

What's hot...

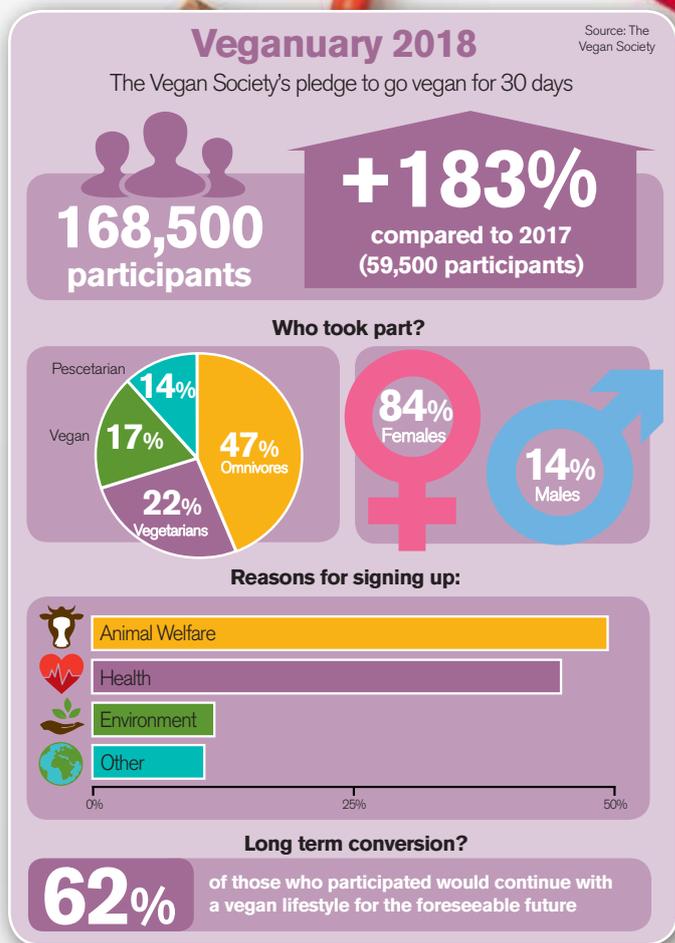


Veganism was predicted to be the biggest food trend in 2018 and it certainly didn't disappoint. The number of vegans in the UK has reached a record 600,000, now equating to 1.6% of the UK population. The Veganuary campaign has played a big part in this by inspiring people to try a vegan lifestyle for a month, before committing to make this significant lifestyle change for good. 168,500 people pledged to go vegan for a month as part of Veganuary 2018, an impressive 183% increase on the previous year and a survey for the Vegan Society recorded that 62% of those who participated would continue with a vegan lifestyle for the foreseeable future.

There are lots of reasons people decide to try vegan. For many, a love of animals is the catalyst but people also want to feel better about themselves and the impact they make on the world. Others set themselves a challenge, and many combine Veganuary with their New Year's Resolutions, choosing to try a vegan lifestyle as a healthy way to start the year.

It's easy for your customers to sign up, visit veganuary.com/register and they'll receive daily emails containing delicious recipes, meal plans and helpful tips.

Over the next couple of pages, you'll find our picks for some top selling vegan essentials, exciting new products and some great deals for Veganuary too.



Tree of Life Yeast Flakes with Added Vitamin B12

NEW
SEE p70

These Nutritional Yeast Flakes provide a rich source of B vitamins and high quality plant protein, ideal for vegan and vegetarian diets. A natural food grown on molasses under carefully controlled conditions, Tree of Life Yeast Flakes are a great way to add nutrients and a nutty, roasted flavour to meals, snacks and smoothies. They can be used dissolved in water, milk or smoothies or sprinkled on soups, casseroles, sauces, salads, and breakfast cereals.



Enjoy! Raw Chocolate Organic Fudge

NEW
SEE p71

This delicious, indulgent dairy free chocolate fudge is created from premium quality 100% organic and vegan ingredients. It is approved by the Vegan Society and certified organic by the Soil Association, it's also free from gluten, soya and refined sugars. Now everyone, from those suffering with food intolerances, to the most demanding vegan or fudge connoisseur, can experience the joy of eating naturally fabulous fudge.

Pulsin NEW Supershakes

Launching in time for Veganuary, Pulsin's new Supershakes are designed as a single nutritional solution with health-boosting superfoods, vitamins and minerals that go far beyond a simple protein boost. Vegan, gluten free and offering 20g of complete plant protein per serving, the range is available in three flavours: Red Berry 'Immunity' with probiotics to support gut health, Cacao & Maca 'Energy' with Vitamin B to support energy metabolism and Vanilla Matcha 'Vitality' with spirulina for an iron boost. They can be simply added to water and shaken.

20% OFF
p20 & 119



As proud sponsors of Veganuary, Pulsin are offering 20% off the new Pulsin Supershakes, Protein Powders, Protein Boosters, Raw Choc Brownies and Fruit & Nut Bars.

PBfit Peanut Butter Powder

This natural peanut butter powder has proved very popular and why wouldn't it, when it offers all the great taste of peanut butter but with 87% less fat and about 1/3 the calories of traditional peanut butter. And because it's a powder, it's easier to use in smoothies for a delicious protein boost, in baking and of course simply mixed with water to spread on toast. The range also includes a chocolate variety and a new organic version, all with 20% off in January.

20% OFF
SEE p21



20% OFF
SEE p8/9

Navitas Organics Power Snacks (NEW 99g bags)

Combining taste, nutrition and convenience, Navitas Organics superfood-dense Power Snacks are now available in a new 99g, grab-n-go size. These energising snacks are packed full of superfoods in three tasty varieties: Blueberry Hemp, Cacao Goji and Coffee Cacao. Navitas Organics search the globe for the highest quality organic superfoods, creating nutrient-dense products that are handled with care at every step. They're plant-based, organic, dairy and gluten free.

The brand is offering 20% of their full range of superfood powders, seeds, berries and snacks in January.

Amy's Kitchen Medium/Spicy Chilli

Amy's Kitchen's meatless version of this well-known dish is made from organic red beans and tofu and will satisfy chilli lovers everywhere. The medium chilli is for those who want all the flavour, but not the heat. For a bit more spice, the Spicy Chilli is made with bits of sweet pepper, garlic and jalapeño in a kicked-up Mexican-style broth. Amy's Kitchen chilli, like all their products, is handmade from the finest natural and organic ingredients prepared with the same care as you would use in your own home. The products are also free from gluten, corn, tree nuts and kosher.

20% OFF
SEE p33



Save 20% off all Amy's Kitchen Organic chilli and soups in Veganuary.

Bonsan

Organic Plain Choco and Mylk Hazelnut Cocoa Spreads

Bonsan Organic Plain Choco or Mylk Hazelnut Spreads are naturally delicious, vegan and free from palm oil. They can be enjoyed at breakfast or as a light snack. These wonderfully indulgent spreads can be spread liberally onto toast or pancakes, stirred into porridge, or even spooned straight from the jar. The Bonsan range is on a mission to bring the world of plant-based eating to life, offering simple, exciting nutrition that's absolutely vegan. The range also includes condiments & dressings, pâtés and confectionary.

15% OFF
SEE p28



GranoVita Organic Vegan Tube Pâtés



This delicious 100% organic pâté range is Vegan Society approved and gluten free. Offered in handy resealable tubes, the range includes 5 flavours; Spicy Mexican, Tasty Tomato, Herb, Mushroom and Original. Perfect for spreading onto toast or crackers, they can also be stirred into recipes such as pasta sauces to give added flavour and texture.

20% OFF
SEE p36

Good Carma Flavour Fusion Vegan Parmesan

20% OFF
SEE p29



A versatile dairy free cheese alternative to Parmesan, Flavour Fusion is a distinctively unique blend of natural dairy free ingredients: almonds, yeast flakes with added Vitamin B12 and Himalayan pink salt. It's available in three flavours; Original with an added hint of basil, Chilli or Garlic. It can be used to enrich Italian dishes; sprinkle on pasta; bake as a topping, infuse the flavour of salad, it even works well in dips especially the Chilli flavour.

Spécialité Locale Loaf Cakes

NEW
SEE p72



Mrs Crimble's loaf cakes have had a bake over! Their delicious Stem Ginger and Dutch Apple cakes are now made under the Spécialité Locale brand. It's a fresh new look, but the same great taste, as the low fat, egg free, dairy free and wheat free recipe remains the same and they're still suitable for vegans of course.

Tofuture Tofu Press

NEW



The guys at Tofuture, have created a unique and stylish Tofu Press that removes the water from unpressed tofu simply and effectively. Tofu is one of the most versatile, healthy and delicious foods around, but to get the most out of tofu you need to press it. The gradual nature of the pressing gives tofu the perfect texture and consistency for it to absorb marinades or recipe flavours. The Tofu Press is easy to use, dishwasher safe and fits into the fridge when pressing.

**93340 Tofu Press,
Single – RSP £24.99**

Faith in Nature NEW Dragonfruit and Turmeric & Lemon

NEW
SEE p128
20% OFF
p67

Faith in Nature believe in harnessing the power of nature, using naturally derived, cruelty-free, vegan ingredients which make their products work so beautifully and of course smell divine. The latest variants launching in January are a Dragon Fruit Revitalising Shampoo and Conditioner and a Turmeric & Lemon Shine-boosting Shampoo and Conditioner, both of which are suitable for all hair types. The Faith in Nature range is certified vegan, cruelty-free, contains no SLS or parabens and is made in the UK.

Turn to page 67 for 25% off their Hand Wash & Soap including the new Dragon Fruit Hand Wash.



Nature's Charm Banana Blossom

NEW

Nature's Charm innovative new vegan product is certainly one to watch for 2019. Banana Blossom is a popular salad and stir fry ingredient across Asia. It has a savoury flavour and chewy texture reminiscent of pulled pork and can be eaten raw or cooked. Its flakey texture also makes it a good, low calorie fish substitute. It can be flavoured with seaweed and battered to recreate chip shop style battered fish!



95210 – Banana Blossom In Brine, 510g - RSP £2.65

BEST SELLER

Oatly Foamable



This best-selling product is Oatly's super premium Barista Edition Oat Drink which is fully foamable. Simply heat the oat drink in a container while giving it a whirl and it foams up nicely to make a delicious dairy-free latte. Based on liquid oats, it isn't overly sweet or excessively heavy, so also tastes just as good drunk straight from the carton, added to tea, poured over cereal or used in recipes. Oatly's patented enzyme technology turns fibre rich swedish oats into nutritional liquid food, retaining the soluble fibres (beta-glucans) which may contribute to maintaining normal cholesterol levels.

**84617 Oatly Foamable,
1Ltr - RSP £1.99**