

'The Eggplant People' Invade the Frozen Aisles at West Coast Grocery Outlets

ST. AUGUSTINE, Fla., July 13 (SEND2PRESS NEWSWIRE) – Dominex LC, the leader in specialty **eggplant** products for more than 25 years, has successfully invaded the frozen aisles at select West Coast retailers. Now, consumers will find the “The Eggplant People’s” combinations of fresh eggplant and all-natural ingredients at Safeway, Raley’s (Nob Hill), Vons, select Whole Foods and Ralph’s locations in addition to leading natural food retailers.

This move west coincides with consumer demand for more unique vegetarian and vegan offerings and a desire to incorporate more varied vegetable options into their meals. By using fresh eggplant as the primary ingredient, Dominex offers health and ingredient simplicity, while delivering taste and convenience. Moreover, Dominex provides year-round solutions for integrating one of the healthiest vegetables into mealtime – try the vegan Eggplant Cutlets, ranked #1 by IRI, on the grill!

“About a year ago, we embarked on a journey to bring our delicious, healthy and convenient products to consumers in the west, and we’ve been overwhelmed by the response,” says John G. McGarvey, Dominex President. “I’m excited to say that vegetarians, foodies, vegans and other consumers seeking an easy, healthy meal solution along the Pacific coast can now find all of our products in the frozen aisles of their favorite retailers; and there are more products to come.”

All Dominex **products** are now available to consumers, including: the Dominex Eggplant Cutlets – all natural lightly breaded slices of eggplant which are great in parmesan dishes, as a side dish or within a sandwich; the Vegetarian Eggplant Meatball – one of the healthiest meatballs on the planet. With only 90 calories and 2.5 grams of fat in an approximate six “meatball” serving, these not only taste great but deliver on a real meatball experience as well; the Eggplant Parmesan Bite – a bite-sized nugget of vegetarian bliss, the Parm’ Bites combine eggplant with natural cheeses and marinara sauce to deliver a classic entree in your finger tips; and the Vegan “All American” Eggplant Burger, offering a delicious substitute to both conventional and other meatless burgers.

Eggplant has long been cited as a source of antioxidants and can be an excellent source of fiber. Its signature versatility lends itself well to cooking and new product innovation. When compared to buying and preparing fresh eggplant, Dominex items also save consumers time and money.

About Dominex:

Dominex LC, “The Eggplant People” is the leader in value-added, all-natural eggplant products. Based in St. Augustine, FL, Dominex sells to the retail, foodservice, club and ingredient channels. Dominex sources fresh eggplant

year-round and combines it with natural ingredients within days of harvest.

To learn more about Dominex products, or to find information on where to purchase them, visit: www.dominexeggplant.com or check them out on Facebook at: facebook.com/pages/Dominex-Eggplant-The-Eggplant-People/81664351986.

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