

**FOR IMMEDIATE RELEASE**

## **La Prep adds Beyond Meat burgers at four Ontario locations**

*Chain adds more plant-based foods to fresh, healthy menu*

**MISSISSAUGA, ON (July XX, 2019)** – [La Prep](#) will begin serving up Beyond Meat Bistro burgers at select Ontario locations as the chain introduces more plant-based dining options to its menu.

[Beyond Meat](#) burgers – a popular vegan meat substitute made from plant proteins – will be rolled out at four La Prep Social Bistro locations: 150 Commerce Valley Dr. in Richmond Hill, 10 Carlson Court in Mississauga, 15 Allstate Parkway in Markham and Joseph Brant Hospital at 1230 North Shore Blvd. in Burlington.

“Our focus has always been on encouraging diners to find their own balance and offering a large selection of fresh, healthy dining options,” says La Prep CEO Naveen Seth. “We’re proud to give people even more choices for meals that taste delicious and are good for them at the same time. We’re confident diners are going to enjoy the premium recipe we’re using for our Beyond Meat burgers.”

In addition to introducing Beyond Meat burgers, La Prep will begin a marketing partnership with Humane Society International/Canada’s [Forward Food program](#), which promotes plant-based foods as a means to create a better food system, as it expands its menu with more plant-based items. There’s a major movement afoot to create a better, more humane, more sustainable food system. It’s being driven by consumers who are making a conscious effort to eat less meat and more plant-based proteins, while also ensuring they aren’t buying any meat or other animal products produced under factory farm conditions.

Through partnerships with Forward Food, educational and health-care institutions, restaurant chains, chefs, dietitians and other foodservice professionals across North America are offering more plant-based options to grow a healthier, more sustainable food system.

“Forward Food is excited to partner with La Prep to showcase the health, environmental and social benefits of the plant-based options on their menus,” says Lucy Cullen, Forward Food coordinator. “Together, we are working towards a sustainable future for foodservice.”

La Prep continues to expand its network of Canadian eateries, including plans to add up to 10 new locations in Ontario this year.

### **About Humane Society International/Canada:**

Humane Society International/Canada is a leading force for animal protection, with active programs in companion animals, wildlife and habitat protection, marine mammal preservation, farm animal welfare and animals in research. HSI/Canada is proud to be a part of Humane Society International which, together with its partners, constitutes one of the world's largest animal protection organizations. Celebrating animals and confronting cruelty worldwide - on the Web at [www.hsicanada.ca](http://www.hsicanada.ca).

### **About La Prep:**

La Prep is an upscale bistro-style quick-service restaurant specializing in freshly prepared innovative sandwiches, salads, baked goods and specialty coffees. We pride ourselves on the quality and freshness of our ingredients with a dazzling array of delicious menu items created in our kitchens daily. Our

modern and sophisticated bistro environment provides the perfect atmosphere to relax and re-energize with friends, colleagues and business affiliates. We have more than 50 locations across Canada in office towers, regional shopping centres and institutions, such as universities and airports. For more information: [www.laprep.com](http://www.laprep.com).

-30-

**For more information, please contact:**

We will add our contact information here when we send the release out so we can coordinate any interview requests.