



**PRESS RELEASE
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FIRST EVER 'WORLD SEITAN DAY' SET FOR OCTOBER 18TH 2021

LoveSeitan launches 'World Seitan Day' to celebrate the world's most versatile vegan meat

23rd April, London, UK – LoveSeitan, the [UK's leading manufacturer of seitan](#) products, today announces the launch of the first ever 'World Seitan Day' to celebrate the world's most versatile vegan meat and honour George Ohsawa, the first person to ever coin the term 'seitan'.

Seitan itself dates back to ancient China, almost 1,500 years ago. Buddhist monks in the sixth century discovered the 'wheat meat' after rinsing wheat dough with running water, removing all the starch, leaving a high protein wheat gluten. Ancient folklore suggests that the Buddhist monks behind the discovery used seitan to encourage followers to adopt a meat-free diet, offering the 'wheat meat' as an alternative to killing and eating animals.

Despite the ancient history, the term 'seitan' wasn't used until the early 1960s. The term originates from the combination of two words: **sei**, meaning "made of" or "proper/correct" and **tan**, the first character in the Japanese word tanpaku, which means "protein." It was coined in the early 1960s by the Japanese philosopher and founder of the macrobiotic diet George Ohsawa (1893 – 1966) who brought seitan to the West in the early 1960s.

World Seitan Day will take place on October 18th every year, Ohsawa's birthday, and will celebrate the food's versatility and honour Ohsawa's memory. The announcement today arrives on the anniversary of Ohsawa's death (23rd April).

To celebrate the day, LoveSeitan is launching a new global competition:

- Global recipe competition

- As the countdown to WSD begins, LoveSeitan is inviting recipe submissions from across the world to compete for a top prize.
- Using the hashtag #WorldSeitanDay, contestants can enter by sharing a pic of their creation, along with the list of ingredients and method, on either Twitter or Instagram.
- An expert panel of judges will select the top 10 entries.
- Those 10 entries will then be put to a vote by the public (to select the top 3), hosted on [LoveSeitan's Instagram page](#) in early October.
- For prizes, the top 3 winners will each get a one-to-one seitan cooking masterclass* with popular vegan TV chef [Kirly-Sue](#) (as seen on Amazon Prime) on World Seitan Day.

Commenting on the launch of World Seitan Day, Co-Founder of LoveSeitan, Steve

Swindon, said: *"This is a very special announcement for us. We have three key goals: firstly, to*

honour George. He was an innovator, visionary and led an inspirational life dedicated to bettering human health. Secondly, to celebrate and raise awareness of seitan as one of the most excellent food sources available for a world that desperately needs sustainable, healthy and accessible protein sources more than ever. And finally, to inspire creativity; there are some wonderful recipes and amateur chefs out there – we're keen to see what people can come up with!"

Building on the momentum of recent growth and the announcement of World Seitan Day, 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 surge 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

- **ENDS** -

*masterclass with Kirly-Sue will most likely have to be conducted over video call due to the ongoing Covid-19 pandemic

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/>

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