproot founder Nathan Tsvilin. Smoked Not Salmon embodies the flavour, texture, aroma, and appearance of smoked salmon but made with real ingredients that people recognise and trust. It's made with several organic and wholefood ingredients such as organic kelp and cold pressed flaxseed oil for that source of Omega 3. Co-founder Livia adds: “Our Smoked Not Salmon is a true catch – without any bycatch and no fishy ingredients.”

Uproot Food released Smoked Not Salmon in a soft launch on 01.09.22 and is now available at the vegan grocery store or through its website:
www.uprootfood.com.au

Uproot Food believes that Smoked Not Salmon will not only provide vegan and vegetarian consumers with a delicious healthy seafood substitute, but it will make it easier for flexitarians to reduce their animal consumption.

Uproot Food is created by wife and husband Livia and Nathan. Livia is a PhD investigating marine mammals and Nathan is a chef and restaurant owner with experience in kitchens across Australia and Europe. Their love for animals and our enjoyment of wholesome plant-based food are the inspirations behind Uproot Food.

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