



LoveSeitan launches the UK's first seitan pepperoni

29th May, London, UK – LoveSeitan, the UK's leading manufacturer of seitan products, today launches the UK's first ever 'Seitan Pepperoni', [available online](#). Until now, pepperoni lovers looking for a plant-based alternative for the nation's favourite pizza topping have had to make their own at home. Thanks to this new launch, the wait is over as LoveSeitan's Seitan Pepperoni is now available across the UK for home delivery.

After a year of development and testing, the LoveSeitan team has taken great care to ensure this new release satisfies the taste buds of even the most dedicated pepperoni enthusiast. Seitan has proven to be the perfect choice for vegan meat alternatives and is continuing to rise up the ranks of the most popular vegan meats in Europe. Vegans, vegetarians, flexitarians and meat-eaters alike are becoming seitan fans thanks to its meaty texture and healthy ingredients.

The new Seitan Pepperoni has no added sugar, is 100% vegan, soy free, certified as Kosher, and will be available in 100g packs for the sliced version in MAP (modified atmosphere packaging) which has a mixture of gasses which excludes oxygen and extends shelf life. Seitan Pepperoni will also be available in non-sliced, 275g logs for those looking for a larger supply.

The 100g and 275g packs will be available online for £1.95 and £3.95 respectively.

Commenting on the launch, Co-Founder of LoveSeitan, Steve Swindon, said: *"We're all very excited to launch Seitan Pepperoni today, especially as it's a UK first! There's no denying that pepperoni is the world's favourite pizza topping; now we can enjoy a plant-based version without the need to involve animals in the process.*

"We've spent a long time developing this product to make sure it fits the pepperoni taste profile and appearance as closely as possible. After many different variants, we've finally found the right recipe to satisfy pepperoni lovers. We're looking forward to seeing how it's received by consumers and businesses across the country."

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About LoveSeitan

LoveSeitan is the UK's leading manufacturer of seitan, a wheat based vegan meat which has been around for the last 1,500 years. Seitan provides a healthy, low fat, plant based, protein rich food for vegans, vegetarians and flexitarians alike. The LoveSeitan team has developed a unique process for making seitan with unrivalled texture and flavour in their fully vegan, BRC accredited facility. In addition to serving the public through their [online shop](#), LoveSeitan supplies food service businesses, manufacturers, wholesalers, distributors, restaurants, cafes and retail outlets.

Note to editors

LoveSeitan's "Seitan Pepperoni" is available online, here: <https://www.loveseitan.com/shop/>

Contact

Edward Hopkins

07940 968704, ed.hopkins@darkgreenpr.com