



WE BRING THE BOLD TASTE TO PLANT BASED

We exist to give you true **FOOD FREEDOM**, by **banishing bland and making plant-based effortless** – our range provides ready to eat & heat to eat solutions that fit busy lifestyles

We don't do polite, boring or good enough. We bring the **bold flavours, quality textures and satisfying protein** – choosing plant shouldn't mean compromising on the joy of eating

Whether you're a lifelong vegan, a curious flexitarian, or just someone craving spectacular flavour, **our table is open to everyone.**

**FLAVOUR OBSESSED.
ZERO COMPROMISE.
PLANT PROTEIN.
EFFORTLESS SWAPS**

SQUEAKY
BEAN

great
taste
2026



KEY REASONS TO BELIEVE

Fastest growing brand (vol)

+25% Val, +22% Vol

Driving category penetration

20% of sales in Tesco are new to category

Award-winning taste

2* Great Taste & 5* Reviews

First to market innovation

Tuna #1 Fish Alternative SKU

High consumer loyalty

Pieces have highest category frequency



SQUEAKY BEAN CHICKEN STYLE RTE PIECES



**TUNA STYLE
FLAKES**



**SWEET SMOKEY
BBQ CHICKEN**



**PULLED PORK
SHREDS RTE & RTC**

High Protein
Source of Fibre
Low Saturated Fat

Target RRP £3.40



Our Squeaky Bean Vegan is a plant-based alternative designed to mimic the taste, texture and nutritional profile of traditional chicken, tuna and pulled pork

Made from 100% plant-based ingredients and low in saturated fat, making them an ideal choice for health-conscious flexitarians, vegans and vegetarians

Unit Weight: 120g
Case Size: x 6



SQUEAKY BEAN FERMENTED VEG PIES



BRAISED VEGGIE PIE SPANISH CHORIZO PIE



Source of Protein
Plant Based

Target RRP £3.75



Our first-to-market Squeaky Bean fermented vegetable pies have launched in response to growing demand for whole foods among health-conscious consumers.

Made with high-quality, gut-friendly ingredients they deliver an umami depth typically associated with meat, but using only real veg and are the perfect choice for shoppers seeking a delicious chilled ready-to-cook pie

Unit Weight: 209g
Case Size: x 4