

Love Beets launches a classic beet salad kit

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Love Beets launches a classic beet salad kit as a perfectly balanced entrée or side to conveniently add flavour and nutrition to meal time.

Love Beets, a portfolio of ready-to-enjoy beet products with modern flavours, convenient formats, and clean ingredients, is giving beet newcomers and beet lovers alike a reason to celebrate with the launch of its Classic Beet Salad Kit, the brand's newest innovation and first multi-ingredient kit.

The Classic Beet Salad Kit can be enjoyed with or without greens, as a side on its own, or with added protein for a full meal, and contains a tried-and-true classic combination that's sweet, savoury, tangy, and perfectly portioned. The kit includes beet wedges, goat cheese, walnuts, and balsamic vinaigrette.

"We've cultivated a community of passionate beet enthusiasts through our diverse product portfolio. Now, we're thrilled to unveil the Classic Beet Salad Kit—an expertly curated blend of flavours that elevates our signature beets and serves as a versatile entrée or standout side dish. This innovation signifies a new chapter for Love Beets as we continue to enhance the everyday dining experience," said George Shropshire, CEO of Love Beets.

Love Beets is changing preconceived notions of traditional beets with versatile, flavour-forward offerings, giving the powerhouse produce the glow-up it deserves. The portfolio features unique flavour combinations like White Wine Balsamic, Sweet Chili, and Honey Ginger. A fan favourite, the brand's Perfectly Pickled Sliced Beets offers an elevated take on traditional pickled beets that will wow beet fans and newbies alike.

The sustainably sourced beets found in all Love Beets products are grown and produced in the U.S., with beets of all shapes and sizes being utilized by the brand for its array of offerings.

Love Beets Classic Beet Salad Kit has an SRP of \$8.99 and is now available in over 200 Meijer locations, with more retailers on the horizon.

Find the full product line, including Perfectly Pickled Beets, Baby Beets, Cooked Beets, and Beet Juices, at retailers nationwide, including Whole Foods Market, Target, Albertsons, Meijer, Kroger, BJ's, Costco, and more.