



Press release
NEWS FEATURE –

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IMMEDIATE RELEASE

A Big Phat Tasty Tree Planting Plan

The Phat Pasty Co have teamed up with The Word Forest Organisation, a small UK based environmental charity, to work together to plant trees, support local communities and provide education in Kenya.

With Phat continuing to expand their plant-based and vegan range they have committed that for every vegan pastry, slice and savoury roll sold from their range, a donation will be made to the charity.

The project will enable The Word Forest Organisation to not only plant trees, helping to remove CO₂ and other pollutants from the atmosphere, but also to support the communities who look after the forest. Additionally, Word Forest builds classrooms and facilitates education for children and adults, in remote areas of Kenya.

Phat Controller, Paul Clark, commented, 'We had been looking for a suitable charity to support who were aligned to our ethical ideals and goals and Word Forest fits the bill. All of the packaging used for our Phat Wrapped range is fully bio-degradable and as Supplier Members of the Soil Association, we are also aware of the impact of our products on the environment. With the rise and popularity of our vegan range, we saw this as a perfect link to the charity's work in Kenya.'

"We are all aware of the increasing environmental issues, seen recently with massive deforestation across the globe, so we felt that looking positively at not only planting trees in a sustainable way but also supporting those communities, enables both environmental and social benefits relieving hunger and poverty."

The collaboration came about by a chance meeting between CEO Tracey West and Paul and Laura, The Phat Pasty Co founders and 'Phat Controllers'. Tracey had eaten one of their vegan pasties in Sidmouth and was so amazed by the taste experience, she dropped them a line to let them know. Tracey has been vegan for 3 1/2 years and most of the core team at Word Forest are vegan or vegetarian too. As passionate environmentalists, they recognise the positive impact Phat Pasty's plant-based range has on the environment.

Tracey comments: "Phat Pasty's contribution to our charity as a corporate partner, is a recipe for success. It's a win-win situation for customers who enjoy their veg and for the planet too. I must say, it's fantastic to see another selection of delicious savouries on the high street".

The recent Future of Food Report that was published last month predicts that 25% of Brits will be vegan or vegetarian within six years. It also states that there is an 'unprecedented awareness of animal welfare, health concerns and eco- anxiety' which means people could put the planet first, when choosing their food'

The Phat Pasty Co supply their range of pasties, pies and savouries through national wholesalers and have recently launched two new vegan options with a Bobotie Jackfruit Pasty (a South African inspired flavour) and a BBQ Pulled Jackfruit Slice. Jackfruit being one of the key fruits that are also grown as a high yield and sustainable plant-based option.

To support the initiative, Phat have created A5 posters and informative marketing materials. Please contact for a promotional pack and more information. www.phatpasty.com www.wordforest.org