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The Next Step in the Evolution of Soy: Tempeh 2.0

3 new flavors of marinated, organic tempeh strips introduced to rave reviews and awards!



HOOD RIVER, OR - By now most Americans have heard of tofu, a cake of soybean curds originating in the Far East, but few know the wonders of the fermented soybean cake from Indonesia known as tempeh. Turtle Island Foods, the makers of the famous Tofurky® branded products, has taken a huge step towards changing that by introducing three new exciting flavors of ready-to-eat tempeh: Sesame Garlic, Lemon Pepper and Coconut Curry.

"Tempeh is an awesome product which is often misunderstood or prepared incorrectly," states Turtle Island Foods CEO Seth Tibbott. "We find that when people are served tempeh that has been cooked properly they prefer it over tofu or just about any other soy product."

Tempeh is a delicious, firm, high protein cake made from soybeans which is low in fat, high in fiber and has no cholesterol. The secret to enjoying tempeh is to thinly slice and marinate for an hour or more in a savory sauce. This enhances the nutty flavor of this delightfully textured product. Tempeh 2.0 takes all the prep out of tempeh for the home cook. Turtle Island Foods first thinly slices organic soy tempeh cakes, then adds a marinade, which soak into the tempeh via a patented vacuum process. The end result has sent taste panels over the top with praise for this ground breaking product. "This is without a doubt the best tasting tempeh I have ever tried," exclaimed one panelist. "I am weeping!"

These pre-marinated tempeh strips are an incredible timesaver. They reduce tempeh prep time from 2 hours to 2 minutes. The product can be served as a stand-alone main dish or in stir fries, sandwiches, wraps and salads. Turtle Island Foods tempeh strips have a suggested retail price of \$3.89 per seven ounce package (about two and a half servings per pack) and can be found in the refrigerated meat alternative sections of leading natural foods and grocery stores starting in May 2009.

These products were introduced March 6th at the Natural Products Expo West and received "Best New Product 2009" awards from VegNews Magazine and Sherbrooke Capital group.