



THE  
VEGETARIAN  
BUTCHER™

**DINNER ON US**

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# TONIGHT, DINNER IS ON US!



Meet the new meat on the block and discover a range that cooks like meat, tastes like meat and have the texture of meat – enjoyed by vegan's and meat-eaters alike.

We are delighted to offer you three succulent dishes developed by our Chefs. It couldn't be easier...

Choose a recipe, follow the simple steps, tuck in and enjoy a dinner on us.

Until dinner time, please keep ingredients refrigerated.

You don't need to sacrifice anything  
to serve up great tasting dishes

If you are interested to learn more about The Vegetarian Butcher range across retail and foodservice, contact your sales rep or contact our team at [info@unilever-foodsolutions.com](mailto:info@unilever-foodsolutions.com) or call +44 800 783 3728.



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# GATSBY BURGER



Recipe allergens: Gluten, Soya, Celery, Mustard (may contain milk, egg)

The Vegetarian Butcher Raw NoBeef Burger with wild garlic mayo, rosti, caramelised shallot pickle and beef tomato, in a brioche-style bun

## INGREDIENTS

### The Vegetarian Butcher Raw NoBeef Burger Patties

Plant-based brioche buns

Thyme rostis

Shallot pickle

Plant-based wild garlic mayo

Beef tomato

## METHOD

1. Cook **The Vegetarian Butcher Raw NoBeef Burger Pattie** in a non-stick pan or grill for 4 minutes each side.
2. Slice and toast your buns under a grill.
3. Warm your rosti until hot in oven.
4. Spread the wild garlic mayo over both halves of the bun.
5. Top with warmed rosti, burger, slices of beef tomato and caramelised shallot pickle.
6. Tuck in and enjoy!





# TRUFFLED 'CHICKEN' MAC N CHEESE



The Vegetarian Butcher NoChicken Chunks, with a truffled Mac n Cheese, herb crumb and chestnut mushrooms

## INGREDIENTS

Blanched macaroni

Truffled cheese sauce with **The Vegetarian Butcher NoChicken Pieces**

Herb Crumb

Chestnut mushrooms, plant-based garlic butter

## METHOD

1. Place the macaroni in a bowl and fold through your mac sauce with **NoChicken pieces**.
2. Place directly back in the foil container or dish and bake in an oven for 25 minutes at 175c until golden and piping hot.
3. Sprinkle with the crumb for the last 5 minutes.
4. Lightly sauté the mushrooms in the garlic plant-based butter.
5. Tuck in and enjoy!



Recipe Allergens: Gluten, Soy, Almonds (may contain milk, eggs, nuts)

# SMOKED CHILLI DOG



Recipe allergens: Gluten, Soya, sulphites (may contain milk, egg, celery, nuts, peanuts)

The Vegetarian Butcher NoHotdog loaded with smokey stout chilli made with The Vegetarian Butcher NoMince, Mexican pickled onions and a plant-based queso

## INGREDIENTS

### The Vegetarian Butcher NoHotdogs

Brioche-style buns

Plant-based queso sauce

Mexican pickled onions

Smokey stout chilli with **The Vegetarian Butcher NoMince**

## METHOD

1. Place a pan of water on the stove and bring to simmer.
2. Keep **The Vegetarian Butcher NoHotdogs** in their sleeves and poach for 9 minutes.
3. Make sure the piping bag of queso is at room temperature.
4. Slice and warm your bun.
5. Reheat your chilli until piping hot.
6. Remove the **The Vegetarian Butcher NoHotdog** from sleeve and place in bun.
7. Load with the smokey chilli, pipe over the queso and finish with Mexican pickled onions.
8. Tuck in and enjoy!





# OUR STORY

## MEET THE BUTCHER OF THE FUTURE

The Vegetarian Butcher is the traditional butcher of the past, with the meat of today.

When our vegetarian meat is so akin to the real thing, meat-eaters don't have to miss out on the juicy tenderness of what they've come to know. Instead, you get all that and then some. Our mission? Becoming the largest butcher in the work with meat without animals.

As a bonified meat lover and traditional butcher, Jaap Korteweg is nothing short of visionary. To Jaap, meat is about taste and texture, so he has set out to deliver a vegetarian meat product that gives you exactly that. "We think it is important that our products are an ode to animal meat. It is a misunderstanding that vegetarians don't like meat. If people didn't like meat that much, there would be a lot more vegetarians."

FIND OUT MORE >



## DID YOU KNOW?

**21.5%** of consumers said they cut down on meat during the Covid-19 lockdown<sup>1</sup>

**1/3 UK are flexitarians** – wanting to cut down on but not cut out meat (they love the taste of it)<sup>2</sup>

<sup>1</sup>Kantar w/e 19.4.20. <sup>2</sup>Euromonitor; Nielsen; Ipsos



# OUR RANGE

We have an extensive range available, click below to find out more

## RETAIL



FIND OUT MORE >

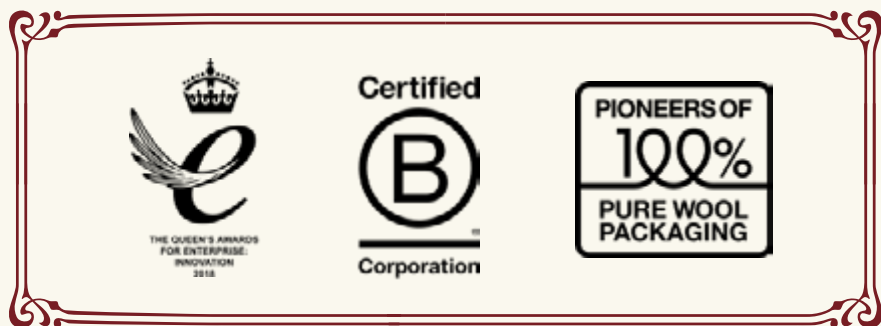
## FOODSERVICE



FIND OUT MORE >



# REDUCE, RE-USE AND RECYCLE



**Dinner On Us** is packaged using Woolcool. Woolcool is an insulated packaging that help companies and consumers **reduce, re-use and recycle** packaging as set out by UK Government guidelines and WRAP (Waste & Resource Action Programme).

- The wool insulation is totally **compostable and biodegradable**, releasing valuable nitrates back into the soil.
- The MDPE plastic film used to enclose the fleece and the LDPE envelopes for Woolcool pouches are widely recycled.
- The cardboard delivery boxes are produced using over 95% recycled material and are recyclable.

Woolcool products can be re-used several times. At the end of its useful life as packaging, the Woolcool insulation liners can be re-cycled for a variety of purposes, such as lagging water pipes or hanging basket liners.

FIND OUT MORE >







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