



# Veggie Never Fry

46% (\*) of European consumers prioritise healthy options when preparing and consuming dinner.

(\*) Griffith Proprietary Research 2016.

Nothing herein relieves you from your obligation to comply with all applicable laws and regulations including compliance to the current local regulatory environment.

Griffith ™  
FOODS

# Griffith Foods – no longer choosing between healthy and tasty

European consumers continue to demand convenient meal solutions whilst increasingly seeking ‘healthier for you’ products without compromising on taste and texture.

Griffith Foods has established itself as a pioneer specifically regarding taste and texture in coating systems to the food industry. We partner with protein

and alternative protein manufacturers to deliver healthier, sustainable and innovative coating solutions that excite, push boundaries, and add value.

We have built our reputation as culinary experts with market leading knowledge in coatings, seasonings, sauces and dressings which deliver delicious and nutritious products.

- ✔ Our **Veggie Never Fry coating system** combines a functional seasoned batter, a premium breading mixture and a top glaze coating which all contain **pure dehydrated vegetables**.
- ✔ Veggie Never Fry only requires **hot air treatment in the oven**. Therefore, it’s possible to control fat, improve nutritional profiles, and maintain attractive bright colours and purer taste sensations.
- ✔ The use of pure dehydrated vegetables ensures the **retention of taste and essential natural components** such as minerals, proteins and fibres. These powders also provide a **natural colour** (no E numbers) that differentiates Veggie Never Fry from standard coatings.
- ✔ As the coating system can run on a standard production line without a fryer, investments and **maintenance costs are reduced** and the **production capacity is no longer restricted** by the fryer, which often forms a bottle neck. colours can also be delivered.



*“ Bright coloured, great tasting and healthier ‘oven only’ coating system, containing vegetables*

Creating **Better Together**™

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Join us as we help pioneer the next generation of culinary innovation at [griffithfoods.com/eu](http://griffithfoods.com/eu)