



Food For Thought

VitaProTM

VEGETABLE
PROTEIN
PRODUCTS
AND
RESEARCH

VitaPro has played a vital role in elevating soya protein to a highly developed, appetizing, premium grade food.

Geometric population growth. Less livestock grazing land. Declining fish stocks. Widespread concern over saturated fats from meat products. And, most importantly, worldwide downward pressure on budgets. These are the critical contemporary challenges facing nutrition experts and researchers around the world. It's where the VitaPro success story begins.

VitaPro Foods Inc. is a world leader in food processing. Through a long-term commitment to R&D we've pioneered breakthrough food products that fill the need for an appetizing, nutritious substitute for meat protein. Fat and cholesterol are low in our regular line; cholesterol is eliminated entirely from our vegetarian line. These benefits appeal to a world market with the right idea at the right time, at a fraction of the cost of meat.



Appetite-appeal, nutrition & dollar value

Soya protein has been around for years, but acceptance was limited by sour smell and aftertaste. For the first time, the VitaPro laboratories have succeeded in formulating a new soya-based product with a savory smell, delicious taste and no soya aftertaste. No other product can match the unique combination of appetite-appeal, nutrition and value for the dollar!



VITAPRO ENHANCES ANY CUISINE.

Use VitaPro wherever you would use minced meat or poultry! From Indian curry to French cassoulet, it's an invaluable addition to any cuisine, regardless of ethnic or national origin.

The guiding force behind the success of VitaPro is Chief Executive Officer Yank Barry. It was his vision, of vegetarian food products with the flavour and appetite appeal of meat and chicken, but without the cholesterol, fat and prohibitive price, that provided the company's founding philosophy.

A longtime consumer trend-watcher, Mr. Barry saw a world with diminishing dietary protein resources and a voraciously growing appetite. His response was to commission an ambitious Research and Development program aimed at creating an appetizing, nutritious protein product that could be marketed at a fraction of the cost of meat. After years of hard work the dream has become a reality.



The final stage in the VitaPro revolution was the development of proprietary technology that removes the soggy consistency and limp texture of other conventional soya products. This radical discovery resulted in texturized protein with the chewy consistency of meat and chicken, a unique feature of VitaPro that has fuelled its growth worldwide.

Naturally vitamin-fortified, with absolutely no artificial additives, VitaPro is an excellent substitute for meat protein and has superior health attributes. VitaPro's wholesome, 100% all-natural ingredients include soya flour, wheat flour, hydrolysed soya protein, and dehydrated vegetables.

Our corporate "Quality First" policy means batch integrity is guaranteed by tight control and sampling at all stages of production. The exacting in-house sanitation standards are confirmed by major government and independent testing facilities including the F.D.A., U.S.D.A. and Agriculture Canada. Kosher and hallal certification are also available.

Ideal for hospitals, schools, correctional institutions, armed forces, famine & disaster relief.

The economy of VitaPro, as well as its compactness and stability during shipping and storage, has made it a staple in institutions and other large scale settings around the world.

With a rehydration ratio of 4:1, one kilo becomes 5 kilos, shipping and warehousing costs are reduced dramatically. And VitaPro is extremely stable in dehydrated form, with a minimum shelf life of 18 months, so it can be stored for long periods of time under a wide variety of conditions. Flavor, texture and nutritional properties remain constant. There's no need for refrigeration prior to rehydration, so energy costs are also reduced. No other protein product is this flexible and economical to handle.

VitaPro's dietary versatility makes it a favorite with food preparation experts. Two delicious flavors, chicken and beef, can be served with pasta, rice and vegetables to make hearty recipes such as Spaghetti Bolognese, Chicken Salad, Stuffed Peppers, Chili or as a soup base. All you add is a dash of imagination; the culinary possibilities are unlimited.



A leader in food-processing technology, VitaPro Foods Inc. is aggressively researching revolutionary 21st century food products. To meet the growing demand we utilize ultra-modern manufacturing facilities in Canada and the United States, with 175,000 sq ft for production and 110,000 sq ft of warehouse space. Provision was also made for a mini-plant facility, ensuring economy and prompt delivery for short production runs.



NO ORDER IS TOO LARGE.
VitaPro production is as flexible as the product itself, from short custom runs to hundreds of thousands of tons in multiple container loads. VitaPro is available in 15 kilo tamper-proof pails. Custom packaging is also available upon request.





The R&D breakthrough that led to the unparalleled success of VitaPro demanded large, ultra-modern production facilities in Canada and the United States to meet the worldwide demand. Whether you are an international distributor or a growing local operation, you can trust VitaPro to deliver top-quality products on time, from custom runs to multiple container loads. Now is the time to get in on the ground floor of the rapidly expanding market for VitaPro's unique combination of appetite-appeal, nutrition and value!





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