

Uplegger Food Company GmbH

Veganuary – Easy to join with tasty products

Langenhagen, December 15th, 2021. The New Year is almost upon us and starts immediately with a highlight – Veganuary, a conscious reduction in meat consumption. The month of January fits well in our DNA since meat free products are no longer just niche, being now a firm constituent of our company. This is the second year in a row that we encourage our team to participate in Veganuary, following the motto „Just as much or as little each person would like to contribute“

A live comment from the team last year: Veganuary is really good to become aware of one's own meat habits“. And with the products in our range, the switch is easier than reducing the feeling of missing out on something.

As always, the existing ranges of our partner brands d'arbo, deli gourmet, Friendly Viking's, Huel, Mia & Ben, The Coconut Collaborative and Vivera make it easy to switch to their vegan products. There will also be some vegan additions to the existing ranges in the New Year – 2 new vegan chocolate mousses from GÜ, Nuggets from Mia & Ben and an RTE porridge from the successful start-up Haferkater.

For further information, see www.Uplegger.de/en.

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The [Uplegger Food Company](http://www.Uplegger.de/en) · Innovation. Since 1884. · was founded 130 years ago as a cheese wholesaler. This makes it one of the oldest family businesses in the German food retail. Over the years, the retail landscape changed - sometimes continuously – sometimes disruptively. Today, the Uplegger Food Company stands for the import, distribution, and international marketing of chilled and frozen products. Focussing on the categories dairy, cheese, desserts, convenience food and drinks, the [Uplegger Food Company](http://www.Uplegger.de/en) represents more than 20 well-known product partners from all over Europe and further afield. With a dedicated key account management team in Germany, Austria, Switzerland and the Netherlands, Uplegger Food Company aims for success in existing and future areas of business.

Please find more information at www.uplegger.de/en.