

AUGUST'S DISCOVERIES

WHAT WE'VE SEEN WHILE OUT AND ABOUT THIS MONTH!

✓ Plant-Based

✓ Insta' Gratification

LAS IGUANAS

Las Iguana's mexican salad (pictured) consists of crunchy jicama, seasoned with hibiscus salad, exotic radishes and orange, and is topped with a chilli & lime dressing and drizzled with dill oil.

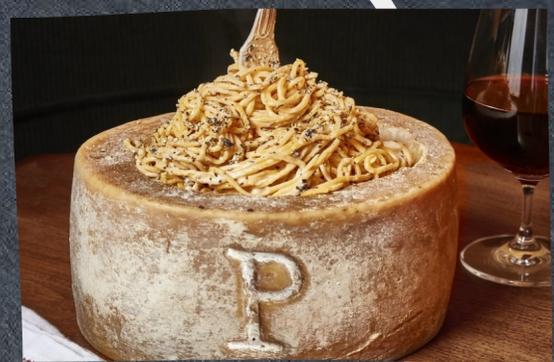
The use of Jicama is what drew our attention to this dish, as the mexican tuber is becoming increasingly popular in the plant-based market. As well as being healthy, the salad is colourful, making it a perfect choice for the instagram loving consumer, while still being packed full of delicious flavours.



GLORIA

This exciting new addition to Shorditch has been much talked about over the past year, and so we had to check it out! What we loved about it was their focus on creating an authentic and engaging experience.

Firstly, they created their infamous pasta dish inside a wheel of cheese at the table, then served it directly onto the plates from this. Following this, for dessert, the tiramisu was brought out in a large 'family size' tray and served from this into the bowls on the table, creating a very unique and enjoyable atmosphere.



✓ Experiential

✓ World Food

- ✓ Sustainability
- ✓ Plant-Based
- ✓ Decadent Vegan

THE GREEN VIC

The Green Vic was launched by Randy Rampersad in June as a 3-month pop-up in Shoreditch with the aim of being 'the world's most ethical pub', after which they are hoping to move to a more permanent location.

Their 100% vegan menu is provided by The Green Grill, who specialise in 'vegan fast food', and they only source ethical supplies, recycling leftover plastic into furniture. In addition, 1 in 4 of their staff are homeless, ex-offenders or disabled, and they support over 40 different charities on their drinks menu alone. It's the perfect destination for ethically conscious consumers who still want to enjoy traditional 'pub-grub'!



NEW WAVE FOODS

New Wave Foods, a San-Francisco based start-up that specialise in a plant-based substitute for shrimp, have secured funding from Tyson Ventures, who previously invested in Beyond Meat.

Americans consume 1.4 billion pounds of shrimp a year and New Wave Foods are focusing on this market, however there are several other companies exploring alternatives to other types of seafood such as tuna and salmon. It's still uncertain how popular fish-free fish will be, but with increased consumer interest in sustainability and veganism, this sector definitely has the potential to gain some traction.



- ✓ Plant-Based

✓ Gut health

✓ World Food



REMEDY TEPACHE

Remedy Drinks is an Australian company who become famous for their sparkling kombucha drinks, which are now sold globally. To add to their expanding range of sugar-free, live-cultured drinks, the company have recently launched Remedy Tepache, which is a sparkling drink created through 'old-school' mexican fermenting methods that pairs tangy pineapple flavours with spicy cinnamon.

Remedy Drinks co-founder Emmet Condon explains how they've "taken the super tasty traditional recipe that's made in the homes and sold on the streets of Mexico and put our own Remedy spin on it". This gut-friendly drink is on-trend and highlights the increasing popularity of this category.

Don't forget to look out for our September Discoveries next month!

If you would like more information on this month's discoveries, or any other insight, please contact us at info@reynolds-cs.com