

New vegan food-to-go from ASDA



The onion and bhaji wrap which is now on sale in ASDA

Asda has announced the launch of a vegan food-to-go range that has been registered with The Vegan Society.

There are three and a half times as many vegans now than a decade ago and the supermarket giant aims to fill a gap in the market.

Each product is priced at £2.50 and the company claim the range is one of the cheapest vegan options available for those following a plant-based diet.

The range includes onion bhaji wrap, falafel and houmous sandwich and a Mexican bean and rice salad.

Dominika Piasecka, spokeswoman for The Vegan Society, said: "Providing vegan options makes clear commercial sense for retailers

"As more customers learn about the ethical, environmental and health benefits of the vegan lifestyle, many businesses have been reacting positively by introducing vegan choices."

Andrew Johnston, Asda innovations chef, said: "With more and more customers going vegan, we've introduced a range which not only answer the dietary needs of the nation, but that also turn favourite foods in vegan-friendly, on-the-go options.

"From onion bhajis, one of the top-selling snacks in the UK, to a light Mexican bean salad, our new range ensures easy eating at any time."

Asda has also expanded its plant-based repertoire with the introduction of its first vegan cheddar cheese (£2.00).