



Celebrate a Meat Free Bank Holiday Monday with the new Linda McCartney Vegetarian Burger

Linda McCartney was a pioneer who played an important active role in the development and understanding of food, influencing the way we eat today with the creation of foods for everyone, not just those looking to reduce the amount of meat in their diet or cut out meat altogether. The vegetarian sausage was one such item that enabled vegetarians and meat-eaters alike to enjoy the British 'banger' at BBQ's across the country, and is hailed as the UK's no.1 vegetarian sausage. Now, this innovative brand is re-launching the meat-free burger.

The new **Linda McCartney Vegetarian Burger** is a soya based product and is full of natural flavours; its soya content means that it is a healthy low calorie, low fat food. As with the complete range, the new vegetarian burger fulfils Linda McCartney's promise to deliver wholesome, tasty and nutritious foods that are free from artificial colours, flavours and preservatives, as well as being a good source of fibre and protein necessary to maintain a healthy diet.

The burger is an iconic item that takes centre stage on any BBQ, where individual tastes and variants of style come into their own with choices of relishes, chutneys, salad and cheeses. A favourite of the McCartney family is Linda's BBQ sauce recipe comprising of olive oil, garlic, whole grain mustard, fresh parsley, lemon, red wine vinegar, maple syrup and tomato ketchup. The vegetarian burgers, and sausages, are marinated in the sauce for about an hour before being placed on a hot, sizzling BBQ. Halve and toast a sesame bun on the BBQ, then garnish the burger with sliced red onion, pickles, slice of tomato, mayo, mustard and crisp iceberg lettuce for the perfect mouth-watering summer burger.



Paul, Mary and Stella McCartney recently launched the **MEAT FREE MONDAY** campaign with a host of celebrities, eco warriors and chefs. The movement encourages the nation to have one meat free day a week to help combat the devastating effects the mass production of meat has on the environment.

There has been an increase in the amounts of scientific information published over the last few years that have shown how our food choices are linked to the health of the wider environment. For instance, according to the United Nations Food and Agriculture Organization, livestock production is responsible for more climate-changing greenhouse gas emissions globally than transportation – up to 18 per cent of emissions as opposed to 13 percent for transport. Livestock production releases gases such as methane and nitrous oxide into the atmosphere and have a much more powerful climate changing effect than CO₂.



Meat Free “Bank Holiday” Monday

This August Bank Holiday is the ideal opportunity for the UK to take part in Meat Free Monday by hosting a meat-free BBQ with their family and friends.

The campaign's website, www.supportMFM.org, will be posting a selection of recipes and helpful BBQ tips to ensure the perfect meat-free BBQ.

The new Linda McCartney Vegetarian Burger is available in stores across the country this summer, and is a tasty, wholesome addition to the Linda McCartney meat free range that is not only good for our own health but the health and future of our planet.

Editor's Notes

The new Linda McCartney Vegetarian Burger will be available in ASDA and Morrison's stores across the country, with the RRP of £1.29 for a box of 4.

New Packaging:

The packaging portrays a new logo and a new vision for the brand conceptualised by Paul McCartney, "Food to come home to", while Mary McCartney gave her photographic skills by taking the new food photography. The products are endorsed by the Vegetarian Society and have an honest approach to giving the consumer clear GDA information.

Linda McCartney products use non-Genetically Modified Soya, free range eggs, local vegetables where possible and contain no hydrogenated fat.

Linda McCartney was the original food pioneer, inspiring across generations to enjoy meat-free meals. Linda believed in great tasting, honest and wholesome food that could be celebrated in a shared experience with family and friends. Her caring and intelligent attitude embodies the heart of the brand with each unique dish being inspired by Linda's home-cooking.

The Linda McCartney range, however, goes beyond vegetarianism; the delicious and tempting dishes can be part of a meat-reducing diet available for everyone for any occasion. The range is committed to producing food packed full of taste using quality ingredients, and has a conscience too. It is proud to use locally grown vegetables, such as potatoes from Norfolk, free-range eggs and free-range egg pasta, while salt is kept to a minimum in all products.

"Linda inspired countless people around the world to go meat-free. Linda was so passionate about demonstrating how delicious vegetarian food could be. She was a great believer that there is just as much taste and flavour in a meal that's meat free."

The McCartney Family



The complete Linda McCartney range can be found on the new Linda McCartney Foods website. www.lindamccartneyfoods.co.uk and is available in all major multiple retailers, independent grocers and health food outlets, with prices ranging from approximately £1.29 - £2.49.

The Hain Celestial Group, owners of the Linda McCartney range, is the largest natural and organic food company in the world, and was named the **Greenest Company in the UK food and drink industry (according to The Sunday Times Green List published on 24th May 09)**. Based in New York, the company manufactures, markets, distributes and sells natural and organic food products. The company's UK headquarters are in Luton, with a factory in Fakenham, Norfolk. www.hain-celestial.co.uk



For further information on the Linda McCartney Foods range please contact

Gemma Bell at Purple
020 7434 7066
gemma@purplepr.com

Michelle Ganner at Purple
020 7434 7060
michelle@purplepr.com