

Before the Butcher Launches Award-Winning Plant-based Pepperoni

SAN DIEGO, CA – Before the Butcher, a leading manufacturer of plant-based burgers, grounds, and other unique plant-based proteins such as chicken and sausage, has launched a new product line that is sure to please even the most ardent meat lover. Their kitchen cooked up an amazing Plant-Based Pepperoni, that offers all the flavor and texture of classic pepperoni, without meat.

This amazing Pepperoni is gluten-free, soy-free, non-GMO, dairy-free, cholesterol-free, hormone-free, and antibiotic-free, making it perfect for people who are health conscious or have dietary restrictions.

It's brand new, but already being recognized as a top new product. The National Restaurant Association Food & Beverage Award (FABI) named the Plant-based Pepperoni as a 2023 award recipient, which will be celebrated during the National Restaurant Association Show in Chicago.

The Plant-Based Pepperoni is made from natural ingredients and uses a proprietary pea protein, radish extract, paprika and other spices to give the pepperoni a hint of spice that captures the flavor profile matching the best meat-based pepperoni from around the world.

"Our new plant-based pepperoni offers an amazing taste experience that mimics real pepperoni so well, it would fool even the most sophisticated palate. We understand that consumers are looking for delicious, healthier, and more sustainable alternatives to animal protein. That's why we're thrilled to offer a product that fits this market need and delivers a great taste without any compromise." - Danny O'Malley, Founder and President of Before the Butcher.

The Plant-based Pepperoni is incredibly versatile and can be used in a wide range of dishes. It can be added to pizza, sandwiches, or salad. It's also great for meatless pizza programs at school, home, work, or healthcare facilities.

Before the Butcher's Plant-Based Pepperoni joins their portfolio line of products including Plant-Based Patties, Beef, Taco, Italian, Chorizo and Breakfast Grounds and the economical Mainstream line of Plant-Based Patties. Their products are made in the USA and are the perfect substitute for anyone looking to reduce their meat consumption without sacrificing flavor or texture.

For more information about Before the Butcher's Plant-Based Pepperoni, visit their website at www.btbfoods.com. They are exhibiting at the 2023 NRA Show at Booth #987.

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