



## Press Release

Oberreute, March 2019

### New Simply V Pastagenuss: Italian Classic Interpreted Vegan

Market leader in cheese alternatives presents plant-based version of typical Italian delicacy - new Pastagenuss deliciously spicy just like Parmesan - dairy-free like all Simply V products - produced without soy and without palm oil



Simply V now offers a purely plant-based Pastagenuss which is as tasty as Parmesan and can be used just like it. With the new Simply V Pastagenuss, Pasta and Pizza, Risotto and Bruschetta, Salad and many more dishes become a unique taste experience. The vegan interpreted Italian delicacy is made with coconut oil and almonds – completely without soy and palm oil. As all other Simply V products, new Pastagenuss is totally dairy-free, as well.

### Goodbye Parmesan, hello Pastagenuss

The so-called plant-based diet becomes more and more popular. By now, many classic dishes such as Bolognese or Risotto are interpreted in a plant-based manner – and thanks to Simply V Pastagenuss these interpretations may now be topped completely vegan – very easily and above all deliciously. Therefore, new Pastagenuss is just as convincing as all other Simply V products. No surprise that the brand from a standing start has become the undisputed market leader in the cheese alternatives. With its Streichgenuss, Genießerscheiben und Reibegenuss, Simply V has long since conquered a firm place in the refrigerators of nutrition-conscious consumers. For Simply V Pastagenuss as modern version of the





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Italian classic Parmesan, other products in the fridge must now move closer together.

The new Simply V Pastagenuss will be available in the food trade from March 2019 on. The suggested retail price for the resealable 100 g stand-up pouch is € 2.79.

