

Goodlife launch global inspired range



Leading vegan and veggie brand Goodlife is delighted to announce the arrival of three new products, available at Morrison's from January 2022

Goodlife has announced the launch of three brand new products, arriving at Morrison's in January 2022.

The all vegan and veggie line up has been developed using consumer driven insights, with a growing appetite for global inspired flavours. According to [YouGov research](http://YouGov_research) commissioned earlier this year by Goodlife:

- 45% of UK Brits stick to same meals whilst 39% struggling for inspiration. The new dishes offer new and exciting dishes that are quick and easy.
- 62% of UK Brits are looking for a healthy balance. Goodlife's NPD philosophy is to not have any red on front of pack traffic lights, whilst one of the new products contains 1 of your 5 a day.
- 10% of GB adults eat a veggie meal every day, with nearly a quarter (24%) planning to eat more vegetarian meals on a weekly basis in 2021

Proud to celebrate plant-based ingredients and put them at the heart of every dish, the three new products offer even more inspiration for quick, simple and healthier mealtimes. Two of the three new products are vegan, making them an ideal launch for Veganuary.

It is the first time Morrisons will be listing Goodlife, whilst they will also be the first retailer to launch the three new SKUs.

Global veggie flavour sensations...

- ❖ **Vegetable Firecracker Melt:** Inspired by the flavours of Japan, we've blended all the fragrant, spicy and sweet flavours of Japanese cooking with vibrant green vegetables to create these fiery little rice cakes. A base of rice, edamame beans and asparagus topped with a spicy gochujang sauce for a delicious fiery kick all coated in a crispy crumb.
- ❖ **Vegetable Paella Slice:** Inspired by a traditional recipe for Valencian rice cakes, which were originally created to use up left over Paella. We've used a tasty blend of arborio rice, tomato, peppers, olives and smoked paprika to give you the wonderful flavours of Spain.
- ❖ **Loaded Burrito Veg Burger:** A delicious spicy burger loaded with jackfruit, melting mozzarella balls, tomatoes, black turtle beans and a fusion of chipotle chilli and smoked paprika to give the succulent smoky, spicy taste of burritos.

Marketing & Category Manager at Goodlife, Becky McCaul said: *"We're so excited to add three new products to the Goodlife range and can't wait for consumers to try them. Each product has been developed with a focus on creating unique and delicious flavour profiles, to transform plant-based mealtimes - without the need for meat mimicry."*

Becky continued: *"All dishes are ready in 30 minutes or less and we're confident they will become a freezer favourite for vegans, veggies and flexi veggies who want to prioritise eating well during a busy week."*

Set to liven up the veggie freezer aisles, all products have a recommended retail price of £2.25.



To find out more, visit www.goodlife.co.uk.

ENDS

Notes to Editors

Final packaging is subject to design changes

Issued on behalf of Goodlife by Laura Quick PR

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