



PRESS RELEASE

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OUR STORY

Since 1998

ANTHONY & GREGORY VERHAEGHE, DRIVEN BY A PASSION FOR HEALTH AND SUSTAINABILITY, CHOSE TO JOIN THEIR FAMILY FOOD BUSINESS AFTER COMPLETING THEIR STUDIES.

OBSERVING THE CHALLENGES OF MAINTAINING A BALANCED DIET IN TODAY'S FAST-PACED WORLD, THEY SET OUT TO OFFER HEALTHY, ENVIRONMENTALLY FRIENDLY ALTERNATIVES TO MEAT AND FISH.

NOTICING A LACK OF ORGANIC OPTIONS IN THE PLANT-BASED MARKET, WHICH WAS DOMINATED BY SOY, SEITAN, AND TOFU, THEY LAUNCHED FIT FOOD® IN 1998, FOCUSING ON SOY-FREE, ORGANIC VEGETARIAN PRODUCTS.

THEIR MISSION REMAINS CLEAR: TO PROVIDE SIMPLE, DELICIOUS, AND HIGH-QUALITY FOOD THAT BRINGS PEOPLE TOGETHER AROUND THE TABLE.



OUR FACTORY

Zero emission

SINCE 1998, OUR PRODUCTION FACILITY HAS BEEN EXCLUSIVELY DEDICATED TO VEGETARIAN AND VEGAN PRODUCTS, OPERATING AS A ZERO EMISSIONS PLANT WITH NO HARMFUL ENVIRONMENTAL IMPACT. SUSTAINABILITY IS AT OUR CORE:

- PURIFIED WASTEWATER BEFORE SEWER RELEASE
- USE OF ECO-LABELED CLEANING PRODUCTS
- RECYCLING OF PLASTIC AND CARDBOARD
- REUSABLE CONTAINERS TO REDUCE WASTE
- OPTIMIZED LOGISTICS TO MINIMIZE CO2 EMISSIONS

OUR COMMITMENT TO QUALITY AND INNOVATION ENSURES EVERY PRODUCT MEETS RIGOROUS STANDARDS, INCLUDING RAW MATERIAL INSPECTIONS, MICROBIOLOGICAL TESTING, AND SHIPPING CHECKS.

WE STRIVE TO DELIVER DELICIOUS, HEALTHY PRODUCTS WITH FULL TRACEABILITY, ALIGNING WITH OUR MISSION OF SUSTAINABILITY AND EXCELLENCE.





FOR YOUR HEALTH

Changing our eating habits

FOR GENERATIONS, MEAT AND SEAFOOD HAVE BEEN STAPLES OF DIETS WORLDWIDE. BUT IN TODAY'S FAST-PACED, GLOBALIZED WORLD, CONVENIENCE OFTEN LEADS US TO FAST FOOD AND READY MEALS. THAT'S WHY WE OFFER INNOVATIVE, GMO-FREE ALTERNATIVES THAT CONTAIN NO MEAT, FISH, OR DAIRY, MOSTLY SOY-FREE AND ORGANIC, PERFECT FOR MODERN, DYNAMIC LIFESTYLES.

OUR PRODUCTS ARE CRAFTED WITH CARE TO SUIT DIVERSE EATING HABITS AND BELIEFS, ALLOWING YOU TO CREATE SIMPLE, WHOLESOME MEALS FOR EVERY OCCASION.

WITH YEARS OF EXPERTISE, WE'RE COMMITTED TO DELIVERING QUALITY FOODS THAT BRING FAMILIES AND FRIENDS TOGETHER.



FOR THE ENVIRONMENT

Sustainability

THE RISING DEMAND FOR MEAT, FISH, AND DAIRY HAS TRANSFORMED INDUSTRIES, DRIVING DEFORESTATION, WATER WASTE, AND AIR POLLUTION. MOST AGRICULTURAL LAND IS NOW USED TO FEED LIVESTOCK, IMPACTING THE ENVIRONMENT AND RAISING ETHICAL CONCERNS.

TO COMBAT THIS, OUR PRODUCTION IS 100% FREE FROM MEAT, FISH, AND DAIRY, OFFERING FLAVORFUL PRODUCTS WITH A LIGHTER ENVIRONMENTAL FOOTPRINT. OUR PACKAGING IS MADE FROM RECYCLED MATERIALS AND IS RECYCLABLE OR REUSABLE TO REDUCE WASTE.

WE CONTINUOUSLY INNOVATE TO PROVIDE A DELICIOUS AND SUSTAINABLE FOOD EXPERIENCE, LETTING YOU ENJOY EVERY BITE WITH A CLEAR CONSCIENCE.

NEW

GRILLERS & MINCED



SAUSAGES BASED ON PULSES : FAVA BEANS, PEAS & WHEAT
MINCE BASED ON PULSES : CHICKPEAS & BLACK BEANS



PLANT BASED BURGER PATTIES

BURGAN NATURAL *inspired by classic beef patty*

BURGAN CHIK'N *inspired by poultry patty*

BURGAN MEDITERRANEAN *inspired by beef patty with herbs & spices*

BASED ON PEA PROTEIN • CONVENTIONAL • MEAT FREE • SOY FREE • PALM OIL FREE



PLANT BASED MINCED

MINCED NATURAL *inspired by classic beef minced*
MINCED CHIK'N *inspired by poultry minced*

BASED ON PEA PROTEIN • CONVENTIONAL • MEAT FREE • SOY FREE • PALM OIL FREE



PLANT BASED MAIN COURSE

BURGER NATURAL *inspired by pre fried burger patty*
CRISP NATURAL *inspired by schnitzel*

BASED ON SOY & WHEAT PROTEIN • CONVENTIONAL • MEAT FREE • PALM OIL FREE



PLANT BASED MAIN COURSE

**BALLS NATURAL
NUGGETS**

BASED ON WHEAT PROTEIN • CONVENTIONAL • MEAT FREE • PALM OIL FREE



PLANT BASED MAIN COURSE

CRISPY BLUE *inspired by cordon bleu*

BASED ON FAVA BEANS • CONVENTIONAL • MEAT FREE • PALM OIL FREE



PLANT BASED MAIN COURSE

TOFU

BASED ON SOYBEANS • ORGANIC • MEAT FREE • PALM OIL FREE



VEGETARIAN MAIN COURSE

BURGER NATURAL *inspired by pre fried burger patty*

BURGER VEGETABLES *burger patty with vegetables*

CRISPY BLUE *inspired by cordon bleu*

CRISP NATURAL *inspired by schnitzel*

BALLS NATURAL

NUGGETS

BASED ON SOY • ORGANIC • MEAT FREE • PALM OIL FREE



VEGETARIAN MAIN COURSE

ORIGINAL CHEESE MEDALLION

BASED ON WHEAT FLOUR • ORGANIC • MEAT FREE • PALM OIL FREE



PLANT-BASED SNACKING

CHIK'N DRUMSTICKS HOT & SPICY
CHIK'N DRUMSTICKS SALT & PEPPER
CHIK'N DRUMSTICKS BBQ SAUCE

BASED ON FAVA BEAN • CONVENTIONAL • MEAT FREE • PALM OIL FREE



PLANT-BASED SNACKING

FALAFEL MEDALLION

TOMATO & BASIL MEDALLION

SPINACH & HERBS MEDALLION

BELL PEPPER & HARISSA MEDALLION

BASED ON CHICKPEAS • ORGANIC • MEAT FREE • SOY FREE • PALM OIL FREE



VEGETARIAN SNACKING

**ZUCCHINI & FETA MEDALLION
JALAPENO & CHEESE MEDALLION**

BASED ON CHICKPEAS • ORGANIC • MEAT FREE • SOY FREE • PALM OIL FREE



VEGETARIAN SNACKING

VEGACROK BROCCOLI

VEGACROK SPINACH

BASED ON WHEAT FLOUR • ORGANIC • MEAT FREE • SOY FREE • PALM OIL FREE



PLANT-BASED PATE SPREADS

FOREST SPREAD PATE *with mushrooms*

FRENCH SPREAD PATE

BELL PEPPER SPREAD PATE

NATURAL SPREAD PATE

TRUFFLE AROMA SPREAD PATE *with mushrooms*

BASED ON PEA PROTEIN AND CORN STARCH • ORGANIC • SOY FREE • PALM OIL FREE



PLANT-BASED COLD CUT SLICES

VEGALAMI *inspired by salami*

VEGALAMI PEPPER *inspired by salami with pepper*

VEGAROYAL *inspired by Parisian deli*

VEGACHIK'N *inspired by poultry deli*

VEGATUR'KEY *inspired by turkey deli*

VEGARIZO *inspired by chorizo*

MIXED GARDEN *inspired by carrots and leeks*

ROULADE DE PARIS *inspired by bierschinken*

BELL PEPPER

MUSHROOM

NATURAL

CHIVES

BASED ON PEA PROTEIN • ORGANIC • MEAT FREE • SOY FREE • PALM OIL FREE



PLANT-BASED COLD CUT SLICES

VEGAOLA *inspired by bresaola*
VEGAOLA PEPPER *inspired bresaola and pepper*
VEGACRUDO *inspired by dry cured cold cut*

BASED ON WHEAT PROTEIN • ORGANIC • MEAT FREE • SOY FREE • PALM OIL FREE



VEGETARIAN COLD CUT STRIPS

TEXAS *inspired by light smoked deli*

BASED ON WHEAT STARCH • ORGANIC • MEAT FREE • SOY FREE • PALM OIL FREE



PLANT-BASED CRUMBLE CHEESE

ORIGINAL *inspired by swiss cheese*

INTENSE *inspired by cheddar cheese*

BASED ON PEA PROTEIN • ORGANIC • LACTOSE FREE • SOY FREE • PALM OIL FREE



PLANT-BASED CHEESE SLICES

ORIGINAL *inspired by swiss cheese*

INTENSE *inspired by cheddar cheese*

SMOKED *inspired by smoked mozzarella cheese*

BASED ON PEA PROTEIN • ORGANIC • LACTOSE FREE • SOY FREE • PALM OIL FREE



VEGETARIAN SAUSAGES

VEGGIWIENER *inspired by classic wiener hot dog*

VEGGICHIPO *inspired by chipolata*

VEGGIGUEZ *inspired by merguez*

VEGGIPARSLEY *with parsley*

SNACKING BALLS NATURAL

VEGGIBBQ

BASED ON WHEAT STARCH • ORGANIC • MEAT FREE • SOY FREE • PALM OIL FREE



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