

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

Currently supply chilled into retail and frozen to foodservice

Great Taste Award Winners 2015 & 2017

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

SALSA Approval gained January 2019 (Safe & Local Supplier Approval)

Parsnipshipology



Vision : to create delicious food that will encourage everyone 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



Almost 25% of the GB population exhibiting 'meat avoidance' behaviours (Kantar Worldpanel 52 w/e October 2018)



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)

Beetroot Bomb

Vegetarian & Vegan



Description : A vibrant vegan vegetable bake packed full of shredded beetroot & carrots and flavoured with toasted cumin seeds.

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!

Ingredients:

Beetroot (55%), Carrot, Breadcrumbs [Wheat Flour (Calcium Carbonate, Iron, Niacin, Thiamine), Salt, Yeast], Toasted Cumin Seeds, Salt, Black Pepper.

Net weight: 175g

Mushroom and Peanut Roast

Vegetarian & Vegan




Ingredients:


Mushrooms (25%),
Carrot, Breadcrumbs
[Wheat Flour (Calcium
Carbonate, Iron,
Niacin, Thiamine),
Salt, Yeast], Onion,
Peanuts (11%),
Mushroom Stock (Water,
Mushroom), Lemon
Juice, Soy Sauce
[Water, Salt, Colour
(E150a), Sugar,
Soybeans, Wheat],
Garlic, Lemon Thyme,
Black Pepper, Salt.
Net weight: 200g

Product Description: A delicious
vegan roast packed with
mushrooms & peanuts and
flavoured with lemon, soy &
herbs.

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 vegan option on a
Sunday forever!

Tandoori Mash-Up

Vegetarian & Vegan



Product Description: A spicy vegan bake full of chickpeas, carrot & brown lentils flavoured with coriander, lemon & Tandoori spices.

Serving Suggestions:



This we believe is our most versatile invention. It can be used as a pâté 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 (55%), Carrot, Red Onion, Brown Lentils (8%), Aquafaba, Lemon Juice, Rapeseed Oil, Ground Turmeric, Mixed Spices (contains **Mustard**), Salt.

Net weight: 200g

Thai Mash-Up

Vegetarian & Vegan



Ingredients:

Chickpeas (47%), Red Onion, Red Lentils (8%), Spinach, Garlic, Chillies (4%), Creamed Coconut (contains Sulphites) (3%), Ginger, Lemongrass (2%), Coriander, Lime Juice, Aquafaba, Salt.

Net weight: 200g

Product Description: Thai style chickpea and red lentil vegan bake spiked with chilli, creamed coconut, lemongrass & coriander.

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



Ingredients:

Potato (61%), Onion (16%), Stilton Cheese (Milk) (13%), Spinach (10%).

Net weight: 200g

Product Description: Crushed potatoes combined with the punchy flavours of Stilton cheese, spinach and onion.

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!!



Glamorgan Crumble

Vegetarian



Ingredients:

Leeks (33%), Breadcrumbs (28%) [**Wheat** Flour (Calcium Carbonate, Iron, Niacin, Thiamine), Salt, Yeast], Cheddar Cheese (**Milk**) (26%), Carrot, Salt.

Net weight: 200g

Product Description: A delicious vegetarian bake full of leeks, carrots and mature Cheddar Cheese. Inspired by a traditional vegetarian Glamorgan sausage recipe.

Serving Suggestions:



Our Great Taste Award winning Crumble is best served hot and melting! Bake 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 products to offer variety & choice

Great Taste & quality



Delighted 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 includes both vegan and vegetarian products. Offering plant based products making it easy for busy chefs to cater for this growing trend

The Commercials

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

Shelf-life: 12 days from manufacture, minimum 7 days on delivery if chilled. 6 months frozen (use within 24 hours of defrosting). Product can be eaten hot or cold

Reheating Instructions from CHILLED: 25-30 mins at 200°C, ensure product is piping hot throughout.

Reheating Instructions from FROZEN: approx. 40-50 mins at 200°C, ensure product is piping hot throughout **Or** defrost thoroughly and reheat for 25-30 mins at 200°C (same for FRESH). For best results defrost overnight before reheating. *NB. Remove paper wrapping before reheating or bake in wrap if required*

Factory: vegetarian/vegan only. All products made in an environment that handles milk products

**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 Mash-Up	£42.00	£2.10	£3.50
Thai Mash-Up	£42.00	£2.10	£3.50
Mushroom & Peanut 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

Orders must be in multiples of 20 but can be in mixed cases. Minimum Order Quantity - 20 products (1 case). Products are delivered bulk with no additional retail packaging

Activation Support 2019

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sampling	2 / month											
Social Media	5k followers across Facebook, Instagram & Twitter Make it yours & share #theparsnipshipservedup											
Markets & Events	125+ / year / 20K+ people sampled											
Point of Sale	Branded POS for Deli Counters, Parsnipology flyer Retail Ready Packaging under development											
Festivals & Promos	Veganuary		TasteWales		Vegetarian Week		Hay Festival		Abergavenny Food Festival		Christmas Seasonal Range	



The Nutritionals

Beetroot Bomb (Vegetarian & Vegan)

Nutritional Information:	Per 100g
Energy	306 kJ / 72 kcal
Fat	0.7g
of which Saturates	0.0g
Carbohydrate	15.0g
of which Sugars	7.2g
Fibre	1.7g
Protein	2.8g
Salt	0.6g

Tandoori Mash-Up (Vegetarian & Vegan)

Nutritional Information:	Per 100g
Energy	431 kJ / 103 kcal
Fat	2.8g
of which Saturates	0.2g
Carbohydrate	12.8g
of which Sugars	2.4g
Fibre	4.5g
Protein	4.9g
Salt	0.37g

Thai Chickpea Mash-Up (Vegetarian & Vegan)

Nutritional Information:	Per 100g
Energy	370 kJ / 88 kcal
Fat	1.7g
of which Saturates	0.6g
Carbohydrate	11.8g
of which Sugars	2.0g
Fibre	3.6g
Protein	5.0g
Salt	0.4g

The Nutritionals

Mushroom and Peanut Roast (Vegetarian & Vegan)

Nutritional Information:	Per 100g
Energy	552kJ / 132kcal
Fat	6.0g
of which Saturates	1.1g
Carbohydrate	14.7g
of which Sugars	4.4g
Fibre	2.1g
Protein	5.4g
Salt	0.6g

Stilton & Spinach Potato Cake (Vegetarian)

Nutritional Information:	Per 100g
Energy	480kJ / 115kcal
Fat	5.2g
of which Saturates	3.3g
Carbohydrate	12.7g
of which Sugars	1.7g
Fibre	1.38g
Protein	4.9g
Salt	0.3g

Glamorgan Crumble (Vegetarian)

Nutritional Information:	Per 100g
Energy	719 kJ / 172 kcal
Fat	10.1g
of which Saturates	5.9g
Carbohydrate	11.8g
of which Sugars	4.9g
Fibre	1.08g
Protein	9.2g
Salt	0.9g

Email orders to: sales@theparsnipship.co.uk

Contact: Flo Ticehurst or Jane Douglas
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