

Plenty Reasons: From Crowdfunding Dream to Plant-Based Industry Leader

Plenty Reasons began in 2016 as a small passion project—just two friends, a vision, and a crowdfunding campaign. Nearly a decade later, that vision has grown into a leading plant-based brand with 10 million PLN in revenue (2024), international recognition, and a presence in 15 European markets, including the latest expansion into Romania in 2025.

Operating under the name *Bezmięsny* in Poland, the brand has built a loyal online community of over 100,000 engaged fans. With bold flavor, versatility, and real meat-like experience, Plenty Reasons continues to raise the bar for plant-based alternatives. In 2024, the company's Meatless Kabanos Sausage Snack was awarded the Bronze Medal at the prestigious Plant-Based Excellence Awards during the Plant Based World Expo. The expert jury praised the product for its "good aroma on opening, nice texture, and a gentle spice level with a pleasant aftertaste." This award highlights the brand's ability to deliver high-quality, flavorful products that appeal to a broad range of consumers.

Plenty Reasons is also a proud participant in the Sustain-a-bite EU Project, funded by the European Union under the Horizon Europe program. Coordinated by the Finnish research center VTT, the project brings together 19 partners from 13 countries, including leading food companies, research institutes, and universities. Its goal is to revolutionize the plant-based food category by making it minimally processed, nutrient-rich, and widely accessible.

Product highlights:

- 100% plant-based and free from preservatives, palm oil, GMOs, artificial colors, and flavor enhancers
- High in protein and fiber
- Quick to prepare – fry, grill, boil, bake, or eat straight from the package
- Easy to store – suitable for both refrigeration and freezing

Plenty Reasons is more than a brand—it is a plant-based movement built on passion, driven by innovation, and sustained by a growing community of conscious consumers.