

Purple Carrot Introduces New 5-Minute Plant-Based Breakfast and Lunch Options

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Purple Carrot, the first and only 100% plant-based meal kit company, is announcing Extras, a new line of breakfast and lunch offerings to help subscribers eat more plants throughout the day. Just in time for the New Year, these meals have been created to make it even easier for customers looking to incorporate more plant-centric meals into their daily diet, beyond Purple Carrot's weekly dinner plans.



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“Our company’s mission is to help people eat more plants, and with the introduction of Extras, we’re expanding our plant-based offerings,” said Andy Levitt, Founder and CEO of Purple Carrot. “We’ve heard from our consumers that they are hungry to include more plant-based foods into their daily diets, and we are proud to introduce an ongoing series of flavorful, innovative and healthy meals for breakfast and lunch that is going to transform how easy it is for people to do just that, whether they’re at home, at work or on the go.”

Plant-based eating has moved into the mainstream in the last four years and shows no signs of slowing down. Today over 50% of Americans are actively working to incorporate more plant-based meals into their diet. By providing meal options to meet the customer needs all day, Purple Carrot is ready to match market demands.

ABOUT PURPLE CARROT

Purple Carrot is the only 100% plant-based meal kit company that delivers fresh, pre-portioned ingredients and simple step-by-step guide for people to cook distinctive, healthy, plant-based meals at home. Eating plant-based meals – even only a few times a week – has a positive impact on people’s health, the environment, and animal welfare. Purple Carrot makes it easy to cook new and inspiring vegan meals that will tempt, delight, and energize.