

## **Are Meat-Free Products Really Delicious Tasting? Are They Recipe Friendly?**

I have tried meat-free products before and always found them lacking in flavor, texture, or appearance. Also, many of them contained lots of salt and other ingredients that I didn't want to serve to my family.

Combining our curiosity with adventurous spirits, we decided to check out a produce butcher that had an excellent reputation for producing quality products and learn the inside story. It wasn't long before we found ourselves on a plane headed to Minneapolis to interview Aubry and Kale Walch about their business *The Herbivorous Butcher*.

They just celebrated their Happy First Birthday in January after a successful Kickstarter campaign that encouraged them to move their business from a Farmer's Market to a brick 'n mortar building.

When we arrived at their shop, we were amazed at the smorgasbord of plant-based meats and cheese-free cheeses that were available. It was more surprising how many customers kept coming into the store to carry home their products.

They started *The Herbivorous Butcher* to bring small-batch, locally-sourced, all-natural meat alternatives to customers and wanted to share products that were fresh, flavorful, and protein-rich.

Sitting down with Aubry and Kale Walch, we could feel their passion and enthusiasm as they shared the inside story of becoming a Produce Butcher.

### **INTERVIEW**

There was no doubt that Aubry and Kale wanted to satisfy their customers' hunger and also feel good about eating well.

As we packed our sacks, filled with various cheese-free camembert, pepperjack, and dill havarti products as well as meat-free meatloaf,

sausages, ribs, and steaks, we really wondered how two omnivores would handle eating vegan for several weeks.

Just take a look at the recipes that graced our table and celebrated our adventure into healthy vegan cooking.

<http://www.theherbivorousbutcher.com/pages/products>