



## Football Stars and TV Chef Candice Kumai Join Silk® To ‘Sideline Meat’

**#MeatlessMondayNight Celebrations Get Fans Ready For Football Season**

**BROOMFIELD, Colo., Sept. 15, 2015** - Proving fans can enjoy their pigskin without the pork, Silk® has teamed up with some of America’s meatiest men – running back Rashad Jennings and guards Geoff Schwartz and Justin Pugh – to “sideline meat” with plant-based game day recipes from celebrity chef Candice Kumai.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/11c54a58-6a03-4f2f-8cc9-c6f0ce1e7c94>

Silk is challenging football fans to enjoy #MeatlessMondayNight recipes this fall, and enter for a chance to win the Ultimate Game Day Room Makeover at [Silk.com/SidelineMeat](http://Silk.com/SidelineMeat).

Plant-based diets are a smart choice for people and the planet. And, according to Kumai, fans may be surprised to learn that many of their favorite game day dishes can be meat-free, dairy-free and just as delicious using Silk plant-based beverages as a key ingredient. “More and more people are recognizing the benefits of a plant-based diet,” said Kumai, television personality and author of the book “Clean Green Eats.” “Enjoying a more plant-based diet can start with a simple change just one night a week. So, why not sideline meat on Monday night this season?”

Fans can join Silk’s plant-powered movement by taking the #MeatlessMondayNight pledge at [Silk.com/SidelineMeat](http://Silk.com/SidelineMeat). The site also features the “Sideline Meat Taste Challenge,” where Kumai presents Jennings, Schwartz and Pugh with meat- and dairy-free dishes worthy of an end-zone dance.

Kumai’s favorite #MeatlessMondayNight recipes include:

- Spicy Cashew Hummus
- Jalapeño Cauliflower Biscuits
- Hearty Black Bean Chili
- Caesar Avocado Wraps

- Sweet Potato Avocado Sliders
- Chocolate Pumpkin Football Brownies

“Silk plant-based beverages are a smart choice because they’re fortified to provide 50% more calcium than dairy milk and are an excellent source of vitamin D. In particular, soy protein, as found in soymilk, is a complete protein, which means it contains all of the essential amino acids the body needs, without the lactose and cholesterol found in dairy. And plant-based foods can play a key role in ensuring a more sustainable future,” said Craig Shiesley, President of Silk in the U.S. and Canada. “The best part – you’re also doing right by your taste buds. As Candice’s game-day recipes prove, plant-based eating can be absolutely delicious.”

To learn how to Sideline Meat this football season, visit [Silk.com/SidelineMeat](http://Silk.com/SidelineMeat) where you can view Kumai’s recipes, the Sideline Meat Taste Challenge and enter to win the Ultimate Game Day Room Makeover.

## **ABOUT SILK**

Silk was founded in 1996 on a promise to make the world a healthier place. As a steward of the environment, we believe that plant-based foods are the best way to nourish people and the planet. Today we offer a broad portfolio of nutritious, great-tasting plant-based options, including soymilk, almondmilk, cashewmilk, coconutmilk and dairy-free yogurt alternatives. Silk’s entire plant-based portfolio is enrolled in or verified by the Non-GMO Project, and Silk continues to offer three core organic products including Original, Vanilla and Unsweetened. As a brand committed to environmental sustainability, Silk conducted two studies—a “life cycle assessment” and a “water footprint assessment”—comparing the environmental impact of a half-gallon of Silk Original soymilk, almondmilk and coconutmilk to a typical half-gallon of conventional U.S. dairy milk. On average, producing a half-gallon of Silk Original requires less water and generates fewer greenhouse gases than a half-gallon of conventional U.S. dairy milk. In 2014, we were able to offset 100 percent of our manufacturing water footprint with water restoration certificates. For more information, visit [Silk.com](http://Silk.com).

Contact:

Sara Loveday, Senior Communications Manager

303-635-4680

[sara.loveday@whitewave.com](mailto:sara.loveday@whitewave.com)