



**PRESS RELEASE
FOR IMMEDIATE
RELEASE**

I'm dreaming of a vegan Christmas!

LoveSeitan launches supremely succulent soy-free 'Seitan Roast' for festive feasts

20th November, London, UK – LoveSeitan, the [UK's leading manufacturer of seitan](#) products, today launches a new ground-breaking, soy-free "Seitan Roast" to kick off the festive season in style.

Using a unique blend of rosemary and sage, combined with a new soy-free recipe mix, the "Seitan Roast" provides a softer seitan, tender texture, and enhanced flavour. Hand-crafted to deliver the perfect plant-based roast experience, the new Seitan Roast is now available [online](#), and at all Planet Organic stores and selected Whole Foods Market stores across London.

Engineered to deliver a warming winter taste, the new Seitan Roast also comes packed with healthy nutrients:

- Just 100g provides over 50% of the daily recommended B12 requirement
- High protein (26g per 100g)
- Low fat (just 1.3g per 100g)
- Contains no cholesterol, GMOs, soy, or Palm Oil

Commenting on the new launch, Co-Founder of LoveSeitan, Steve Swindon, said: *"This launch is incredibly special for us. We've been cooking up this soy-free roast recipe for a while and we're always inundated with requests from customers to create a roast for the festive season. It's our pleasure to make this a reality!*

"Our new 'Seitan Roast' will be the perfect plant-based winter treat. Whatever the occasion, we've made sure it'll satisfy all roast lovers."

The new soy-free roast is the latest development of innovative seitan products from LoveSeitan, and won't be the last. 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.

- **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

The Seitan Roast is available at all Planet Organic stores and selected Wholefoods stores across London, and is also available online for the UK and Europe, here:

<https://www.loveseiten.com/product/1kg-seitan-roast/>

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