



Vevan Fact Sheet

Brand Story

Crafted by world-class cheesemakers, plant-based Vevan is all about the traditional cheese experience – minus that whole moo cow dairy thing, of course. It's the same creamy texture. The same perfect gooey melt. Incredible quality. Sensational flavor. Pure satisfaction in every bite.

Whether you're flexitarian or vegetarian or lactose intolerant or just-don't-wanna-do-dairy, chances are good you still love cheese (really, who doesn't?!). At Vevan, we want ALL cheese lovers to have the chance to experience incredible cheese, whether it comes from cows or from plants.

Tagline

100% Awesome, 0% Dairy

Where It's Made

Montfort, Wisconsin

Who Makes It

Vevan cheesemakers are just that: cheesemakers. They've won hundreds of awards for making world-class cheese, and they know what it takes to create perfection every time.

With Vevan, we challenged our cheesemakers to take what they know about the art and science of cheesemaking, then take out the dairy. We asked them to add the best plant-based ingredients they could find. Then we challenged them some more. It can't just look like cheese. It has to taste like cheese, melt to perfection and satisfy all the senses. They delivered in every way.

What Makes It Special

Research shows that when consumers eat dairy-free cheese, they still want a familiar taste and texture. Vevan tastes and melts just like dairy cheese, and its creamy goodness rocks all kinds of foods. Vevan offers:

- On-point flavor profiles with the right mix of creamy, salty, sharp, etc.
- Incredible function, with a perfect ooey-gooey melt
- Cheesemaking experts who take pride in quality and can scale production to demand

Points of Pride

100% Vegan
Certified Plant Based
Dairy-Free
Non-GMO
Gluten-Free
Lactose-Free

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Plant-Based Market

More than one-third (39%) of mainstream consumers choose a plant-based diet at least some of the time (including flexitarian, lessitarian, vegetarian and vegan). Multiple factors are spurring growth of the category, including dietary restrictions, environmental concerns and concerns about animal-based protein (antibiotics, allergens, hormones, animal welfare).

Consumers want familiar attributes in their plant-based options. A large majority (84% to 89%) want a plant-based cheese that:

- Has amazing, authentic flavor
- Offers the appealing texture of dairy cheese
- Melts like dairy cheese

Source: Vevan Brand & Target Audience Survey (November 2019) and Nutritional Business Journal – Special Diets Report (2015)

Sustainability

Vevan is made using responsible, earth-friendly methods. One example is our careful selection of palm oil suppliers who are certified by the Roundtable on Sustainable Palm Oil. This program traces palm oil throughout the entire production process to ensure sustainable practices are adhered to at every step.

Ultimately, Vevan intends to offset its own production methods to create a carbon neutral footprint.

Formats

Food Service and Ingredients: Shred, Melts, Blocks
Retail: Shred and Melts

Flavors

Vevan Ched: Sharp, rich and bold
Vevan Mozza: Soft, mild and creamy
Vevan P'Jack: Zesty with a spicy twist

Tips for Using

Vevan is great for a wide range of uses, whether as a delicious snack or in many favorite recipes. It melts especially well compared to other dairy-free cheeses, but the authentic flavor and texture is also perfect for sprinkling over salads or enjoying on sandwiches.

For best results, we recommend using Vevan products within 1-2 weeks after they are opened, and for the dreamiest, creamiest results, we recommend cooking Vevan at 425° F.

Pricing

Ultimately, prices are determined by the retailers who sell Vevan. Suggested retail price for the Vevan product collection is \$4.99 per unit for Shred (8 oz. each) and Melts (7.5 oz. each).

Online

www.vevanfoods.com
Facebook.com/VevanFoods

[Instagram: @vevan.foods](https://Instagram:@vevan.foods)
LinkedIn.com/company/vevan-foods

