



THE
PLANTLY
BUTCHERS

Billie Green

So plant. So good!

Whether on bread, in a pan or on the go: Billie Green offers a wide range of vegan meat and sausage alternatives for everyone who doesn't want to miss out on good taste. The range currently includes seven products, all of which impress with their delicious taste and high protein content. From the 6th of November, Billie Green will be presenting three innovations: The Vegan Snack Salami-Style in the variation Classic and with Chili are perfect for in between and absolutely "ready to snack". The third newcomer is a Vegan Salami Chorizo-Style. Further new products are planned for spring 2024.



About Billie Green

Billie Green is the first brand of the young company The Plantly Butchers, which is part of the InFamily Foods group of companies based in Osnabrück, Germany. Billie Green offers a wide range of vegan bread toppings, snacks and cooking ingredients. After its successful market launch with five products in September 2022, Billie Green is now one of the top 5 brands in the meat and sausage alternatives segment and is the market leader in this segment with its Billie Green Vegan Ham in Cubes.



What is special about Billie Green products?

Billie Green products are made using a patented fermentation process which, together with optimal production conditions, gives them a special consistency. In addition, the protein content of our products is between 31 and 36 percent, which is significantly higher than most competitors and often even exceeds that of traditional sausage products. Billie Green offers consumers products that can support a healthy diet - with a top taste experience.

What raw material are Billie Green products based on?

The main ingredient of Billie Green products is wheat gluten. We obtain more than 90 percent of the raw materials for our products from Germany and a small part from Italy.

Where is Billie Green available?

Billie Green products have been available in food retailers throughout Germany since the 5th of September 2022, including Rewe, Edeka, Tegut, Famila, Penny or Globus, and at selected delivery services. In Austria, Billie Green can be found at Billa, Spar and among others.

Where can I find more information about the brand and the products?

All information about Billie Green can be found on our website: www.billie-green.com and on our social media channels, Facebook and Instagram @billie.green



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Das Billie Green product range



Vegan Snack Salami-Style Classic, 75 g

Ready to snack! Satisfy your cravings in no time:

Our tasty snack for at home and on the go. The protein content of the Billie Green Vegan Snack Salami-Style Classic is 34 g per 100 g.



Vegan Snack Salami-Style Chili, 75 g

Combines the savoury taste of salami with a spicy chili heat that will delight your taste buds. Perfect for a quick snack in between meals. The protein content of the Billie Green Vegan Snack Salami-Style Chili is 33 g per 100 g.



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Vegan Salami Chorizo-Style, 70 g

¡Hola! This salami brings a Mediterranean feeling to your sandwich with its smoky, spicy paprika. The protein content of the Billie Green Vegan Salami Chorizo-Style is 31 g per 100 g.



Vegan Salami Premium-Style, 70 g

*Turns every sandwich into a baguette.
This salami combines fine spicy flavours with typical noble mould notes to create a hearty, smoky treat. The protein content of the Billie Green Vegan Salami Premium-Style is 32 g per 100 g.*



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Vegan Bacon with Chili, 90 g

More “bang” for the taste buds: Our Vegan Bacon with Chili doesn't just give burgers that extra kick. The protein content of Billie Green Vegan Bacon with Chili is 32 g per 100 g.



Vegan Salami Classic, 70 g

The must-have for a balanced and hearty snack: The smoked and gently cooked Billie Green Vegan Salami Classic. The protein content of the Billie Green Vegan Salami Classic is 33 g per 100 g.



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Vegan Salami with Pepper, 70 g

The game changer for inimitable taste: The smoked and gently cooked Billie Green Vegan Salami with Pepper. The protein content of the Billie Green Vegan Salami with Pepper is 33 g per 100 g.



Vegan Bacon Classic, 90 g

For a crispy and delicious treat: Billie Green Vegan Bacon Classic convinces with its meaty, spicy and smoky taste. The protein content of Billie Green Vegan Bacon Classic is 35 g per 100 g.



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Vegan Ham in Cubes, 90 g

The secret ingredient for almost all classics:

The Billie Green Vegan Ham in Cubes get a light browning when fried and are extremely delicious with their meaty, spicy and smoky taste with a subtle hint of garlic. The protein content of the Billie Green Vegan Ham in Cubes is 36 g per 100 g.

Press contact

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