



## SEITAN SURGE!

### ***LoveSeitan witnesses unprecedented surge in demand throughout 2020 and start of 2021***

- Demand for seitan up by 78% in 2020 compared to 2019
- 2021 figures on course for 74% growth from 2020
- Many new customers are meat-eaters now choosing seitan over meat
- LoveSeitan Co-Founder, Steve Swindon: *“As health and sustainability become more important, we expect to see the popularity of seitan continue to surge upwards.”*

**23<sup>rd</sup> February, London, UK** – LoveSeitan, the [UK's leading manufacturer of seitan](#) products, has witnessed an unprecedented surge in demand for seitan throughout 2020, and a continued increase since the start 2021.

As of today, demand for seitan in 2021 is up by 74% compared to 2020. This growth builds on the growth in demand throughout 2020 (78% up compared to 2019). As more consumers switch away from animal products, LoveSeitan is anticipating another record-breaking year for seitan demand throughout the UK and beyond.

Looking back with a longer view (2 year retrospective) the average month in 2021 is up 211% compared to the average month in 2019.

**Commenting on the surge in sales, Co-Founder of LoveSeitan, Steve Swindon, said:** *“The increase in demand has been remarkable, especially since the start of pandemic. We are seeing many new customers admitting they are now choosing seitan as a healthier, greener option for protein instead of animal meat in an effort to protect their immunity, general health and the environment.*

*“As health and sustainability become more important for everyone, we expect to see the popularity of seitan continue to surge upwards. Our seitan is packed with protein and B12, and it's a source of fibre, so it ticks a lot of boxes for customers.”*

Building on the recent growth in demand, LoveSeitan's overall goal is to make sure seitan is as healthy, tasty, accessible and sustainable as possible. Seitan has proven to be the perfect choice for vegans searching for a meat alternative in recent years, 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.

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

- Just 100g provides:
  - o Protein: 28g

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

- 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.

## Note to editors

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

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.

## Contact

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