

**For Immediate Release**

September 23, 2024.

## **vEEF Revolutionises Aussie Plates: Carbon-Neutral, Chef-Crafted Plant-Based Range Launches Nationwide**

**Sunshine Coast, QLD** – “Pioneering a new era in sustainable eating, vEEF – Australia's first carbon-neutral plant-based brand from The Aussie Plant Based Co. – proudly unveils four ground-breaking plant-based meat products that achieve price parity with conventional meat - setting a new benchmark in eco-conscious, flavour-packed options,” says Alejandro Cancino, CEO and 3-Hatted Chef at The Aussie Plant Based Co.

### **Meeting Market Demands**

There is a significant shift in Australian dietary habits:

- 21% of Australians now identify as 'meat reducers', making it the most popular dietary choice in 2024.
- 79% go meat-free at least once weekly.
- Plant-based meat sales in Australia surged 47% (2020-2023).

(Food Frontier, 2024)

"These trends indicate a growing appetite for plant-based alternatives," says Melissa Swinscoe, Marketing Manager at The Aussie Plant Based Co.

### **Introducing the New vEEF Product Line**

- **Plant Based Beef Mince:** Perfect for nachos, Bolognese, tacos, and traditional mince dishes.
- **Plant Based Classic Sausages:** Ideal for BBQs or sliced in stir-fries.
- **Plant Based Smokey Sausages:** Adds depth to soups and casseroles.
- **Plant Based Chorizo Sausages:** Spices up pizzas and breakfast scrambles.

### **Range Highlights**

- **Nutrient-Rich:** Good source of protein while also providing fibre, iron, and vitamin B12.
- **Carbon Neutral** and with 50% less plastic packaging than previous vEEF products.
- **Locally Chef-Crafted:** Expertly created on the Sunshine Coast by a talented culinary team.
- **Affordable:** Priced at \$4.50 per 300g pack.
- **Versatile:** 1:1 substitution for conventional meat.

Mariana Karam, NPD Manager at The Aussie Plant Based Co., redefines plant-based excellence: "Our R&D breakthroughs have created products that transcend the 'alternative' label. These aren't just meat substitutes—they're superior choices designed to be the first pick on every Australian's plate. We're setting a new standard that's better for health, the environment, and taste buds alike."

### **Price Parity Achievement**

In a significant move for the plant-based market, vEEF's strategic pricing matches or beats animal-based alternatives.

Alejandro explains: "This price parity is a game-changer, allowing consumers to choose a healthier, more sustainable option without paying a premium. It addresses the top motivations for reducing meat consumption: health benefits, environmental concerns, and budget constraints."

Alejandro adds, "By offering vEEF at a fair price, we're empowering more people to make choices that align with their values and dietary preferences. It's about making plant-based eating an accessible option for everyone, not just a select few."

## Availability

Available in Woolworths supermarkets from 23<sup>rd</sup> September.

## About The Aussie Plant Based Co.

Formed in October 2023, The Aussie Plant Based Co. has quickly established itself as a powerhouse in the plant-based food industry. "At our core, we embrace compassion, sustainability, and positive change," says Alejandro. "This launch under our vEEF brand is a testament to that commitment."

## For media inquiries, please contact:

Melissa Swinscoe  
melissa@aussieplantbased.com  
0438 675 737



GOOD FOR THE PLANET  
GOOD FOR YOUR HEALTH  
GOOD FOR YOUR TASTE BUDS

