

**ONE VICTORIAN BUSINESS' DELICIOUS RESPONSE TO AUSTRALIA BEING THE WORLD'S  
THIRD FASTEST-GROWING MARKET FOR PLANT-BASED FOOD.**

**FOR IMMEDIATE RELEASE - Melbourne** - Iconic fifth generation, family-owned and operated Ferguson Plarre Bakehouses is adding a 'suspiciously beefy' plant-based, vegan-friendly meat pie and sausage roll to their offering – just in time for the coldest part of winter - and with a view to the future.

“At Ferguson Plarre, we’re all about ‘baking people happy’. This means we want to create pies and sausage rolls for *everyone*,” said CEO, Steve Plarre, who recently made the switch to a plant-based diet. “These days, people are trying to eat less meat but they still want to enjoy pies and sausage rolls. We’re excited to answer the call of the wild for more plant-based options – especially two Aussie family favourites.”

From Steve’s own experience, he understands that now more than ever, people are choosing plant-based or ‘flexitarian’ diets. “Whether it’s for health, the planet, the animals, or just wanting to cut back on a meat-heavy diet, Australians are getting curious about plant-based products,” he said.

After 14 months of baking experiments and product testing, the old family recipes have been adapted – and perfected - to meet the needs of today’s market. All while using the same traditional artisan methods they’re known and loved for across their entire range.

Animal group and Ferguson Plarre goodwill partner, PETA, praised the move. “PETA is as pleased as pie to work with iconic bakery Ferguson Plarre in the lead-up to the exciting launch of its vegan meat pie and sausage roll,” said Senior Partnership Manager, Emily Rice. “These two new offerings mean that no one need miss out on meaty, flaky deliciousness.”

Growing concerns over animal welfare and climate change have seen Australia become the world's third fastest-growing market for vegan food, and Euromonitor International predicts that it'll be worth \$6 billion by 2030. “Ferguson Plarre's release of plant-based versions of Aussie favourites is not only a compassionate, eco-conscious move” notes PETA, “but also a savvy one that will help ensure the company's growth into the future.”

And Ferguson Plarre has tasted the plant-based future - it’s delicious.

*The Plant-Based Aussie Pie and Plant-Based Sausage Roll are available exclusively at Ferguson Plarre from the 29th of June, 2020.*

**Available for interview**

- Steve Plarre, CEO, Ferguson Plarre - via Kate Johns - 0411 055 955
- Chris Cotton, Head of Marketing, Ferguson Plarre - via Kate Johns - 0411 055 955
- Emily Rice, Outreach Manager, PETA - direct on 0404 896 405

**About Ferguson Plarre**

Ferguson Plarre Bakehouse is a family owned bakery operating in Melbourne, Victoria. With 119 years of baking experience, the Plarre family is committed to baking Victorians happy through award winning cakes and pies, made from only the finest ingredients and served at over 75 Ferguson Plarre Bakehouses across Victoria.



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