



PRESS RELEASE

The veggie squad is expanded:

GREEN LEGEND extends its product range and raffles 1x2 VIP tickets for the UEFA EURO 2024™ daily

Rechterfeld, October 2023. Attention to all connoisseurs: GREEN LEGEND will be strengthening the veggie team next year with further plant-based highlights - of course always with the taste of the original. Whether on bread, as a snack or for the creative cuisine - the new additions are already legendary! The new products are also a perfect boost when cheering on the teams together during the upcoming European Football Championship, which GREEN LEGEND is accompanying as the Official National Sponsor of UEFA EURO 2024™.

The strong new back three of vegan chicken fillets is versatile: whether in the pan, on the grill or simply as a snack in between - everyone gets their money's worth here. And with the three flavors **Classic**, **Sweet Pepper** and **Spicy Herbs**, there is something for everyone. Of course, all creations are made without soy, without palm fat and without flavor enhancers. The new products represent contemporary, uncompromising enjoyment. This is well received, as the numbers prove: Sales of

GREEN LEGEND products increased by 26,5% in the first half of 2023 compared to the first half of 2022.¹

For all snack fans there is now a hearty finger food variant that will not only delight the next movie or series evening: **Vegan Chicken Popcorn** shows how snacking is done today. With the two sizes, both in a **bowl (150 g)** and in a **bucket (500 g)**, the whole family is prepared for exciting moments - ideal as a snack accompaniment to the football games of the European Championship!

Also the cold cut assortment of GREEN LEGEND gets reinforcement: The **Vegan Poultry Baguette Salami** is directly available in two popular variants. With its classic shape, it fits perfectly on the baguette. The selection covers a baguette salami with a fine **pepper edge** as well as a baguette salami with a hearty vegan **cheese alternative**. Thus there is for the first time also a vegan alternative for cheese of GREEN LEGEND! And who does not want to decide between vegan sausage or a cheese alternative, simply reaches for the new **Vegan Breakfast Duo**. For those who like to enjoy both, the duo pack offers both cheese alternative and salami in one package.

UEFA EURO 2024™: GREEN LEGEND plays along and raffles VIP tickets

The new GREEN LEGEND creations are of course the perfect companion for enjoyment at home for the sporting mega event in 2024, the European Football Championship. Anyone who would like to enjoy stadium air has the chance to do so when buying GREEN LEGEND products – and that every day! No matter whether cold cuts or convenience range: 1x2 VIP tickets for a UEFA EURO 2024™ match will be raffled every day! There is a winning code on every pack, meaning every purchase

¹Source: Circana (formerly IRI Symphony) meat substitute product database, food retail, excluding hard discount, 1st half of 2022 vs. 1st half of 2023.

offers a new chance to win. The promotional period runs from February 15th to May 31st.

Full GREEN LEGEND power at the POS and online

Accompanying the European Championship promotion, GREEN LEGEND receives prominent support at the POS by the official mascot Albärt. In addition, the new products are promoted with a high-reach omni-channel campaign on Instagram (@greenlegend_official), TikTok (@greenlegend_official) and Facebook (@greenlegend.official). Cooperations with influencers round off the market launch.

Product information

New products	Weight/ package	Package/box	Recommended retail price
Vegan Chicken Fillets Classic	140 g	5	2,99€
Vegan Chicken Fillets Sweet Pepper	160 g	5	2,99€
Vegan Chicken Fillets Spicy Herbs	160 g	5	2,99€
Vegan Chicken Popcorn	150 g	5	2,79€

Vegan Chicken Popcorn in a bucket	500 g	6	7,99€
Vegan Poultry Baguette Salami Pepper	80 g	5	1,39€
Vegan Poultry Baguette Salami with Cheese Alternative	80 g	5	1,39€
Vegan Breakfast Duo	80 g	5	1,39€

Further information about the PHW Group and the GREEN LEGEND range can be found at www.phw-gruppe.de and www.green-legend.com.

Further information:

GREEN LEGEND – eine Marke der PHW-Gruppe
Daria Lang
Paul-Wesjohann-Straße 45
49429 Rechterfeld (Niedersachsen)
Mail: kommunikation@phw-gruppe.de
Tel: 04445 891-0