

THE PARSNIPSHIP

Pioneering Vegetarian & Vegan
Food

About Us



Creating unique and delicious vegetarian & vegan food since 2007



Started out selling at local farmers markets & Glastonbury Festival



Supplied chilled into retail and foodservice outlets



Great Taste Award Winners 2015 & 2017



All handmade and cooked to order at our own site in Ogmere Vale in Wales

Parsnipshipology



- 👉 **Vision** : to create delicious food that will encourage food lovers to eat and enjoy a more natural, plant based diet
- 👉 **Promise** : to serve plant based foods that are healthier, hearty, convenient and ethical
- 👉 **Brand Proposition** : to inspire adventurous foodies by using original recipes, quality ingredients and caring about our impact on others and our planet

Our ethical principles are very important to us and we continually strive to keep sustainability at the heart of our business. Parsnipship HQ is powered by 100% Ecotricity

Market Trends



In Britain 12% of UK adults follow a vegetarian or vegan diet, rising to 20% of 16 to 24's (Mintel 2014)



260% increase in those following a vegan diet over the last 10 years. Now 540,000 vegans in UK (Vegan Society 2018)



29% evening meals contained no meat or fish (12 weeks to end Jan 2018 - Kantar Worldpanel 2018)



Rise of 'flexitarian' diet - 25% planned to reduce the amount of meat they eat in next 12 months (Mintel for Grocer 18/4/18)



Free from is growing at +36% y-o-y in UK (+43.9% in Wales) (Kantar Worldpanel Feb 2018). Reflects growing concerns about dietary needs, health and wellbeing

The Beetroot Bomb

Vegan



Ingredients:

Beetroot, Carrot, Breadcrumbs (contains Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamine), Water, Salt, Yeast), Cumin Seeds, Salt

Net weight: 190g

Serving Suggestions:



The Beetroot Bomb is great with lashings of Horseradish & crème fraîche



Try it with a bulgar salad and simple balsamic dressing for a truly original vegan option – or with melted goats cheese to WOW!

Wild Mushroom Nut Roast

Vegan




Ingredients:


Breadcrumbs
(contains Wheat
Flour (Wheat Flour,
Calcium Carbonate,
Iron, Niacin,
Thiamine), Water,
Salt, Yeast), Carrot,
Mushrooms, Peanuts,
Wild Mushrooms,
Onions, Garlic, Soya
Sauce, Mixed Herbs,
Lemon Zest, Lemon
Juice, Salt & Pepper

Net weight: 210g


Serving Suggestions:



Our play on a classic! It's the combination of the peanuts, soy, mushrooms and lemon that makes this nut roast punch above its weight!



This is a year round favourite and bonkers beautiful with a red wine & tamari jus!



Solves the vegetarian option on a Sunday forever!

Tandoori Chickpea & Lentil Mash-Up

Vegan & Gluten Free



Serving Suggestions:



This we believe is our most versatile invention! It's the **HOLY GRAIL**: Vegan & gluten free!



It can be used as a p^{ât}e in vibrant sandwiches: forget the hummus!



Can be crumbled into stir-fries and is at it's best baked or griddled, doused in lime and served wherever your imagination takes you!



We absolutely love it with toasted sour dough and our Tomato Harissa Dressing

Ingredients:

Chickpeas, Brown Lentils, Carrot, Red Onion, Coriander, Cayenne Pepper, Cinnamon, Ginger, Curry Powder (contains **Mustard**), Turmeric, Rapeseed Oil, Lemon Zest, Lemon Juice, Salt

Net weight: 210g

Thai Chickpea & Lentil Mash-Up

Vegan & Gluten Free



Ingredients:

Chickpeas, Red Lentils, Spinach, Red Onion, Coriander, Creamed Coconut (contains Sulphites), Ginger, Lemongrass, Green Chilli, Garlic, Lime Zest, Lime Juice, Salt

Net weight: 210g

Serving Suggestions:



Thai herbs and spices are hot and harmonious in this Mash-Up



Bake it, griddle it or crumble and melt it into coconut milk to make a base for your favourite Thai curry



Our Thai Mash-Up loves to sit a-top of a salad with a dollop of cooling yoghurt too - equally delicious served hot or cold this way.

Stilton & Spinach Potato Cake

Vegetarian & Gluten Free





Ingredients:

Potato, Onion, Spinach, **Stilton** (contains Cow's Milk), Salt

Net weight: 210g

Serving Suggestions:

 Bake them in or out of the wraps and serve them with greens: purple sprouting and lemon butter...or Cavolo Nero and Puy lentils

 We have heard of people eating them with meat! But we couldn't possibly condone that!!

The Glamorgan Crumble

Vegetarian



Ingredients:

Breadcrumbs
(contains Wheat
Flour (Wheat Flour,
Calcium Carbonate,
Iron, Niacin,
Thiamine), Water,
Salt, Yeast), Cheddar
Cheese (contains
Cow's Milk), Leeks,
Carrot, Salt

Net weight: 210g



Serving Suggestions:

Our Great Taste Award winning Crumble is best served hot and melting!

It can be baked in the oven or even griddled on a hot plate for 8 mins! We love it with Dijon crème fraîche and roasted potatoes

Every year we sell thousands at festivals markets and wholesale

Absolutely bomb proof! Every kitchen should have this vegetarian option!

You can even serve them hot in a cardboard coffee cup sleeve for a truly unique food on the go!

NB: All products can be served this way

Features and Benefits

Unique & original



Range offers new & delicious menu options which help vegetarian and vegan customers feel valued. Alternate the six products to offer variety & choice

Great Taste & quality



Satisfied customers who enjoy what they eat will come back again. Supporting high customer satisfaction

Handmade in Wales



Local product for Welsh customers, supporting small UK suppliers. Cooked in small batches - honest, wholesome, natural and hearty food

Versatile



Simply heat and serve or use to create a range of menu options - griddle, bake or heat and serve in flat bread with slaw and dressing for street food option

Convenient



Range offers vegan, vegetarian and gluten free products. Offering simple dietary solutions and problem solving products for busy chefs

Great tasting, easy dietary solutions

Vegan	Vegan and Gluten Free	Vegetarian & Gluten Free	Vegetarian
Beetroot Bomb	Thai Chickpea & Lentil Mash- Up	Stilton & Spinach Potato Cake	Glamorgan Crumble 
Wild Mushroom Nut Roast	Tandoori Chickpea & Lentil Mash-Up 		

The Commercials

Storage: refrigerated between 1°C - 5C, or frozen at -18°C or below

Shelf-life: 14 days from manufacture, 6 months frozen (use within 3 days of defrosting)

Reheating Instructions from FROZEN: approx. 30 mins at 180°C, ensure product is piping hot throughout

Or defrost thoroughly and reheat for 15-20 mins at 180°C (same for FRESH)

Factory: vegetarian / vegan only

NB. Remove paper wrapping before reheating or bake in wrap if required

Delivery charges for CHILLED will apply

(Mainland UK)

Up to 60 products £5.50

Over 60 products £10.50

Product	Case price (20/case)	Unit price	RRP
Beetroot Bomb	£42.00	£2.10	£3.50
Tandoori Chickpea & Lentil Mash-up	£42.00	£2.10	£3.50
Thai Chickpea & Lentil Mash-Up	£42.00	£2.10	£3.50
Wild Mushroom Nut Roast	£42.00	£2.10	£3.50
The Glamorgan Crumble	£42.00	£2.10	£3.50
Stilton & Spinach Potato Cake	£42.00	£2.10	£3.50

Minimum order - 1 case (20 products) mixed case available

Products are delivered bulk with no additional retail packaging

Activation Support 2018 – 2019

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Sampling	2 / month											
Social Media	5k followers across Facebook, Instagram & Twitter											
Markets & Events	125+ / year / 20K+ people sampled											
Point of Sale	Recipe Cards and Branded POS for Deli counters (from Sept 18)											
Festivals & Promos	ABER-GAVENNY FOOD FESTIVAL		CHRISTMAS SEASONAL RANGE			VEGANUARY		VEGETARIAN WEEK			CARDIFF INTERNATIONAL FESTIVAL OF FOOD & DRINK	



The Nutritionals

The Beetroot Bomb (Vegan)

Nutritional Information:	Per 100g
Energy	366 kJ / 87 kcal
Fat	0.7g
of which Saturates	0.2g
Carbohydrate	14.4g
of which Sugars	3.5g
Fibre	4.2g
Protein	3.6g
Salt	0.61g

Tandoori Chickpea & Lentil Mash-Up (Vegan & GF)

Nutritional Information:	Per 100g
Energy	476 kJ / 115 kcal
Fat	4.1g
of which Saturates	0.5g
Carbohydrate	7.0g
of which Sugars	0.5g
Fibre	12.3g
Protein	6.3g
Salt	0.69g

Thai Chickpea & Lentil Mash-Up (Vegan & GF)

Nutritional Information:	Per 100g
Energy	760 kJ / 182 kcal
Fat	5.3g
of which Saturates	3.4g
Carbohydrate	22.3g
of which Sugars	3.0g
Fibre	6.2g
Protein	8.3g
Salt	0.6g

The Nutritionals

The Glamorgan Crumble (Vegetarian)

Nutritional Information:	Per 100g
Energy	729 kJ / 174 kcal
Fat	8.2g
of which Saturates	5.3g
Carbohydrate	15.2g
of which Sugars	2.1g
Fibre	3.0g
Protein	8.4g
Salt	1.16g

Stilton & Spinach Potato Cake (Vegetarian & GF)

Nutritional Information:	Per 100g
Energy	415kJ / 99kcal
Fat	4.8g
of which Saturates	2.7g
Carbohydrate	4.0g
of which Sugars	1.2g
Fibre	2.2g
Protein	3.5g
Salt	1.61g

Wild Mushroom Nut Roast (Vegan)

Nutritional Information:	Per 100g
Energy	849kJ / 204kcal
Fat	12.2g
of which Saturates	2.2g
Carbohydrate	11.0g
of which Sugars	2.6g
Fibre	5.9g
Protein	9.6g
Salt	1.44g

For Thursday delivery, **order by Monday 12 noon** at the latest.

Email orders to: sales@theparsnipship.co.uk

Contact: Flo Ticehurst / Jane Douglas
flo@theparsnipship.co.uk or jane@theparsnipship.co.uk

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