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Aldi launches 99p vegan range

Discounter taps into rising popularity of plant-based foods with new Plant Menu range



Aldi has unveiled a new plant-based food range with prices starting at just 99p.

The discounter hopes to tap into the growing popularity of meat-alternative meals with its new Plant Menu range, which has launched into stores this week.

It includes a two-pack of Vegan Rolls for 99p, which feature three flavours

including Meat-Free Sausage Roll (mushroom, sage and nutmeg), Sheese and Onion Roll (mozzarella and onion) and BBQ Roll (shredded jackfruit and grilled red pepper).

At £1.49 there are No Chicken Nuggets and Fishless Fingers, while a No Chicken Masala is selling for £1.99. The latter won Best Vegan Ready Meal at the PETA 2020 Vegan Food Awards.

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