



**PRESS RELEASE
FOR IMMEDIATE
RELEASE**

OPERATION SNACK!

EU-compliant vegan sandwiches given to British hauliers before crossing the border

- High-protein 'seitan sandwiches' will be distributed to British hauliers as Dutch officials begin confiscating ham sandwiches at the border
- New vegan sandwiches are EU compliant due to absence of dairy, beef or pork products
- Seitan manufacturer, LoveSeitan, calls on vegan community to help feed British hauliers as they are "essential to British economy" and "key workers in need of good food"
- RHA (Road Haulage Association) welcomes the move and would like to see seitan sandwiches made available to HGV drivers on all crossings to mainland Europe

20th January, London, UK – LoveSeitan, the [UK's leading manufacturer of seitan](#) products, and Food to Go supplier [Simply Lunch](#), have sprung into action in response to Dutch officials confiscating ham sandwiches at the border from hungry hauliers.

On Saturday (January 23rd), near the Channel Tunnel*, LoveSeitan and Simply Lunch will be handing out 500 EU-compliant, high-protein 'seitan sandwiches' to hauliers in an effort to keep them supplied with food that can't be confiscated at the border by EU authorities. The plan has been finalised after a successful trial in Southampton earlier this week.

Commenting on the initiative, Co-Founder of LoveSeitan, Steve Swindon, said: *"Hauliers are essential to the British economy. They are key workers in need of good food, especially as their sandwiches are being taken from them as they try to cross into the EU. We couldn't just standby and watch their food being confiscated.*

"The seitan sandwiches we've assembled with Simply Lunch are high in protein, tasty, and EU-compliant as they have no animal products, so they should satisfy both the hauliers and EU officials checking their food.

"Plant-based food is quite topical at the moment as it's Veganuary, so we're inviting other vegan food suppliers to join this initiative and support British hauliers. If you want to help, let us know and join Operation Snack!"

Also commenting on 'Operation Snack', RHA chief executive Richard Burnett said: *"When the UK was part of the EU, the regulations and legislation governing the movement of goods across European borders were, at best, complex. Since the transition period ended, just two weeks ago, the legislation has increased massively. Mountains of paperwork have to be completed for every load and now the drivers themselves are banned from carrying food for their personal consumption in their cabs.*

The official guidance states: 'Drivers travelling to the EU should be aware of additional restrictions to personal imports taking effect from 1 January 2021. If you are carrying prohibited items in your luggage, vehicle or person you will need to use, consume, or dispose of them at or before the border.

"This is a perfect example of Brexit legislation gone mad. What was once a simple ham and cheese sandwich is now classed as a personal import and is now prohibited. It's ridiculous.

"I'm a vegan myself and I'm really pleased that LoveSeitan has come up with an alternative to meat and dairy that is not only healthy but also 'legal'. It ticks all the boxes. We would like to see seitan made available to HGV drivers on all crossings to mainland Europe."

Hand-crafted for excellent taste and a satisfying texture, LoveSeitan's products are made with healthy nourishment for all types of workers in mind.

- Just 100g provides:
 - o Protein: 28g
 - o Fat: 1.2g, of which 0.2g is saturates
 - o Carbs: 8.8g, of which 0.6g is sugars
 - o Salt: 1.5g
 - o Fibre: 2.6g (over 3g for [Smokey Dokey](#) and [Seitan Pepperoni](#))
 - o B12: 1.3 micrograms.
 - Daily requirement according to the [NHS website](#) is 1.5 micrograms

*Details of when, where and how the 'seitan sandwiches' will be distributed:

- On Saturday (January 23, from 9am-3pm), LoveSeitan and Simply Lunch will hand out 500 sandwiches to lorry drivers near the Eurotunnel in Folkestone, Kent, from two locations:
 - Folkestone Rugby Club car park will be available for vehicles under 7.5 tonnes
 - Heavier vehicles will be serviced from two large lay-bys along the Ashford Road (A20).
- Each handover will take an average of just five seconds thanks to 'leaf grabber' sticks which will reach up to the driver cabins.
- The LoveSeitan and Simply Lunch teams are fully committed to ensuring the handouts are 'Covid safe'. All team members will wear masks and use hand sanitiser regularly, and will remain socially distanced from the hauliers thanks to the 'leaf grabber' sticks. See accompanying images for details.

- **ENDS** -

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.

About Simply Lunch

[Simply Lunch](#) is a family owned fresh food-to-go business that has been established for over 40 years, producing high quality ready to eat products for the FTG market.

Simply Lunch provides branded or own label food-to-go solutions to:

- Public and education sectors
- Retail, travel and leisure
- Commercial catering

Note to editors

LoveSeitan's online shop can be found online, here: <https://www.loveseitan.com/shop/>

To find out more about Simply Lunch more info can be found online here.

www.simplylunch.co.uk

Further info on seitan:

- Seitan is a vegan meat alternative made from wheat.
- LoveSeitan regularly receives feedback from customers that it is more 'meat-like' than tofu and jackfruit, providing a satisfying bite and texture.
- It is very high in protein, very low in fat and a source of fibre.
- Seitan has a rich history behind the product. Seitan dates back to ancient China, almost 1,500 years ago. Buddhist monks in the sixth century discovered the wheat meat after soaking their wheat dough in water, removing all the starch, leaving a high protein wheat gluten. It is the original vegan meat replacement.
- LoveSeitan's seitan is a very simple, honest product with no added chemicals, enhancers, preservative or other nasties to make it look or behave like meat. That's because it was developed in a kitchen, not in a lab, with natural ingredients.

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