



THE  
VEGETARIAN  
BUTCHER™

# MEET THE NEW MEAT



Unilever  
Food  
Solutions

Support. Inspire. Progress.



# MEET THE NEW MEAT ON THE BLOCK

As a nation we're hooked on the taste of meat.  
But the world is changing – and fast.

The number of vegans in the UK quadrupled between 2014 and 2019<sup>1</sup> and insight providers predict that Covid-19 will accelerate a shift towards plant-based diets “as consumer awareness about Covid-19's suggested connection to animals grows”<sup>2</sup>.

## BE A COW PLEASER

The Vegetarian Butcher is here to help foodservice businesses with a range that cooks like meat, tastes like meat and has the texture of meat. It's that simple. With our wide range of meat alternatives, we aim to make quality vegetarian butchery the new standard throughout professional kitchens. We're not just another veggie burger.



**WE ARE THE VEGETARIAN BUTCHER.**

1. The Vegan Society. 2. Coronavirus Food & Drink Change Accelerators, WGSN 2020.



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BUTCHER™**



ATTITUDES TOWARDS THE CONSUMPTION OF MEAT ARE CHANGING. WITH DEMAND FOR PLANT-BASED DISHES ON THE RISE, YOUR NEED A BUTCHER THAT CAN DELIVER WHAT YOUR CUSTOMERS WANT – AND WHAT THE COWS WANT TOO.

**21.5%** of consumers said they cut down on meat during the Covid-19 lockdown<sup>3</sup>

We live in a **veggie-curious** nation: 92% of vegan dishes consumed out of home are eaten by non-vegans<sup>4</sup>

### Did you know?

Mondays and Wednesdays are the most popular days of the week to eat vegan<sup>5</sup>

Vegans and vegetarians look set to make up a **quarter of the British population** in 2025<sup>6</sup>

### 'Flexitarians'

People who are actively trying to consumer less meat – now make up about one third of the UK population<sup>7</sup>



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# THE RANGE

## BALLS & BURGERS



### VEGETARIAN NOMEATBALLS

2kg

Vegetarian soy-based meat balls fortified with vitamin B12 and iron. High in protein.



### VEGETARIAN NOBEEF BURGER

2.4kg

Vegetarian soy burger fortified with vitamin B12 and iron. High in protein.



### VEGAN NOCHICKEN BURGER

2.4kg

Vegan soy-based chicken style burger fortified with vitamin B12 and iron. Source of protein.



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## THE RANGE MINCE, NUGGETS & CHUNKS



### VEGAN NOMINCE

2kg

Vegan soy-based minced meat substitute fortified with vitamin B12 and iron. High in protein.



### VEGAN NOCHICKEN CHUNKS

1.75kg

Vegan soy-based chicken style chunks. High in protein.



### VEGAN NOCHICKEN NUGGETS

1.75kg

Vegan soy-based nuggets fortified with vitamin B12 and iron. A source of protein.



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## THE RANGE DOGS & WILLIES

### VEGETARIAN LITTLE WILLIES

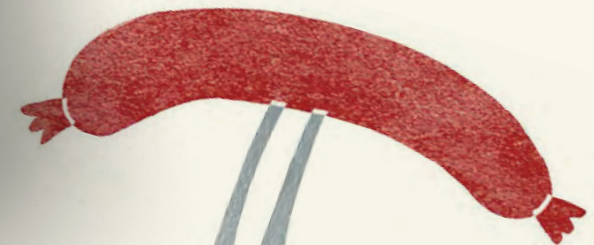
1.9kg

Vegetarian soy based  
sausages. High in protein.



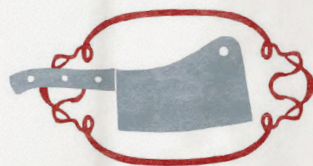
### VEGAN NOHOTDOG 2.1kg

Vegan soy-based  
hotdog fortified with  
vitamin B12 and iron.  
A source of protein.



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WE'RE NOT JUST ANOTHER  
VEGGIE BURGER



THE  
VEGETARIAN  
BUTCHER™



# AMERICAN STYLE **NO**HOTDOG



10 PORTIONS

## INGREDIENTS

750g The Vegetarian Butcher **No**Hotdog 2.1kg

### FOR THE RED ONIONS:

200g Red Onions

30ml White Wine Vinegar

20g Caster Sugar

### TO FINISH:

700g Hotdog Roll

300g Sauerkraut

150g Gherkin

100ml HELLMANN's Tomato Ketchup 430ml

100g HELLMANN's American Yellow Mustard

## METHOD

1. Brush 'The Vegetarian Butcher' **No**Hotdog in oil and chargrill till lightly browned and cooked through

### FOR THE RED ONIONS:

2. Finely slice the red onions • 3. Heat sugar and vinegar • 4. Marinade the sliced onions overnight

### TO FINISH

5. Slice and warm the hotdog roll • 6. Spread the HELLMANN's American Mustard on the base • 7. Top with sauerkraut, **No**Hotdog, red onion, sliced gherkins • 8. Serve with HELLMANN's Tomato Ketchup

## NUTRITIONAL INFORMATION

	Average values per portion	%RI* per serving
Energy kcal	233 kcal	12%
Fat	19.6 g	28%
Saturates	3.9 g	19%
Sugars	8.2 g	9%
Salt	3.33 g	56%

\*% of Reference Intake of an average adult (8400kJ/2000kcal)





# NOCHICKEN TERIYAKI



## 10 PORTIONS

### FOR THE NOCHICKEN:

400ml Knorr Professional®  
Blue Dragon Teriyaki  
Marinade 1.1L

### FOR THE VEGETABLES

25ml Sesame Oil  
25ml Reduced Salt  
Soy Sauce  
100g Sugar Snap Peas  
200g Tenderstem Broccoli  
100g Green Beans

100g Shitake Mushrooms

100g Edamame

### FOR STICKY RICE

4g Salt  
800ml Water

400g Jasmine Rice

### TO FINISH AND SERVE

25ml Reduced Salt  
Soy Sauce  
15g Sesame Seeds  
50ml Sesame Oil

## METHOD

### FOR THE NOCHICKEN

1. Rub 'The Vegetarian Butcher' NoChicken • 2. Chunks in KNORR Professional Blue Dragon Teriyaki Marinade • 3. Roast in oven at 180°C for 8 minutes.

### FOR THE VEGETABLES

4. Trim the green beans and tenderstem broccoli • 5. Blanch and refresh the green vegetables • 6. Quarter the shitake mushrooms and marinate in sesame oil and soy sauce

### FOR STICKY RICE

7. Rinse the rice under cold water for 5 minutes • 8. Add to the jasmine rice to the salted water and bring to boil, simmer for 4 minutes • 9. Cover and leave over low heat for 12 minutes

### TO FINISH AND SERVE

10. Dish rice into suitable bowls • 11. Stir fry vegetables with sesame oil and soy sauce. Top stir fried vegetables and Teriyaki NoChicken on top of rice • 12. Sprinkle over sesame seeds.



## NUTRITIONAL INFORMATION

	Average values per portion	%RI* per serving
Energy kcal	441 kcal	22%
Fat	14.2 g	20%
Saturates	2 g	10%
Sugars	14.5 g	16%
Salt	1.98 g	33%

\*% of Reference Intake of an average adult (8400kJ/2000kcal)





# FOR MEAT LOVERS, BY MEAT LOVERS

*"Some vegetarians do not like meat and therefore do not like our products because that have the taste and texture of meat. We take that as a compliment."*

JAAP KORTEWEG  
FOUNDER OF THE VEGETARIAN BUTCHER



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