

PRESS KIT 2024

— DAIRY-FREE • VEGAN —
TOFUTTI®
— EST. 1981 —
1ST IN DAIRY-FREE



ABOUT US

Originally created in 1981 in the kitchen of founder David Mintz's Manhattan buffet to meet the dietary restrictions of Kosher customers, Tofutti Brands, Inc. has been producing soy-based products ever since.

Tofutti sells plant-based foods including dairy-free, vegan cheese products, sour cream, dips, and frozen desserts throughout the United States and internationally.

Tofutti's product line consists of frozen dessert pints, *Tofutti Cuties*® mini frozen dessert sandwiches, vegan cheese products, including *Better Than Sour Cream*®, *Better Than Cream Cheese*®, American style soy cheese slices, *Dippity Doo Dah* dips, and *Better Than Ricotta Cheese*®; products that are Kosher-Parve, Halal, plant-based, dairy-free, vegan, and gluten-free (cream cheese, cheese, dips, and sour cream products only).

Mr. Mintz passed away in February of 2021.

In 2022, Tofutti unveiled all new packaging and branding; the first time in the company's more than 40-year history.

David Mintz, Whose Tofutti Made Bean Curd Cool, Dies at 89

He set out to create an ice cream substitute for people who keep kosher. He created a phenomenon, also loved by vegans, diabetics and people with milk allergies . . .

<https://nyti.ms/382MfgY>

OTC Markets Group



TOFB



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The Tale of Tofutti

Success met the company as products like Tofutti Cuties became readily available nationwide and even internationally. Today, the Tofutti line has diversified, complete with several dairy-free cheeses . . .

<https://bit.ly/WFMtofutti>



Season 3 of Nora From Queens on Comedy Central featured Tofutti's Milkbusters t-shirt and product placement.

SOCIAL MEDIA



tofutti.com



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Tofutti hopes to stand out from the crowd with new look

The company that touts it was “plant-based before plant-based was cool” – is unveiling a new look that will hit shelves this fall . . .

<https://bit.ly/tofuttinjbiz>



Tofutti Brands, Inc. and Dark Horse Design earn a winning spot in the 2023 Graphic Design USA American Package Design Awards and 1st Place in the 55th The New Jersey Ad Club Awards for Tofutti's packaging redesign and rebrand.



DAIRY-FREE CHEESES



BETTER THAN CREAM CHEESE:
plain, herbs & chive,
garlic & herb,
whipped plain,
smoked



BETTER THAN RICOTTA CHEESE: plain



DAIRY-FREE CHEESE SLICES: american



BETTER THAN SOUR CREAM: plain, guacamole



DIPPITY DOO DAH DIPS:
french onion, roasted garlic



FOOD SERVICE:
plain better than cream cheese
(30lb blocks & boxes of four 5lb tubs)
plain better than sour cream
(boxes of four 5lb tubs)

Tofutti Gets Dashing New Look

Tofutti dairy-free cream cheeses, ricotta, sour cream, dips, cheese slices, ice cream pints, and even their adorable Tofutti Cuties ice cream sandwiches have received a makeover . . .

<https://bit.ly/GDFTofuttiNewLook>



FROZEN DESSERTS



CUTIES: vanilla, chocolate, mint chip

FOOD SERVICE:
frozen dessert chocolate, vanilla,
vanilla almond bark,
(3gal tubs)

vanilla soft serve
(boxes of four 1/2gal cartons)

FROZEN DESSERT PINTS: vanilla fudge, chocolate,
vanilla almond bark, vanilla, wild berry, better pecan

After 40 Years, Tofutti Rebrands to Keep Up with the Vegan Food Movement

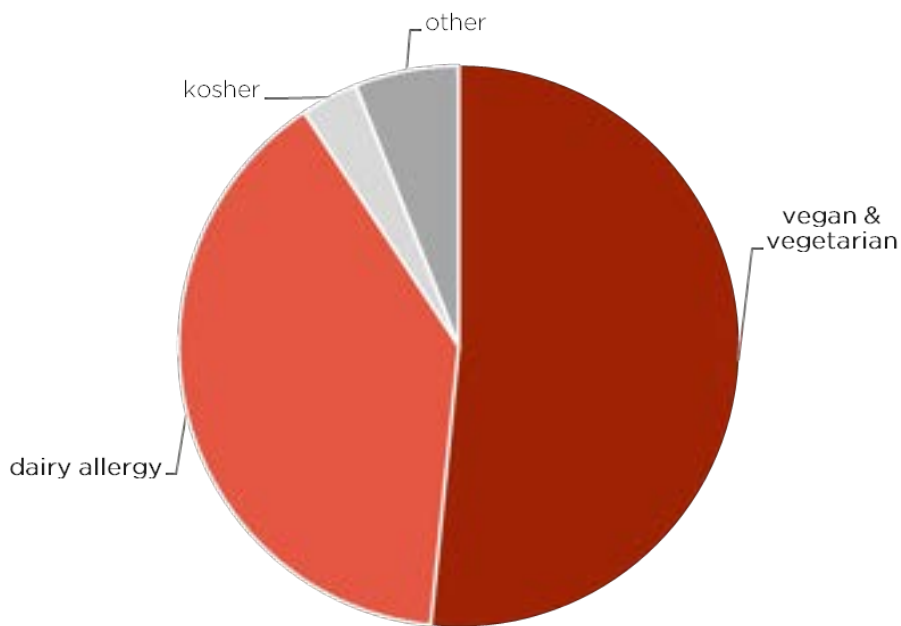
Tofutti has been delighting consumers with its dairy-free ice cream and cream cheese since 1981. Now, the brand is changing its look to keep up with the booming vegan food movement . . .

<https://bit.ly/VNTofuttiRebrand>



MAJOR MARKETS

- 16.5 million Americans label himself or herself as vegan or vegetarian
- 1 in 10 Americans state that he or she does not eat meat
- 6.1 million Americans have an allergy to milk and dairy products
- 6.1 million have a peanut allergy
- 3.9 million have allergies to tree nuts
- Increasing number of children with coconut and sesame allergies
- 30 to 50 million Americans are lactose intolerant
- 1.1 million American Jews who keep some form of Kosher
- Plant-based market expected to reach \$93.92 billion in the United States by 2028

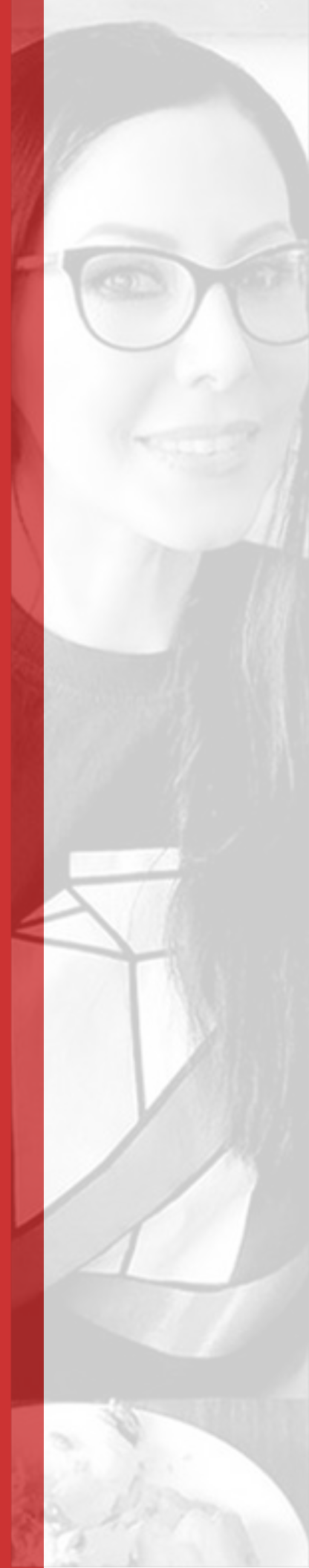


1.9 million Americans have an allergy to soy; far less when compared to dairy, peanut, and tree nut allergies

Is Soy Milk Making a Comeback?

Tofutti and Lightlife have relied on soy to produce a majority (if not all, in the case of Tofutti) of their products. VegNews interviewed representatives from both brands to discover why soy is their building block of choice . . .

<https://bit.ly/vegnews-soy-tofutti>



RETAILERS



major retailers



online retailers

