



**PRESS RELEASE
FOR IMMEDIATE
RELEASE**

It's official! *LoveSeitan now registered with The Vegan Society*

4th December, London, UK – LoveSeitan, the [UK's leading manufacturer of seitan](#) products, is now registered with [The Vegan Society](#) today.

After a successful application and review process, LoveSeitan products can now display the hallowed 'Vegan Trademark'. The trademark has been helping consumers identify if a product is free from animal ingredients since 1990. Registration with the trademark gives brands the confidence to promote their vegan credentials and consumers reassurance when seeking animal-free products.

The 'Vegan Trademark' is now displayed on over 47,000 products worldwide, including cosmetics, clothing, food, drink, and household items.

The registration and review process is the latest step taken by LoveSeitan to help meet the growing demand for seitan in the UK and Europe. 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.

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
 - 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

Commenting on the trademark news, Co-Founder of LoveSeitan, Steve Swindon, said:

"We're big fans of The Vegan Society; they work tirelessly to promote vegan businesses and encourage more people to adopt the lifestyle and diet. We are proud to align ourselves with them.

"We're very grateful and honoured that we now have the 'Vegan Trademark' for our product ranges. We expect the trademark to give extra reassurance to consumers on the lookout for our seitan."

- **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

More details on the Vegan Trademark can be found online, here:

<https://www.vegansociety.com/the-vegan-trademark>

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

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