

# RESEARCH DATA

## Plant-based Meat Alternatives Sold in Australia: An analysis of product labels



Prepared by Food Frontier  
Analysis conducted July 2021

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### ABOUT FOOD FRONTIER

We are the independent think tank and expert advisor on alternative proteins in Australia and New Zealand. We are a not-for-profit funded by grants and donations, which allows us to engage in our work without external influence.

## RESEARCH PURPOSE

The current Senate Inquiry into the Definitions of Meat considers the product labelling of plant-based meat alternatives. Dialogue around this inquiry to date has relied on anecdotal evidence and questionable surveys based on a small number of products that take an uncommon labelling approach.

Food Frontier, as a think tank and data-driven research organisation, has undertaken an in-depth, category-wide analysis of front-of-pack labels across the 250+ plant-based meat alternatives in Australian supermarkets.

The purpose is to provide clarity and evidence on how most products are labelled to better inform current conversations.

Key findings from this research are presented in "Plant-Based Meat Alternatives Sold in Australia: An Analysis of Product Labels", an infographic available for download at [FoodFrontier.org/Reports](https://FoodFrontier.org/Reports). Methodology and data set for this research are as follows.

## METHODOLOGY

**Data collection:** Data was collected from the front-of-pack labels on 252 plant-based meat alternative products (as defined in the key on page 43) on sale in four major supermarkets – Aldi, Coles, Woolworths and IGA – as at July 5, 2021, representing all products available in these stores to our knowledge at this time, via both online and in-store research.

**Product categorisation:** Products were categorised by format, such as ‘Uncrumbed Burgers’, Ready Meals’, ‘Sausages’ etc. Product formats that represented less than 4% of the category or under were assigned to ‘Other’, such as hot dogs.

**Data inclusion:** Data collected for this analysis included:

- Brand name
- Product name
- Meat-free terms used in product name
- Animal meat terms included in product name
- Any modification of animal meat terms
- Any additional meat-free terms displayed on front-of-pack
- Total meat-free terms on front-of-pack
- Animal depictions on front-of-pack
- Size of animal depictions
- Description of front-of-pack artwork.

**Analysis parameters:** For a meat-free term to be considered part of the product name, the term must have equivalent prominence as the product name (similar font size; of equal visibility to the product name). If a meat-free qualifier term was included near the product name, but in a smaller or significantly different font or style, leading to a lower prominence and visibility than product name, it was not counted as part of the product name and was counted only as an additional front-of-pack term. Brand names do not count as meat-free terms and thus were not included in the analysis findings.

# DATA

Plant-Based Meat Alternatives<sup>A</sup> Sold in Australia: An Analysis of Front-of-Pack<sup>B</sup> Product Labels

Brand name	Product name	Product format <sup>C</sup>	What terms <sup>D</sup> in the <u>product name</u> <sup>E</sup> indicate the product is meat-free <sup>F</sup> ?	Does the product name include an animal meat term <sup>G</sup> , e.g. beef, pork, lamb?	If animal meat term is used, is the term modified <sup>H</sup> (e.g. beef-less, chick'n) or does the name include another term (e.g. plant-based) to indicate it is meat-free?	Additional meat-free terms used on front-of-pack product label (not in product name)	Total # of terms indicating meat-free status in product name and on front-of-pack label	Does the front-of-pack label include any animal depictions?	Do the animal depictions constitute more than 10% of the front-of-pack label?	Description of front-of-pack label artwork (including relevant product imagery, iconography, and any animal depictions)
Amy's Kitchen	All American Veggie Burger	Burger	Veggie	-	N/A	Vegetarian Society Approved, Made With Vegetables and Grains	3	No	N/A	Burger and Chips
Plant Nation	Beef Style Burgers	Burger	Beef style	Beef style	Yes	Plant based protein, Meat free, Vegan friendly,	4	No	N/A	Hand holding leaves
Veggie Delights	Beef-Style Burger	Burger	Beef-Style Burger	Beef-style	Yes	100% Meat Free, Vegan Friendly	3	No	N/A	Burger on a Plate
Unreal Co.	Beefy Burger	Burger	Beefy	Beefy	Yes	Gourmet Plant Based, Meat Free, Vegan	3	No	N/A	Burger on bun
The Vegan Factor	Beevee Burgers	Burger	Beevee	Beevee	Yes	Plant Based	2	No	N/A	V with Leaf Logo
Beyond Meat	Beyond Burger Plant-Based Patties	Burger	Plant-Based	-	N/A	20 g of Plant Protein	2	Yes	No	Beyond logo cow with cape
Moving Mountains Foods	Burger	Burger	-	-	N/A	No Beef, All Leaf, I'm Made from Plants	2	No	N/A	Burger
MEET	Burgers	Burger	-	-	N/A	Positively Plant Based	1	No	N/A	Burger in bun on plate

Brand name	Product name	Product format <sup>C</sup>	What terms <sup>D</sup> in the <u>product name</u> <sup>E</sup> indicate the product is meat-free <sup>F</sup> ?	Does the product name include an animal meat term <sup>G</sup> , e.g. beef, pork, lamb?	If animal meat term is used, is the term modified <sup>H</sup> (e.g. beef-less, chick'n) or does the name include another term (e.g. plant-based) to indicate it is meat-free?	Additional meat-free terms used on front-of-pack product label (not in product name)	Total # of terms indicating meat-free status in product name and on front-of-pack label	Does the front-of-pack label include any animal depictions?	Do the animal depictions constitute more than 10% of the front-of-pack label?	Description of front-of-pack label artwork (including relevant product imagery, iconography, and any animal depictions)
Eaty	Gourmet Quarter Pound Burgers	Burger	-	-	N/A	Plant Based, You Won't Believe It's Not Meat	2	No	N/A	Burgers grilling on a bbq
Quorn	Hot and Spicy Burgers	Burger	Bacon style	-	N/A	Proudly Meat Free, Vegan	2	No	N/A	Burger with Salad
Harvest Gourmet	Incredible Burger	Burger	-	-	N/A	Vegan, Can't Believe It's Plant Based, 16 g Plant Protein	3	No	N/A	Burger
Unreal Co.	Italian Beefy	Burger	Vegan	Beefy	Yes	100% Plant Based, Meat-Free, Vegan, Made From Meaty Plant Proteins	4	No	N/A	Burger in a Bun
Earth Grown	Meat Free Burger Patties	Burger	Meat Free	-	N/A	Vegan	2	No	N/A	Open burgers with patties
The Fry Family Food Co.	Meat Free Traditional Burgers	Burger	Meat Free	-	N/A	Nature's Plant Protein, Vegan	3	No	N/A	Open Burger
Earth Grown	Meatless Burger	Burger	Meat Free	-	N/A	A Vegan Take on a Meaty Classic, Plant Based	3	No	N/A	Open burgers with mustard and pickles
vEEF	Plant Based Burger Patties	Burger	Plant-Based	-	N/A	-	1	No	N/A	Burger

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NextGen2	Plant-Based Burgers	Burger	Plant Based	-	N/A	No Meat, No Compromise, Vegan Certified	4	No	N/A	Leaf
Suzy Spoon's Vegetarian Butcher	Rosemary & Garlic Patties	Burger	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
Nature's Kitchen	Smokey Grill Meat Free Burgers	Burger	Meat Free	-	N/A	Deliciously Vegan, Plant Based Eats	3	No	N/A	Burger
Vegie Delights	Smokey-BBQ Burgers	Burger	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Burger on a Plate
The Alternative Meat Co.	The Alternative Burger	Burger	-	-	N/A	Plant-Based Beef, 100% Plant Based Protein, 20 g Plant Protein, Vegan Friendly	4	Yes	Yes	Burger. Cartoon cow made of leaves.
The Fry Family Food Co.	The Big Fry Burger	Burger	-	-	N/A	Plant-Based Burger, Made with Plants, The Vegan Standard, 100% Vegan Friendly	5	No	N/A	Burger

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Naturli	The Burger Pea Based	Burger	Pea Based	-	N/A	100% Plant Based, Vegan, Meat Free,	4	Yes	No	Image of burger, cartoon cow grazing with cross mark next to it and text saying 'the old way'
Gardein	The Ultimate Beefless Burger	Burger	Beefless	Beefless	Yes	I'm Meat Free, Garden Grown Protein, For Meat and Veggie Lovers Alike, No Beef About It	5	No	N/A	Open burger
v2food	v2burger	Burger	-	-	N/A	Made with Plants, Plant Based	2	No	N/A	Burger. Cartoon Leaves and Peas
Harvest Gourmet	Vegan Burger	Burger	Vegan	-	N/A	Vegan, Vegan Burger, Meat Free	3	No	N/A	Open burger on bun
Quorn	Vegan Gourmet Burger	Burger	Vegan	-	N/A	Proudly Meat Free	2	No	N/A	Burger
Linda McCartney's	Vegetarian Burgers	Burger	Vegetarian	-	N/A	Suitable for Vegans, Vegetarian Society Approved	3	No	N/A	Burger
Linda McCartney's	Vegetarian Mozzarella 1/4 LB Burgers	Burger	Vegetarian	-	N/A	Meat Free Pioneer, Vegetarian Society Approved	3	No	N/A	Burger



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Plant Asia	Chicken Skewers with Satay Sauce	Chunks/ strips/ filets (uncrumbed, beef-style)	-	Chicken	No	Plant Based, Vegan	2	No	N/A	Skewers on plate with lime
Fable	Plant Based Braised Beef	Chunks/ strips/ filets (uncrumbed, beef-style)	Plant-Based	-	Yes	Plant Based Meat, Meat Alternative	3	No	N/A	Line drawing of Heston Blumenthal
Oumph	Pulled Oumph	Chunks/ strips/ filets (uncrumbed, beef-style)	-	-	N/A	Epic Veggie Eating, Made from Soybeans	2	No	N/A	Product on plate
MEET	Strips	Chunks/ strips/ filets (uncrumbed, beef-style)	-	-	N/A	Positively Plant Based	1	No	N/A	Stir fry with tenders and veg
Plant Asia	Tender Beef	Chunks/ strips/ filets (uncrumbed, beef-style)	-	Beef	No	Plant Based, Vegan	2	No	N/A	Product in stirfry with rice and broccoli
The Fry Family Food Co.	Thick Cut Chunky Strips	Chunks/ strips/ filets (uncrumbed, beef-style)	-	-	N/A	Made with Love and Plants, Plant Based, The Vegan Standard, 100% Vegan Friendly	4	No	N/A	Strips in wrap, cartoon leaf

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Harvest Gourmet	Chargilled Strips	Chunks/ strips/ fillets (uncrumbed, chicken-style)	-	-	N/A	Vegetarian, Meat Free	2	No	N/A	Strips on vegetable bowl
Naturli	Chick Free Pea Based	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Chick Free Pea Based	-	N/A	100% Plant Based, Vegan, Meat Free	5	No	N/A	Strips in a bowl
Sunfed	Chicken Free Chicken Wild Meaty Chunks	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Chicken Free	Chicken	Yes	Plant Based, Vegan	3	Yes	Yes	Cartoon chicken, leaves
VegiDeli	Chicken Style Pieces	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Chicken Style	Chicken style	Yes	Meat Free, Vegetarian and Vegan, Meat and Dairy Free	4	No	N/A	Pieces on a plate
The Fry Family Food Co.	Chicken Style Strips	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Chicken Style	Chicken style	Yes	Made with Love and Plants, The Vegan Standard, 100% Vegan Friendly, Plant Based	4	No	N/A	Chicken strips on a wrap

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Quorn	Fajita Strips	Chunks/ strips/ fillets (uncrumbed, chicken-style)	-	-	N/A	Vegan, Proudly Meat Free	2	No	N/A	
Quorn	Fillets	Chunks/ strips/ fillets (uncrumbed, chicken-style)	-	-	N/A	Vegan, Proudly Meat Free	2	No	N/A	Strips on a plate
NEXT!	Lightly Seasoned Chick'n Chunks	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Chick'n	Chick'n	Yes	100% Plant Based	2	Yes	Yes	Cut out shape of chicken showing product underneath
Gardein	Mandarin Orange Crispy Chick'n	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Chick'n	Chick'n	Yes	I'm Meat Free, Garden Grown Protein, For Meat and Veggie Lovers Alike	3	No	N/A	Product on plate
NEXT!	Original Chick'n Chunks	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Chick'n	Chick'n	Yes	100% Plant Based	2	Yes	Yes	Cut out shape of chicken showing product underneath
Quorn	Pieces	Chunks/ strips/ fillets (uncrumbed, chicken-style)	-	-	N/A	Proudly Meat Free	1	No	N/A	Strips with vegetables dish on a pan

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Tofurky	Plant-Based Chick'n	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Plant-Based	Chick'n	Yes	Vegan	2	No	N/A	-
The Fry Family Food Co.	Rice Protein and Quinoa Strips	Chunks/ strips/ fillets (uncrumbed, chicken-style)	Rice and Quinoa	-	N/A	Nature's Plant Proteins, 100% Vegan Friendly	3	No	N/A	-
Veggie Delights	Tender Fillets	Chunks/ strips/ fillets (uncrumbed, chicken-style)	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Fillet on a plate
MEET	Tenders	Chunks/ strips/ fillets (uncrumbed, chicken-style)	-	-	N/A	Positively Plant Based	1	No	N/A	Stir fry with tenders and veg
Quorn	Vegan Fillets	Chunks/ strips/ fillets (uncrumbed, chicken-style)	-	-	N/A	Vegan, Proudly Meat Free	2	No	N/A	-
Plant Asia	Roast Duck	Chunks/ strips/ fillets (uncrumbed, duck-style)	-	Duck	No	Plant Based	1	No	N/A	Product on duck style pancakes
Loma Linda	Spicy Tuno with Sriracha	Chunks/ strips/ fillets (uncrumbed, seafood-style)	-	Tuno	Yes	Plant Based Seafood Alternative, Plant Based Protein, Vegan	3	No	N/A	Tuno wrap

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Loma Linda	Tuno in Spring Water	Chunks/ strips/ fillets (uncrumbed, seafood-style)	-	Tuno	Yes	Plant Based Seafood Alternative, Plant Based Protein, Vegan	3	No	N/A	Tuno sandwich
Loma Linda	Tuno Lemon Pepper	Chunks/ strips/ fillets (uncrumbed, seafood-style)	-	Tuno	Yes	Plant Based Seafood Alternative, Plant Based Protein, Vegan	3	No	N/A	Tuno on canape
Herb & Sons	Beef-Free Mince	Mince	Beef-Free	Beef- free	Yes	Proudly Meat Free, Deliciously Plant Based, Vegan Friendly	4	No	N/A	Cartoon Leaves
Beyond Meat	Beyond Mince	Mince	Plant Based	-	N/A	Plant-Based Mince, 15g Plant Protein Per Serve	2	No	N/A	-
Sunfed	Bull Free Beef	Mince	Bull Free	Beef	Yes	Plant Based, Beefy Clean Plant Protein, Vegan	4	Yes	Yes	Cartoon bull
Gardein	Gardein Beefless Ground	Mince	Beefless	Beefless	Yes	I'm Meat Free, For Meat and Veggie Lovers Alike, Garden Grown Protein	4	No	N/A	Mince In Dish
Harvest Gourmet	Incredible Mince	Mince	-	-	N/A	Vegan, Can't Believe It's Plant Based,	3	No	N/A	Spaghetti and mince and meatballs
Made with Plants	Meat-Free Mince	Mince	Meat-Free	-	N/A	Made with Plants, Vegan, Plant-Based Protein	2	No	N/A	Cartoon Leaves

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Earth	Meatless Mince	Mince	Meatless	-	N/A	Vegetarian, Vegan Friendly, Plant Based, Meat Free	5	Yes	No	Mince dish in plate, cartoon cow saying 'meat free cowboom!'
Earth Grown	Meatless Mince	Mince	Meat Free	-	N/A	A Vegan Take on a Meaty Classic, Plant Based	3	No	N/A	Chili con carne on rice
Quorn	Mince	Mince	-	-	N/A	Proudly Meat Free	1	No	N/A	Mince Dish in Pan
Naturli	Minc'd 100% Plant Based	Mince	-	-	N/A	100% Plant Based, Meat Free, Vegan	3	No	N/A	Burger
Deliciou	Plant Based Beef	Mince	Plant Based	Beef	Yes	Clean & Lean Plant Mix, 100% Vegan	2	No	N/A	San choy bow with mince
Deliciou	Plant Based Chicken	Mince	Plant Based	Chicken	Yes	Clean & Lean Plant Mix, 100% Vegan	2	No	N/A	Wraps with salad and product
Veef	Plant Based Mince	Mince	Plant Based	-	N/A	-	1	No	N/A	Mince on taco
Deliciou	Plant Based Pork	Mince	Plant Based	Pork	Yes	Clean & Lean Plant Mix, 100% Vegan	2	No	N/A	San choy bow with mince
Vegie Delights	Savoury Vegie Mince	Mince	Vegie	-	N/A	100% Meat Free, Vegan Friendly	3	No	N/A	Spaghetti
The Alternative Meat Co.	The Alternative Mince	Mince	-	-	N/A	Plant Based Beef, 21 g Plant Based Protein, 100% Plant Based Protein, Vegan Friendly	4	Yes	Yes	Mince Dish in Bowl, Cartoon cow made of leaves.

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v2food	v2mince	Mince	-	-	N/A	Made with Plants, Plant Based	2	No	N/A	Burger. Cartoon Leaves and Peas
Quorn	Cheese & Spinach Schnitzels	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Proudly Meat Free	1	No	N/A	Schnitzel and salad on plate
Plantitude	Chicken Free Crumbed Schnitzels	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Free	Chicken free	Yes	Plant Based Deliciousness, Vegan, Made With Soy Protein	4	No	N/A	Tenders on plate with cartoon basketballer
Plantitude	Chicken Free Crumbed Tenders	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Free	Chicken free	Yes	Plant Based Deliciousness, Vegan, Made With Soy Protein	4	No	N/A	Tenders on plate with cartoon basketballer
Herb & Sons	Chicken Free Kievs	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Free	Chicken free	Yes	Proudly Meat Free, Deliciously Plant-Based, Vegan Friendly	4	No	N/A	-

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Herb & Sons	Chicken Free Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Free	Chicken free	Yes	Proudly Meat Free, Deliciously Plant-Based, Vegan Friendly	4	No	N/A	Cartoon leaves
Herb & Sons	Chicken Free Schnitzels	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Free	Chicken free	Yes	Proudly Meat Free, Deliciously Plant-Based, Vegan Friendly	4	No	N/A	Cartoon leaves
Herb & Sons	Chicken Free Sweet Chilli Tenders	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Free	Chicken free	Yes	Proudly Meat Free, Deliciously Plant-Based, Vegan Friendly	4	No	N/A	Cartoon leaves
The Fry Family Food Co.	Chicken Style Burgers	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Style	Chicken style	Yes	Meat Free, Nature's Plant Protein, 100% Vegan Friendly	4	No	N/A	Burger in bun
Nature's Kitchen	Chicken Style Meat-Free Tenders	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Style Meat Free	Chicken style	Yes	Plant Based Eats, Deliciously Vegan	4	No	N/A	Tenders in bao bun



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Nature's Kitchen	Chicken Style Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Style	Chicken style	Yes	Plant Based Eats, Deliciously Vegan, Delicious Plant Based Nuggets	4	No	N/A	Nuggets on platter
The Fry Family Food Co.	Chicken Style Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Style	Chicken style	Yes	Meat Free, Nature's Plant Proteins, 100% Vegan Friendly	4	No	N/A	Nuggets in bowl with apple
Earth	Chickenless Crumbed Bites	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chickenless	Chickenless	Yes	Vegetarian, Vegan Friendly, Plant Based, No Chook	4	Yes	No	Pieces on a plate, chicken cartoon saying yay!
Earth	Chickenless Schnitzel	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chickenless	Chickenless	Yes	Vegetarian, Vegan Friendly, Plant Based, Meat Free	5	Yes	No	Schnitzel bites on a plate, chicken cartoon saying meat free no foul play!

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Unreal Co.	Chick'n Burger	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chick'n Burger	Chick'n	Yes	100% Plant Based, Free From Animal Ingredients, Plant-Based Patties	3	No	N/A	Burger in bun
Unreal Co.	Chick'n Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chick'n	Chick'n	Yes	Plant Based Nuggets, 100% Plant Based, Free from Animal Ingredients	3	No	N/A	Nuggets in bowl with sauce
Gardein	Chick'n Patties	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chick'n Patties	Chick'n	Yes	A Meatless Patty, Deliciously Meat Free, Plant Protein, Always Vegan	4	No	N/A	Burger in Bun
Unreal Co.	Chick'n Schnitzel	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chick'n	Chick'n	Yes	100% Plant Based, Vegan, Meat Free Schnitzels, Made From Meaty Plant Proteins,	4	No	N/A	Schnitzel on plate with peas and chips

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Unreal Co.	Chick'n Sliders	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chick'n	Chick'n	Yes	100% Plant Based, Vegan, Made from Meaty Plant Proteins, Vegan Chick'n Sliders	4	No	N/A	Burger in bun
Vegie Delights	Classic Not Burger	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Open burger on plate
Unreal Co.	Fried Chick'n Pieces	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chick'n	Chick'n	Yes	Plant Based Portions, 100% Plant Based, Free from Animal Ingredients	3	No	N/A	Pieces on plate
Quorn	Garlic and Herb Fillets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Proudly Meat Free	1	No	N/A	Schnitzel and salad on plate

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The Fry Family Food Co.	Golden Crumbed Schnitzels	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Meat Free, Nature's Plant Proteins, 100% Vegan friendly, Plant Proteins	4	No	N/A	Schnitzel with mushroom sauce
Gardein	Golden Fishless Filets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Fishless	Fishless	Yes	Made with Plant Protein, Always Vegan	3	No	N/A	Filets on a plate
Quorn	Hot & Spicy Burgers	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Vegan, Proudly Meat Free	2	No	N/A	Crumbed burger on plate
Plant Nation	Italian Herb Chicken Style Burgers	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Chicken Style	Chicken style	Yes	Plant Based Protein, Meat Free, Vegan Friendly	4	No	N/A	Hand holding a leaf

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Quorn	Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Vegan, Proudly Meat Free	2	No	N/A	Nuggets on plate
vEEF	Plant Based Chicken Burger Patties	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Plant Based	Chicken	Yes	-	1	Yes	No	Cartoon chicken, burger
Plantein	Plant Based Schnitzels	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Plant-Based	-	N/A	Meat Free, Plant Based protein Foods, 16.9g Plant Protein Per Serve	4	No	N/A	Cartoon fork, lemon wedge, leaves
Plantein	Plant-Based Garlic Kiev's	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Plant-Based	-	N/A	Meat Free, Plant Based Protein Foods, 16.4g Plant Protein Per Serve, Vegan Filling	5	No	N/A	Cartoon fork, garlic

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Plantein	Plant-Based Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Plant-Based	-	N/A	Meat Free, Plant Based Protein Foods, 5.5g Plant Protein Per Serve	4	No	N/A	Cartoon fork, nuggets
The Fry Family Food Co.	Quinoa & Brown Rice Protein Burgers	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Quinoa & Brown Rice	-	N/A	Nature's Plant Proteins, Vegan Friendly, Vegan	4	No	N/A	Open burger on plate
The Fry Family Food Co.	Rice Protein & Chia Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Rice Protein & Chia	-	N/A	Made With Nature's Plant Protein, Natures plant proteins, vegan friendly, vegan	5	No	N/A	-
Gardein	Seven Grain Crispy Tenders	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Always Vegan, Plant Protein, Deliciously Meat Free	3	No	N/A	Tenders on a plate with sauce

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The Fry Family Food Co.	Soy & Flaxseed Schnitzels	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Made With Nature's Plant Protein, Natures Plant Proteins, Vegan	3	No	N/A	Schnitzel chips and salad on a plate
Quorn	Sriracha Crumbed Tenders	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Proudly Meat Free	1	No	N/A	Tenders and salad on plate
Vegie Delights	Tender Crumbed Schnitzel	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Schnitzel chips and salad on a plate
The Alternative Meat Co.	The Alternative Chicken Tenders	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	Chicken	No	Plant-Based Chicken, 100% Plant Protein, 13g plant protein, Vegan Friendly	4	Yes	Yes	Tenders on plate with salad, cartoon chicken made of leaves

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The Alternative Meat Co.	The Alternative Crumbed Burger	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Plant-Based Chicken, 100% Plant Protein, 13g Plant Protein, Vegan Friendly	4	Yes	Yes	Tenders on plate with salad, cartoon chicken made of leaves
Quorn	Vegan Schnitzel	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	-	-	N/A	Vegan, Proudly Meat Free	2	No	N/A	Schnitzel and salad on plate
Viana	Veggie Chickin Nuggets	Nuggets/ tenders/ schnitzels etc (crumbed, chicken-style)	Veggie Chickin	Chikin	Yes	Gourmet Vegan Meat Alternatives	2	No	N/A	Nuggets and chips and bowl
The Fry Family Food Co.	Battered Prawn-Style Pieces	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Prawn Style	Prawn style	Yes	Made with Love and Plants, Plant Based, The Vegan Standard, 100% Vegan Friendly	4	No	N/A	Prawn pieces



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Sophie's Kitchen	Crabless Cakes	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Crabless	Crabless	Yes	100% Plant Based, Plant-Based Seafood	2	No	N/A	Scallop pieces
Vegie Delights	Crispy Chicken-Style Burgers	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Chicken Style	Chicken style	Yes	100% Meat Free, Vegan Friendly	3	No	N/A	Burger in bun
Plantitude	Fish Free Crumbed Steaks	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Fish Free	Fish free	Yes	Vegan, Made with Soy Protein	3	No	N/A	Fish burger with cartoon man sitting on burger
Quorn	Fish Free Fingers	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Fish free	Fish free	Yes	Proudly Meat Free, Vegan	3	No	N/A	Fish free fingers on plate

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The Fry Family Food Co.	Fish Style Fillets	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Fish-Style	Fish style	Yes	100% Vegan Friendly, Nature's Plant Proteins	2	No	N/A	Fish style fillets on plate with chips
Sophie's Kitchen	Fishless Fillets	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Fishless	Fishless	Yes	Vegan, 100% Meat and Seafood Free, Plant-Based Seafood	3	No	N/A	Fillets
Earth	Fishless Fingers	Nuggets/ tenders/ schnitzels etc (crumbed, seafood-style)	Fishless	Fishless	Yes	Vegetarian, Vegan Friendly, Plant-Based, Fish Free	4	Yes	No	Fish fingers on a plate, cartoon fish saying fish free nothin' fishy!
Made with Plants	Bacon	Other - Bacon	-	-	N/A	Vegan, Meat Free	3	No	N/A	Cartoon leaf
Veggie Delights	Bacon Style Rashers	Other - Bacon	Bacon style	-	N/A	Plant-based	2	No	N/A	Bacon rasher in wrap, cartoon leaf
NEXT!	Bacon Style Strips	Other - Bacon	Bacon Style	-	N/A	Plant Based, Vegan	3	Yes	Yes	Cut out shape of pig showing product underneath

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Sunfed	Boar Free Bacon	Other - Bacon	Boar Free	-	N/A	Plant Based, Lean and Clean Plant Protein, Made from Yellow Peas	4	Yes	Yes	Cartoon pig
vEEF	Plant Based "Bacon" Bits	Other - Bacon	Plant based	-	N/A	-	1	No	N/A	"Bacon" bits on pizza
Suzy Spoon's Vegetarian Butcher	Smokey Rasher	Other - Bacon	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
Vegie Delights	Chick'n Style Slices	Other - Deli Slices	Chick'n	Chick'n	Yes	Plant Based	2	No	N/A	Chicken slices in wrap
Suzy Spoon's Vegetarian Butcher	Pepperoni	Other - Deli Slices	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
Vegie Delights	Pepperoni slices	Other - Deli Slices	Pepperoni-style	-	N/A	Plant Based	2	No	N/A	Pizza slice
Tofurky	Plant Based Deli Slices Smoked Ham Style	Other - Deli Slices	Plant Based	-	N/A	Vegan, Pig Out Hold The Pig	3	No	N/A	Cartoon sandwich
The Fry Family Food Co.	Polony Slicing Sausage	Other - Deli Slices	-	-	N/A	Made with Love and Plants, The Vegan Standard, 100% Vegan Friendly	3	No	N/A	-
Vegie Delights	Classic Hot Dog	Other - Hot Dog	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Hotdog on bun in plate

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Tofurky	Frankly Delicious Hot Dogs	Other - Hot Dog	-	-	N/A	Plant based, All Vegan, Vegan	3	No	N/A	Cartoon hot dogs
Moving Mountains Foods	Hot Dog	Other - Hot Dog	-	-	N/A	3 x Made from Plants, 3 x Plant Based	6	No	N/A	Hotdog on bun
Beyond Meat	Beyond Meatballs	Other - Meatballs	-	-	N/A	Plant Based Meatballs (x 2), 19g Plant Protein Per Serve	3	No	N/A	Bowl of meatballs in sauce, cow with cape
Earth Grown	Meatless Meatballs	Other - Meatballs	Meatless	-	N/A	Plant Based, A Vegan Take on a Meaty Classic	3	No	N/A	Meatballs in sauce, bowl of quinoa to the side
Gardein	Meatless Meatballs	Other - Meatballs	Meatless	-	N/A	I'm Meat Free, For Meat and Veggie Lovers Alike, Garden Grown Protein	3	No	N/A	Meatballs in sauce
Vegie Delights	Meatless Meatballs	Other - Meatballs	Meatless	-	N/A	100% Meat Free, Vegan friendly	3	No	N/A	-
MEET	Meatballs	Other - Meatballs	Meatballs	-	N/A	Positively Plant Based	1	No	N/A	Bowl of meatballs and spaghetti in sauce
Harvest Gourmet	Mince Balls	Other - Meatballs	-	-	N/A	Vegetarian, Meat Free	2	No	N/A	Spaghetti and meatballs
vEEF	Plant Based Meatballs	Other - Meatballs	Plant Based	-	N/A	None	1	No	N/A	Meatball pasta on plate

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The Fry Family Food Co.	Plant-Based Meatballs	Other - Meatballs	-	-	N/A	Made with Delicious Plant-Based Mince, Nature's Plant Proteins, Vegan, 100% Vegan Friendly	5	No	N/A	Spaghetti and meatballs
Quorn	Swedish Style Meatballs	Other - Meatballs	-	-	N/A	Proudly Meat Free	1	No	N/A	Meatballs and sauce in skillet
Suzy Spoon's Vegetarian Butcher	Veggie Balls	Other - Meatballs	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
Made with Plants	Meatloaf	Other - Meatloaf	-	-	N/A	Meatfree, Vegan	2	No	N/A	Meatloaf with sides
The Fry Family Food Co.	Soy & Quinoa Country Roast	Other - Meatloaf	-	-	N/A	Nature's Plant Proteins, Vegan	2	No	N/A	Meatloaf with sides
Veggie Delights	Veggie Roast	Other - Meatloaf	Veggie	-	N/A	100% Meat Free, Vegan Friendly	3	No	N/A	Meatloaf slice on plate
Sophie's Kitchen	Lightly Battered Prawns	Other - Seafood-style	-	Prawns	No	100% Plant Based, Plant-Based Seafood	2	No	N/A	Battered prawn
Sophie's Kitchen	Lightly Crumbed Scallops	Other - Seafood-style	-	Scallops	No	100% Plant Based, Plant-Based Seafood	2	No	N/A	Scallop pieces

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Sophie's Kitchen	Naked Prawns	Other - Seafood-style	-	Prawns	No	100% Plant Based, Plant-Based Seafood	2	No	N/A	Prawn style strips
Vegie Delights	Thai Chilli & Lime Cakes	Other - Seafood-style	-	-	N/A	Vegan Friendly	1	No	N/A	Cake with noodles
Sophie's Kitchen	Vegan Smoked Salmon	Other - Seafood-style	Vegan	Salmon	Yes	Vegan, 100% Meat and Seafood Free, Plant-Based Seafood	3	No	N/A	Fillets
Made with Plants	Bangers and Mash	Ready Meal	-	-	N/A	Plant Based Protein, Vegan, Meat Free	3	No	N/A	Bangers and mash
Made with Plants	Beef and Black Bean with Rice	Ready Meal	-	Beef	No	Meat Free, Vegan	2	No	N/A	Sauce and rice
Plant Nutrition	Bolognese	Ready Meal	-	-	N/A	Plant Based Ingredients	1	No	N/A	Bolognese in bowl
Vegie Delights	Bolognese Sauce with Plant Based Mince	Ready Meal	Plant Based	-	N/A	100% Meat Free, Vegan Friendly	3	No	N/A	Bolognese in a bowl
Made with Plants	Butter Chicken With Rice	Ready Meal	-	Chicken	No	Meat Free, Vegan	2	No	N/A	Chicken, veggies and rice on plate
Earth	Butter Chickenless	Ready Meal	Chickenless	Chickenless	Yes	Vegetarian, Vegan friendly, Plant-based, Meat Free	5	Yes	No	Chicken curry on a plate, cartoon chicken saying Meat Free No Foul Play!

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Plantry	Butter Curry	Ready Meal	-	-	N/A	Vegan Friendly, Plant Based Food co.	2	No	N/A	Curry and rice on plate
Vegie Delights	Casserole Mince in Gravy	Ready Meal	-	-	N/A	Meat Free, Vegan Friendly	2	No	N/A	Mince with sides on plate
Coco & Lucas	Chickenless Rendang and Jasmine Rice	Ready Meal	Chickenless	Chickenless	Yes	Vegetarian and Vegan Friendly, Meat Free, Plant-Based	4	No	N/A	Chicken and rice on a plate
Earth	Chickenless Satay	Ready Meal	Chickenless	Chickenless	Yes	Vegetarian, Vegan friendly, Plant-based, Meat Free	5	Yes	No	Chicken satay on a plate, cartoon chicken saying Meat Free No Foul Play!
Plant Nutrition	Chilli Con Carne	Ready Meal	-	-	N/A	Plant Based Ingredients, Vegan	2	No	N/A	Bolognese in bowl
Fable	Chilli Con Carne	Ready Meal	-	-	N/A	Premium Plant Based, Plant Based Braised Beef, 100% Vegan	3	No	N/A	Chilli con carne in bowl
Vegie Delights	Chilli Non Carne	Ready Meal	Non Carne	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Chilli in a bowl
Made with Plants	Chilli Non Carne With Rice	Ready Meal	Non Carne	-	N/A	Meat Free, Plant-Based Meat, Plant-Based Beef	2	No	N/A	Mince with rice

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Loma Linda	Chipotle Bowl With Black Beans	Ready Meal	-	-	N/A	Plant Based Protein	1	No	N/A	Meat, veggies and rice on bowl
Fable	Goulash Pepper Stew	Ready Meal	-	-	N/A	Premium Plant Based, Plant Based Braised Beef, 100% Vegan	3	No	N/A	Rogan josh in bowl
Plantry	Green Curry	Ready Meal	-	-	N/A	Vegan Friendly, Plant Based Food co.	2	No	N/A	Curry and rice on plate
Fable	Honey Soy & Sesame	Ready Meal	-	-	N/A	Premium Plant Based, Plant Based Braised Beef, 100% Vegan	3	No	N/A	Rogan josh in bowl
Plantry	Lasagne	Ready Meal	-	-	N/A	Vegan Friendly, Plant Based Food co.	2	No	N/A	Lasagne on plate
The Fry Family Food Co.	Meat Free Mince with Vegan Gravy	Ready Meal	Meat Free, Vegan	-	N/A	Nature's Plant Proteins, 100% Vegan	4	No	N/A	Mince on plate
Made with Plants	Meatballs & Mash	Ready Meal	-	-	N/A	Meat Free, Plant-Based Meat, Plant-Based Meatballs	3	No	N/A	Meatballs and mash on a plate
Earth	Meatless Cottage Pie	Ready Meal	Meatless	-	N/A	Vegetarian, Vegan friendly, Plant-based, Meat Free	5	Yes	No	Cottage pie on plate, cartoon cow saying 'meat free cowboom!'



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Earth	Meatless Lasagne	Ready Meal	Meatless	-	N/A	Plant Based, Meat Free, Vegetarian, Vegan	5	Yes	No	Lasagne on plate, cartoon cow saying "meat free cowboom!"
Loma Linda	Mediterranean Tomato & Olive With Pasta	Ready Meal	-	-	N/A	Plant Based Protein	1	No	N/A	Pasta on plate
Loma Linda	Pad Thai	Ready Meal	-	-	N/A	Plant Based Protein	1	No	N/A	Pad thai in bowl
Plantry	Pad Thai	Ready Meal	-	-	N/A	Vegan Friendly, Plant Based Food co.	2	No	N/A	Pad Thai in bowl with lime
Ruffie Rustic Foods	Plant Based Chicken-ie Schnitzel	Ready Meal	Chicken-ie	Chicken-ie	Yes	Meat Free Plant Based Creations, Vegan Friendly,	3	No	N/A	Bowl with schnitzel and pasta
Fable	Rogan Josh	Ready Meal	-	-	N/A	Premium Plant Based, Plant Based Braised Beef, 100% Vegan	3	No	N/A	Rogan josh in bowl
Coco & Lucas	Rogan Josh with Basmati Rice	Ready Meal	-	-	N/A	Vegetarian, Plant Protein, Plant Goodness	3	No	N/A	Curry with rice, cartoon leaf
Plant Nutrition	San Choy Bow	Ready Meal	-	-	N/A	Plant Based Ingredients, Vegan	2	No	N/A	Bolognese in bowl
Ruffie Rustic Foods	Spaghetti and Meat-Free Balls	Ready Meal	Meat-free	-	N/A	Meat Free Plant Based Creations, Vegan Friendly,	3	No	N/A	Spaghtetti and meatballs in bowl

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Plantry	Spaghetti Bolognese	Ready Meal	-	-	N/A	Vegan Friendly, Plant Based Food co.	2	No	N/A	Spaghetti bolognese on plate
Earth	Spaghetti Vegie-nese	Ready Meal	Vegie	-	N/A	Vegetarian, Vegan friendly, Plant-based, Meat Free	5	Yes	No	Spaghetti bolgonese on plate, cartoon cow saying 'meat free cowboom!'
Fable	Stroganoff	Ready Meal	-	-	N/A	Premium Plant Based, Plant Based Braised Beef, 100% Vegan	3	No	N/A	Stroganoff and mash on plate
Made with Plants	Stroganoff	Ready Meal	-	-	N/A	Meat Free, Plant-Based Meat, Plant-Based Beef	3	No	N/A	Chicken and rice on a plate
Ruffie Rustic Foods	Thai Green Chicken-ie Curry with long grain rice	Ready Meal	Chicken-ie	Chicken-ie	Yes	Meat Free Plant Based Creations, Vegan Friendly,	3	No	N/A	Bowl with schnitzel and pasta
Loma Linda	Thai Green Curry with Chick'n and Rice	Ready Meal	Chick'n	Chick'n	Yes	Plant Based Protein	2	No	N/A	Curry in bowl
Made with Plants	Thai Green Curry with Rice	Ready Meal	-	-	N/A	Meat Free, Plant-Based Meat, Plant-Based Chicken	3	No	N/A	Chicken and rice on a plate

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Loma Linda	Thai Red Curry with Coconut and Mock Duck	Ready Meal	Mock	Mock Duck	Yes	Plant Based Protein	2	No	N/A	Curry and rice in bowl
Loma Linda	Tikka Masala With Chick'n And Rice	Ready Meal	Chick'n	Chick'n	Yes	Plant Based Protein	2	No	N/A	chicken and rice on bowl
v2food	v2sauce Bolognese	Ready Meal	-	-	N/A	Made With Plants	1	No	N/A	Spaghetti and sauce in bowl, tomatoes
My Muscle Chef	Vegan Beef Ragu	Ready Meal	Vegan	Beef	Yes	Vegan, 100% Plant Based	3	No	N/A	Ragu, pasta, vegies
My Muscle Chef	Vegan Butter Chicken	Ready Meal	Vegan	Chicken	Yes	Vegan, 100% Plant Based	3	No	N/A	Chicken, rice and veggies
My Muscle Chef	Vegan Chicken Satay	Ready Meal	Vegan	Chicken	Yes	Vegan, 100% Plant Based	3	No	N/A	Chicken and veg on plate
My Muscle Chef	Vegan Cottage Pie	Ready Meal	Vegan	-	N/A	Vegan, 100% Plant Based	3	No	N/A	Mince, mash and veg on plate
Vegie Delights	BBQ Sausages	Sausages	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Sausage Dish in a Plate
Herb & Sons	Beef Free Classic Sausages	Sausages	Beef Free	Beef free	Yes	Proudly Meat Free, Deliciously Plant Based, Vegan Friendly	4	No	N/A	Cartoon leaf

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Syndian	Cheezy Kale & Cashew Vegan Sausages	Sausages	Vegan	-	N/A	Vegan, Vegetarian	3	No	N/A	Sausages on board with kale and cashews
Unreal Co.	Chick'n Chives	Sausages	Chick'n	Chick'n	Yes	Meat Free Sausages, Vegan,	3	No	N/A	Sausages in skillet
Suzy Spoon's Vegetarian Butcher	Garam Masala Spiced Sausages	Sausages	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
Bean Supreme	Gluten Free Roast Garlic Sausages	Sausages	-	-	N/A	Proudly Vegetarian	1	No	N/A	Sausage on a bun
Eaty	Gourmet Sausages Classic BBQ	Sausages	-	-	N/A	Plant Based, You Won't Believe its Not Meat	2	No	N/A	Sausages on grill
Eaty	Gourmet Sausages Classic Breakfast	Sausages	-	-	N/A	Plant Based, You Won't Believe its Not Meat	2	No	N/A	Sausages in skillet with mushroom, tomato
Eaty	Gourmet Sausages Maple Bacon	Sausages	-	-	N/A	Plant Based, You Won't Believe its Not Meat	2	No	N/A	Sausages in skillet
Vegie Delights	Herb & Garlic Sausages	Sausages	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Sausage Dish in a Plate

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Suzy Spoon's Vegetarian Butcher	Kale and Cauliflower Sausages	Sausages	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
Earth Grown	Meat Free Sausages	Sausages	Meat Free	-	N/A	Vegan	2	No	N/A	Grilled sausages on plate with sauce
Earth	Meat-Free Sausages	Sausages	Meat Free	-	N/A	Vegetarian, Vegan Friendly, Plant Based	4	Yes	No	Sausages on plate, cartoon cow saying meat free cowboom!
Earth Grown	Meatless Sausages	Sausages	Meatless	-	N/A	Plant Based, A Vegan Take on a Meaty Classic	3	No	N/A	Grilled sausages on a bun
Bean Supreme	Mozzarella, Tomato & Basil Sausages	Sausages	-	-	N/A	Proudly Vegetarian	1	No	N/A	Sausage on a bun
Nature's Kitchen	Original Meat Free Sausages	Sausages	Meat Free	-	N/A	Deliciously Vegan, Plant Based Eats	3	No	N/A	Sausage on a bun
Tofurky	Original Sausage Beer Brats	Sausages	-	-	N/A	Plant Based, Vegan	2	No	N/A	Cartoon Beer Glass
Bean Supreme	Parmesan & Red Onion Sausages	Sausages	-	-	N/A	Proudly Vegetarian	1	No	N/A	Sausage on a bun
Unreal Co.	Plant Based Beefy Brat	Sausages	Plant based	Beefy	Yes	Meat Free Sausages, Vegan,	3	No	N/A	Sausages in skillet

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Tofurky	Plant Based Original Sausage Italian	Sausages	Plant Based	-	N/A	Vegan	2	No	N/A	Cartoon Tomatoes
Suzy Spoon's Vegetarian Butcher	Polenta, Sundried Tomato and Basil Sausages	Sausages	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
Plant Nation	Roasted Chicken style sausages	Sausages	Chicken Style	Chicken style	Yes	Plant Based Protein, Meat Free, Vegan Friendly,	4	No	N/A	Hand holding leaves
Bean Supreme	Rosemary, Sage & Parsley Vegetarian Sausages	Sausages	Vegetarian	-	N/A	Proudly Plant Based	2	No	N/A	Sausage on a bun
Quorn	Sausages	Sausages	-	-	N/A	Proudly Meat Free	1	No	N/A	Sausages in skillet
Quorn	Sausages with Herbs	Sausages	-	-	N/A	Proudly Meat Free	1	No	N/A	Sausages in skillet
Suzy Spoon's Vegetarian Butcher	Smoked Chili Sausage	Sausages	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon

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Vegie Delights	Smoked Chipotle Sausages	Sausages	-	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Sausage Dish in a Plate
Syndian	Spicy Smoked Chipotle Vegan Sausages	Sausages	Vegan	-	N/A	Vegan, Vegetarian	3	No	N/A	Sausages on board with capsicum and grains
Suzy Spoon's Vegetarian Butcher	Sunday Herbed Sausage	Sausages	-	-	N/A	Suitable for Vegans	1	No	N/A	Cartoon spoon
The Alternative Meat Co.	The Alternative Sausage	Sausages	-	-	N/A	Plant-Based Beef, 18 g Plant Protein, 100% Plant Based Protein, Vegan Friendly	4	No	N/A	Sausage on a bun, cartoon cow made of leaves
Plant Nation	Tomato and Cracked Pepper Beef Style Sausages	sausages	Beef style	Beef style	Yes	Plant Based Protein, Meat Free, Vegan Friendly,	4	No	N/A	Hand holding a leaf
The Fry Family Food Co.	Traditional Sausages	Sausages	-	-	N/A	The Vegan Standard, 100% Vegan Friendly, Made with Love and Plants, Plant-Based	4	No	N/A	Sausage on a plate
v2food	v2sausage	Sausages	-	-	N/A	Made with Plants, Plant Based	2	No	N/A	Sausages on a Skillet

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Quorn	Vegan Pepper & Herb Sausages	Sausages	-	-	N/A	Proudly Meat Free	2	No	N/A	Sausages in skillet
Suzy Spoon's Vegetarian Butcher	Vegetarian Classic Schnitzel	Sausages	Vegetarian	-	N/A	Suitable for Vegans	2	No	N/A	Cartoon spoon
Linda McCartney's	Vegetarian Red Onion & Rosemary Sausages	Sausages	Vegetarian	-	N/A	Suitable for Vegans, Vegetarian Society Approved	3	No	N/A	Sausages
Linda McCartney's	Vegetarian Sausages	Sausages	Vegetarian	-	N/A	Suitable for Vegans, Vegetarian Society Approved	3	No	N/A	Sausages
Vegie Delights	Vegetarian Sausages	Sausages	Vegetarian	-	N/A	100% Meat Free, Vegan Friendly	3	No	N/A	Sausage rolls in a plate
Vegie Delights	Vegie Sausages	Sausages	Vegie	-	N/A	100% Meat Free, Vegan Friendly	2	No	N/A	Sausage Dish in a Plate
Mr Chen's	BBQ Pork-Style Gyoza	Snacking/ Party Food	Pork-style	Pork-style	Yes	Plant Based Protein, 100% Vegetarian	3	No	N/A	Gyoza in a bowl with sauce
Earth	Beefless Curry Puffs	Snacking/ Party Food	Beefless	Beefless	Yes	Vegetarian, Vegan Friendly, Plant Based, No Beef	5	Yes	No	Puffs on a plate, cow cartoon saying yay!



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Earth	Chickenless Cheese Balls	Snacking/ Party Food	Chickenless	Chickenless	Yes	Vegetarian, Vegan Friendly, Plant Based, No Chook	5	Yes	No	Balls on a plate, chicken cartoon saying yay!
Earth	Chickenless Money Bags	Snacking/ Party Food	Chickenless	Chickenless	Yes	Vegetarian, Vegan Friendly, Plant Based, No Chook	5	Yes	No	Pieces on a plate, chicken cartoon saying yay!
Pie Society	Chunky Meatless Steak	Snacking/ Party Food	Meatless	-	N/A	Vegan Friendly, Meaty Vegan	3	No	N/A	Pie on plate with vegetables
Four'N Twenty	Meat Free Roll	Snacking/ Party Food	Meat Free	-	N/A	Plant Based, Meat Free, Delicious Plant Based Filling	4	No	N/A	-
The Fry Family Food Co.	Meat Free Sausage Rolls	Snacking/ Party Food	Meat Free	-	N/A	Vegan, Nature's Plant Proteins	3	No	N/A	Sausage Rolls on plate
Pie Society	Meatless Classic Cottage	Snacking/ Party Food	Meatless	-	N/A	Vegan Friendly, Meaty Vegan	3	No	N/A	Pie on plate with vegetables
Pie Society	Meatless Party Pies	Snacking/ Party Food	Meatless	-	N/A	Vegan Friendly, Meaty Vegan	3	No	N/A	Pie on plate with vegetables
Why Meat Co.	Party Pies	Snacking/ Party Food	-	-	N/A	Plant based, Meat Free, Pea Protein	3	Yes	No	Party pies on table with sauce, cartoon cow logo

Brand name	Product name	Product format <sup>C</sup>	What terms <sup>D</sup> in the <u>product name</u> <sup>E</sup> indicate the product is meat-free <sup>F</sup> ?	Does the product name include an animal meat term <sup>G</sup> , e.g. beef, pork, lamb?	If animal meat term is used, is the term modified <sup>H</sup> (e.g. beef-less, chick'n) or does the name include another term (e.g. plant-based) to indicate it is meat-free?	Additional meat-free terms used on front-of-pack product label (not in product name)	Total # of terms indicating meat-free status in product name and on front-of-pack label	Does the front-of-pack label include any animal depictions?	Do the animal depictions constitute more than 10% of the front-of-pack label?	Description of front-of-pack label artwork (including relevant product imagery, iconography, and any animal depictions)
Earth	Porkless Spring Rolls	Snacking/ Party Food	Porkless	Porkless	Yes	Vegetarian, Vegan Friendly, Plant Based, No Pork	5	Yes	No	Spring rolls on a plate, pig cartoon saying 'yay!
Why Meat Co.	Sausage Rolls	Snacking/ Party Food	-	-	N/A	Plant based, Meat Free, Pea protein, Vegan Friendly	4	Yes	No	Party pies on table with sauce, cartoon cow logo
Quorn	Sausage Rolls	Snacking/ Party Food	-	-	N/A	Proudly Meat Free	1	No	N/A	Sausage Rolls on plate
Mr Chen's	Teriyaki Beef-Style Gyoza	Snacking/ Party Food	Beef-style	Beef-style	Yes	Plant Based Protein, 100% Vegetarian	3	No	N/A	Gyoza in a bowl with sauce
Linda McCartney's	Vegetarian Country Pie	Snacking/ Party Food	Vegetarian	-	N/A	Suitable for Vegans, Vegetarian Society Approved	3	No	N/A	Pies on a plate
Linda McCartney's	Vegetarian Sausage Rolls	Snacking/ Party Food	Vegetarian	-	N/A	Suitable for Vegans, Vegetarian Society Approved	3	No	N/A	Sausage Rolls on plate

## KEY FOR DATA ANALYSIS

- A Plant-based meat alternative:** Products that are made from combinations of plant proteins, oils, spices, seasonings and other plant derivatives, including starches and common food additives. Generally, these products use plant proteins (most often in the form of protein isolates, concentrates and flours) or mycoprotein (protein derived from fungi) as a base to achieve a more meat-like appearance and texture than traditional meat alternatives, such as lentil burgers.
- B Front-of-pack label:** The label on the front of a product that lists the product name, along with other brand and marketing imagery and terms.
- C Product format:** term describing a finished food product, such as 'burger', 'sausage', 'mince', 'bacon', etc, which is more relevant to the process used to create a food than the origin of the food's ingredients.
- D Terms:** A word or phrase used in a descriptive manner to communicate a product's ingredients, format, style or flavour. Includes modifications (see definition H below).
- E Product name:** The primary product title, which does not include the brand name and is the most visible portion of the name as it appears on a product label. Note: For a meat-free term to be considered part of the product name in this analysis, the term must have the same prominence as the product name (similar font size; of equal visibility to the product name). If a qualifier term was included near the product name, but in a smaller or significantly different font or style, leading to a lower prominence and visibility than product name, it cannot be counted as part of the product name and was included as a front of pack term.
- F Meat-free:** A product that does not contain animal meat.
- G Animal meat term:** Refers exclusively to words: beef, chicken, duck, pork, fish, prawn, scallop, salmon; or variations on these words such as 'beefy,' 'chicken-style', which modify the term to indicate the product is meat-free. Does not include terms indicating the format of a food product, as per definition C above.
- H Modified:** A modified animal meat term changes the meaning of the original term to indicate that the product does not contain animal meat; for example, 'beefless', 'chick'n', 'pork style', 'chickenie'.



For further information contact:  
Jennifer Weber  
Head of Communications  
[jennifer@foodfrontier.org](mailto:jennifer@foodfrontier.org)