



HAVREDALS

Havredals Broadens U.S. Distribution: Now Available in New York, New Jersey, Connecticut, and Pennsylvania

Uppsala, Sweden/New York, USA — [Date] — Havredals, a Swedish leader in plant-based food innovation, **continues** its expansion in the U.S. by launching its unique range of plant-based meat alternatives in the New York Metro area. Following its successful debut in Virginia earlier this year, Havredals is now available through Performance Food Group (PFG) to food service customers across New York, New Jersey, Connecticut, and Pennsylvania, broadening its distribution footprint in the Northeast.

A Strategic Shift Towards Plant-Based Meats

This launch marks a significant step for Havredals, having recently exited the dairy category to sharpen its focus on plant-based meat alternatives. By dedicating its resources to this area, Havredals aims to lead the charge in the growing demand for sustainable and health-conscious food solutions. The company's products, including beef and chicken burgers, as well as ground beef and chicken alternatives, are crafted from a unique blend of fava beans, peas, and oats—ingredients that not only deliver on taste and texture but also support environmental sustainability through regenerative agriculture.

Showcasing at PFG Metro Fall Expo

Havredals will present its full range of plant-based meat products at the PFG Metro Fall Expo on September 24th. This event offers an opportunity for food service operators to experience firsthand the innovative, soy-free, gluten-free, and GMO-free products that distinguish Havredals in the market. Made in Sweden, these alternatives are crafted to meet the needs of health-conscious consumers and environmentally aware businesses alike.

Driving Sustainable Food Service Solutions

Through its expanding partnership with Performance Food Group, Havredals ensures its innovative plant-based products are widely accessible to a variety of food service establishments in New York, New Jersey, Connecticut, and Pennsylvania. As the company grows its U.S. footprint, it remains focused on collaborating with food service operators to elevate their menu offerings with high-quality, affordable, plant-based options. This expansion highlights Havredals' mission to drive positive change in the food industry, contributing to healthier diets and a more sustainable planet.

ABOUT HAVREDALS

Havredals is a Swedish food tech company dedicated to developing high-quality, sustainable, and delicious plant-based meat alternatives. Founded in Uppsala, Havredals launched its first product in 2020 and has since expanded its reach to Sweden and the USA. Committed to combating climate change and improving public health, Havredals continues to innovate and inspire a global shift towards sustainable eating habits.

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