



## The Jackfruit Company is “Redefining Meat” with the Next Generation of Plant-Based Meat Alternatives

*Company to introduce 14 new products at Expo West; booth # H913 at the Hilton*

Boston, MA—As the move to more plant-based foods is taking hold in the U.S., consumers and retailers are looking for new options to satisfy the growing market of vegans, vegetarians and “flexitarians,”--those who enjoy meat as an occasional addition to a mainly plant-based diet. Jackfruit, a tree-borne fruit indigenous to southern India, is one of the latest newcomers to grace the center of the plate for American consumers. Used for centuries as a main course in Indian dishes, The Jackfruit Company has brought an ancient staple to the masses with its line of delicious, ready-to-heat entrees featuring this high-fiber plant with a meaty texture.

While jackfruit is actually a fruit, it is an excellent meat replacement for people looking to eliminate or reduce the animal meat in their diets and boost their fiber intake. Jackfruit has the texture of pulled pork or braised beef, making adoption particularly easy for consumers who want to eat meatless meals, but enjoy or miss the texture of meat.

### **KNOW JACK**

Late in 2015, The Jackfruit Company introduced consumers to four meat-alternative products, currently found in the refrigerated meat alternative section of more than 600 stores across the United States. Each of The Jackfruit Company’s flavors has a meaty texture, is high in fiber (more than 20% of the recommended daily value), and is a healthy meatless meal alternative.

- **BBQ Jackfruit**, a tomato-based blend of sweet and tangy, with smoky mesquite
- **Tex-Mex Jackfruit**, savory southwestern flavor, with notes of cumin and oregano
- **Sesame-Ginger Jackfruit**, a teriyaki-inspired blend of soy, sesame and ginger
- **Curry Jackfruit**, aromatic spices combined for authentic South Indian flavor

### **NEW JACK**

At Expo West, the Company will be introducing and sampling 14 new refrigerated and frozen food items. The frozen line will feature familiar formats made from jackfruit: from gourmet Jackfruit Burgers in four amazing flavors to family-friendly center plate items like meatballs, nuggets and tenders. Four amazing flavors of Jackfruit Sausage will be available alongside the original products in refrigerated meat alternatives. Each of the new products are vegetarian, high in fiber, soy-free, gluten-free, and sustainably sourced.

### **THE JACKFRUIT COMPANY GIVES BACK**

For consumers who are conscious of what they eat and how it impacts their environment, The Jackfruit Company delivers delicious and nutritious whole food products that also make a meaningful social impact. The company partners with more than 250 farmers in southern India; each farming family is estimated to have gained 10-40% more income, on an annual basis, as a result of their partnership with The Jackfruit Company.

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### **About The Jackfruit Company**

When Annie Ryu first visited India in 2011, she fell in love with jackfruit, the largest tree-borne fruit in the world, which is indigenous to southern India. The large, curious-looking fruit piqued Annie's interest—not only was the jackfruit super tasty when harvested and served in various formats, but it was also extremely meat-like in texture due its naturally high fiber content. A social entrepreneur and fan of meat alternatives, Annie founded The Jackfruit Company to convert an underutilized natural resource (the jackfruit) into a delicious, healthy and satisfying meat alternative for consumers, while providing income and opportunities for farming families in India.