



Press Release  
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## La Vie™ brings veggie meat into another dimension with its patented recipes and colourful presentation!

Discover tomorrow today! Warmly welcomed at Sirha 2021, La Vie™ reveals its technology that's unique in the world and its colourful universe. After more than 3 years of R&D, 5000 tests, the French start-up has managed to create a patented fat recipe that replicates the taste, look and texture of pork.

**Winner of the Unilever World Innovation Prize in 2021** and the **Snacking d'Or 2021 Special Jury Prize**, La Vie™ wants to help consumers evolve towards food that is healthier and more respectful for the environment.

**But this has to be a pleasure and fun! It's colourful universe stands out in the traditional world of charcuterie:** this start-up is top of the pops right now and it plans to seduce vegans and meat eaters alike.

### The pleasure of pork... not a pig in sight!

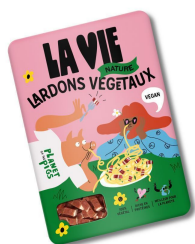
With its high quality Made in France patented recipes La Vie™ proposes a meat alternative which **gradually takes you to new eating habits** ...without giving up the pleasures of tasty meat!

**Bacon and diced bacon** are the first products to come out of this innovative technology. **They are made from sunflower vegetable fat and in blind trials at Sirha 92 % of tasters preferred it to real bacon! A first for a veggie alternative.**



The La Vie™ recipes **mimic animal fat in the pan and with mouthfeel. This vegan product is protein rich, has 15x more fibre and is low in saturated fat (<1% compared to 10% for bacon)**

### 2 It's what consumers, wholesalers and retailers have been waiting for

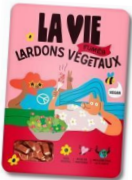


**Veggie lardons:** The principal ingredient is (GM free) soya which gives the product its unmistakable taste, texture and its **balanced nutritional profile. Green on Yuka, C on Nutriscore** compared to **E** for the majority of pork equivalents. It's available in Natural or Smoked versions.

**Veggie bacon:** with its GM free protein base it crackles and crunches and is available uncooked, pre-cooked or frozen. **It's green on Yuka and C on Nutriscore.**

**With its innovative recipes and colourful packaging** La Vie™ has gone big and already seduced buyers. You can already find our products in the charcuterie section at **Carrefour the French retailer**

It's also listed with the wholesaler Transgourmet, winning its **Snacking d'Or prize in 2021**. This proves there is a rising demand **in the trade** for veggie alternatives, this time coming from restaurateurs.



## **Going veggie is now fun and slightly out there!**

*"Our mission at La Vie™ is to help people evolve from animal meat to veggie alternatives with a great big smile on their faces (and some finger licking fat). The current polemics are pretty much out of date. People don't eat meat because of the animal but in spite of them.*

*With our tasty products, fun, joyous and positive brand we hope to get everyone around the same table"* **Romain Jolivet (Marketing and Creative Director).**

With its fun, joyous and colourful products we hope to finally **get meat eaters and vegans around the same table**. In order to break out of the **traditional visual meat codes** and create a colourful universe La Vie™ worked with Everland™ the Danish design agency et Buzzman™ for PR.

La Vie™ has built up a head of steam and has no plans to stop. For the UK, you'll see us in 2022!

### **About La Vie™:**

La Vie™ (previously 77 Foods) is a startup with a patented plant based technology. The first two veggie recipes, bacon sticks and bacon, are 100% made in France and mimic the taste, look and feel of meat. With it's colourful universe La Vie™ wants to help consumers transition to veggie alternatives that are healthier and better for the environment. Founded by Nicolas Schweitzer and Vincent Poulichet this startup plans on expanding rapidly making the products readily available with retailers and restaurants. For more information:

[www.laviefoods.org](http://www.laviefoods.org)

**Compared to animal meat, La Vie™ is:**

- 33 % less calories
- 60 % less fat
- 15 X more fibre
- 88 % less CO2
- 82 % less water
- 74% less land us

### **PR:**

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