ESTTA Tracking number:	**ESTTA997868**
Filing date:	**08/27/2019**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91244684
Party	Plaintiff Yarnell Ice Cream, LLC
Correspondence Address	DANIEL KEGAN KEGANLAW 79 W MONROE STREET #1310 CHICAGO, IL 60603-4931 UNITED STATES daniel@keganlaw.com 312-782-6495
Submission	Motion for Summary Judgment **Yes**, the Filer previously made its initial disclosures pursuant to Trademark Rule 2.120(a); OR the motion for summary judgment is based on claim or issue preclusion, or lack of jurisdiction. The deadline for pretrial disclosures for the first testimony period as originally set or reset: **11/02/2019**
Filer's Name	Daniel Kegan
Filer's email	daniel@keganlaw.com
Signature	/daniel kegan/
Date	08/27/2019
Attachments	SbY-Outst-SumJ-27Aug2019.pdf(183210 bytes) x01-10.pdf(2729467 bytes) x11-19.pdf(4172510 bytes) x20-29.pdf(5968244 bytes) x31-39.pdf(3578277 bytes) x40-59 62 77.pdf(4634399 bytes) R80-81 Redacted.pdf(128620 bytes) SbY-Outst-PodrackyDeclns-26Aug2019.pdf(660108 bytes) SbY-Outst-RobBellDecln x39.pdf(296051 bytes) SbY-Outst-KeganDec-26Aug2019.pdf(113225 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

YARNELL ICE CREAM, LLC	) **Full of Flavor Free of Guilt**
Opposer,	) Serial 87-566,210
v	) Opposition **91,244,684**
OUTSTANDING FOODS, INC	) Published 17 July 2018
Applicant.	) International Class 29

OPPOSER'S MOTION AND BRIEF FOR SUMMARY JUDGMENT

INTRODUCTION

Opposer Yarnell Ice Cream, LLC moves for summary judgment on all issues of the Notice of Opposition, and on each of Applicant Outstanding Foods, Inc.'s affirmative defenses, pursuant to Fed.R.Civ.P. 56. Registration of Applicant's mark is likely to cause confusion, mistake, and/or deception with Opposer's family of GUILT FREE trademarks for foods, including frozen confections. As specifically set forth in the supporting Brief facts and argument below, Opposer's motion is supported by evidence contained in accompanying exhibits, declarations, discovery, and documents previously made of record before the Board. There is no genuine dispute as to any material fact, nor is Applicant able to produce admissible evidence to support any claimed fact.

FACTS

The Marks

Applicant Outstanding Foods, Inc. ("Outstanding") has applied, intent-to-use, to register FULL OF FLAVOR FREE OF GUILT for "Vegetable based snack foods which have a bacon flavor; meat substitutes," disclaiming "full of flavor" (1 TTABVUE 3, Opposition Notice ¶14; 4 TTABVUE 2, Answer ¶14). Ice cream is also considered a snack (Exhibit 6, § Types of Snack Foods; *cf. Delano Farms Co. v. California Table Grape Com'n,* 586 F.3d 1219 (9th Cir. 2009) (ice cream considered a snack)).

Outstanding admits that it does not have knowledge or information sufficient to form a belief about that fact (1 TTABVUE 3, Opposition Notice ¶13; 4 TTABVUE 2, Applicant Answer ¶13).

Opposer Yarnell owns incontestible federal trademark GUILT FREE registrations for Frozen dairy confections (® 2,316,804), Frozen confections (® 2,120,649), Exs 1-4, and Restaurant services… (® 2,367,307), Exs 7-9.[1] Federal registration of the mark created a presumption of the validity of the mark and Yarnell's exclusive right of ownership, now conclusive evidence of the exclusive right to use it in commerce, Lanham Act, 15 USC §§ 1065, 1115(b). Because opposer's pleaded registration is of record, Section 2(d) priority is not an issue in this case as to the mark and the products covered by the registration. *King Candy Co. v. Eunice King's Kitchen, Inc.,* 496 F.2d 1400, 182 USPQ 108, 110 (CCPA 1974).

Opposer Yarnell has owned GUILT FREE registrations for Rolls, doughnuts, muffins, cookies (® 2,189,588), Chocolate pies (® 2,226,444), Jams, jellies, butter, margarine, eggs, and toppings, namely dairy-based whipped toppings and non-dairy based whipped toppings; cocoa, gravies puddings and dairy-based desserts; soft drinks, namely, non-carbonated soft drinks (® 2,205,913), Processed meat (® 2,192,459), Non-dairy dips (® 2,189,581), Processed nuts (® 2,200,081), Peanut butter; Catsup, and barbeque sauce (® 2,200,109), Toppings, namely, fruit toppings (® 2,215,013), Not frozen yogurt and egg nog ® 2,099,328), Dips, namely dairy-based dips (® 2,065,990), Cottage cheese, sour cream, and milk (® 2,096,125), Toppings, namely, chocolate syrup and fudge topping (® 2,179,680), Cakes, candy, pies, namely fruit pies (® 2,172,033),

---

[1] Authentication for most exhibits is contained in Kegan Declaration.

dairy-based spreads and cheese; Cheese cakes, syrup, namely, chocolate syrup and table syrup, cake frosting, sugar substitutes, pizza, salad dressing (® 2,181,580), and GUILT FREE CARB AWARE for Frozen confections and frozen dairy confections (® 3,043,313; Exs 10-27, pages ordered by Registration, TESS, and use specimens[2]).

All of Yarnell's trademark registrations are evidence of use of the mark. Yarnell, directly or through licensees, has used its GUILT FREE trademark for the registered goods and services. Yarnell had—and has—no intention to abandon its GUILT FREE trademark rights. Yarnell is actively continuing to seek appropriate licensees for its GUILT FREE trademark (Ex 80). The GUILT FREE trademark appears on snack bars marketed by Yarnell's affiliate Schulze (Ex 29).

Opposer Yarnell

Yarnell Ice Cream Company was founded in 1932 when Ray Yarnell purchased the assets of Southwest Dairy Products in a bankruptcy sale (Ex 31). Surviving the Depression the company grew, expanding its offerings, including "Guilt Free" ice cream. Other "Guilt Free" food products, from sauces to nuts, were licensed for diverse foods (e.g. Ex 10), and Yarnell obtained many federal trademark registrations for its GUILT FREE mark (Exs. 11-27).

Faced with financial difficulties, Yarnell closed June 2011. At its bankruptcy sale November 2011, Schulze and Burch Biscuit Company (Schulze, or S&B) purchased Yarnell's assets, including its goodwill, trademarks, and original recipes, and formed the successor company as Yarnell Ice Cream, LLC (Podracky Declaration, ¶ 11). The current

---

[2] The TSDR docket date for a PTO digitally scanned paper appears to be the scanning date; often the much earlier date the PTO Mail Room received the paper is shown in the scanned image.

company, Yarnell Ice Cream, LLC is owned by a holding company controlled by the Schulze principal (Podracky Declaration, ¶ 12).

Schulze and Burch, Yarnell Affiliate

Founded in 1923, Schulze and Burch is the leading manufacturer of store brand toaster pastries in the world (Ex. 34; Podracky ¶ 32). Schulze produces wholesome snacks and other grain based products for many of the Fortune 100 consumer products companies (Podracky ¶ 33). In 1975 Schulze made the first mass-produced granola bar. Among other products, Schulze markets TOAST'EM pastries and FLAVOR KIST snack bars (Id, ¶ 35). Schulze markets GUILT FREE products under license by its controlled affiliate, Yarnell. (Ex. 80).

Outstanding Foods, Inc.

Applicant, Outstanding Foods, Inc. incorporated May 2015, with Bill Glaser as the sole officer (Ex. 56, Applicant's Disclosures; Ex. 62; Ex. 57 Bill Glaser LinkedIn web page). The company currently markets PIG OUT pigless bacon chips. (1 TTABVUE 3-4, Opposition ¶¶ 18–23 & Ex. 5; 4 TTABVUE 3, Answer ¶¶ 18–23).

The Parties' Goods

Both Yarnell's frozen confections and Applicant's vegetable based snack foods can be eaten as snacks (Applicant's Response to Admission Request 1 ("Vegetable based snack foods are a snack food," "Admit"); 1 TTABVUE 21-27, Ex. 6); neither are considered substantial meals. Processed meat, pizza, and barbeque sauce are related to meat and thus to meat substitutes. Vegans and vegetarians seek protein-rich foods as meat substitutes, such as cheese, cottage cheese, eggs, nuts, peanut butter, and yogurt.

ARGUMENT

Summary judgment is a pre-trial device to dispose of cases in which the "documents, … affidavits or declarations, … admissions, interrogatory answers, or other materials" show that there is no genuine dispute as to any material fact and that the movant is entitled to judgment as a mater of law. F.R.Civ.P. 56 (a) & (c).

Applicant Outstanding as opposing party may not rest upon the mere allegations or denials in its pleadings, but must instead come forward with specific evidence showing that there is a genuine dispute for trial, *Caine v. Lane,* 857 F.2d 1139, 1142 (7th Cir. 1988). Outstanding must "do more than simply show there is some metaphysical doubt as to the material facts," *Matsushita Elec. Indus. Co., Ltd. v. Zenith Radio Corp.,* 475 U.S. 574, 586, 106 S.Ct. 1348 (1986). The Board is not required to draw every conceivable inference in favor of the non-movant, only those inferences that are reasonable, *Bank Leumi Le-Israel, B.M. v. Lee,* 928 F.2d 232, 236 (7th Cir. 1991). Factual dispute is not established by declarations based on information and belief, but must be based on personal knowledge from a declarant competent to testify regarding the facts at issue, Fed.R.Civ.P. 56(e); *Taylor v. List,* 880 F.2d 1040, 1045 (9th Cir. 1989). A self-serving affidavit lacking factual support in the record cannot defeat a summary judgment motion, *Slowiak v. Land O'Lakes, Inc.,* 987 F.2d 1293, 1295 (7th Cir. 1993).

A. Likelihood of Confusion

The core issue in most oppositions is whether there is a likelihood of confusion between Applicant's mark for its applied-for goods and Opposer's trademark rights*, In re E. I. DuPont de Nemours & Co*, 177 USPQ 563, 567, 476 F2d 1357, 1361 (CCPA 1973).

In this opposition, the most salient *DuPont* factors are 1) mark similarity; 2) goods similarity; 3) trade channels; and 4) sale conditions.

To prevent applicant's registration, Opposer need not prove actual confusion between the two marks. Evidence is sufficient if consumers may believe that Yarnell, as the owner of GUILT FREE, is somehow associated with or otherwise approves of a mark as used by applicant, *Elizabeth Taylor Cosmetics v. Arnnick Goutal S.A.R.L.,* 5 USPQ2d 1305, 1313 (SD NY 1987) (citing *Dallas Cowboy Cheerleaders, Inc. v. Pussycat Cinema, Ltd.,* 604 F.2d 200, 205, 203 USPQ 161, 164 (2d Cir. 1979)); *see also Hilson Research, Inc. v. Society for Human Resources Management,* 27 USPQ.2d 1423, 1429 (TTAB 1993). Additionally, in order to prevail on the opposition, Yarnell need prove only that it is likely that it would somehow be damaged if a registration were granted. McCarthy, J. Thomas, *McCarthy on Trademarks and Unfair Competition*, §20:7 (4th ed. 1998), *citing Wilson v. Delaunay*, 114 USPQ 339, 245 F2d 877, (CCPA 1957). All that is necessary is that the opposer establish the conditions and circumstances from which damage to it from the opposed mark can be assumed, *FBI v. Societe: "M Bril & Co.,"* 172 USPQ 310 (TTAB 1971).

The most pertinent factors here are the semantically identical word portion of GUILT FREE, the relatedness of the goods and services, the channels of trade and classes of purchasers for the goods and services, and the fame of the prior mark. TBMP 309.03(c).

1. Similarity of marks in their entireties as to appearance, sound, connotation and commercial impression. Degree of similarity in spelling and pronunciation is determined on basis of the total effect of the designation, rather than comparing individual features. Meaning alone—without reference to appearance and sound—may be sufficiently close for similarity, *Boston Athletic Assn. v. Sullivan,* 9 USPQ2d 1690, 867 F.2d 22, 29–30, 35 (1st Cir. 1989) (defendant's t-shirts, even those bearing only a photo of runners and single word "Boston" with the current year, identical in meaning to Boston Marathon producer service marks BOSTON MARATHON and BAA MARATHON). Identical meaning of two marks overcomes any difference in appearance, *Id*. at 30.

Marks are evaluated as actually used. "If one word or feature of a composite trademark is the salient portion of the mark, it may be given greater weight than the surrounding elements," *Meridian Mutual Ins Co v Meridian Ins. Grp, Inc.,* 44 USPQ2d 1545, 128 F3d 1111 at 1115 (citing *International Kennel Club of Chicago, Inc. v Mighty Star, Inc.,* 6 USPQ2d 1977, 846 F.2d 1079 (7th Cir. 1988)).

Applicant has disclaimed "full of flavor." Applicant's FREE OF GUILT has the identical meaning as Registrant's GUILT FREE. Applicant's mark includes the whole meaning of Opposer's mark, GUILT FREE. Applicant's mark's words, GUILT and FREE, are the only distinctive words of Applicant's mark; the preposition "of" lacks distinctiveness in Applicant's mark.

In comparing the marks, the test is not whether the marks can be distinguished when subjected to a side-by-side comparison, but rather whether the marks are sufficiently similar in terms of their overall commercial impression so that confusion as to the source of the goods offered under the respective marks is likely to result, *Paula Payne Prods. Co. v. Johnson's Publ'g Co., 473 F.2d 901, 902, 177 USPQ 76, 77 (C.C.P.A. 1973); In re Majestic Distilling Co., 315 F.3d 1311, 1316, 65 USPQ2d 1201,* *1205 (Fed. Cir. 2003)*. The proper focus is on the recollection of the average customer, who retains a general rather than specific impression of the marks, *In re Shell Oil Co.,* 992 F.2d 1204, 1207, 26 USPQ2d 1687, 1689 (Fed. Cir. 1993); *Winnebago Industries, Inc. v Oliver & Winston, Inc.,* 207 USPQ 335, 344 (TTAB 1980); *Sealed Air Corp. v Scott Paper Co.,* 190 USPQ 106, 108 (TTAB 1975).

Opposer's mark, GUILT FREE, is semantically identical to Applicant's FREE OF GUILT phrase of its mark. "Guilt" is the strongest, emotionally laden word in both Applicant's and Opposer's marks. "Flavor" is a common promotional term for food, having slight distinctiveness. Applicant disclaimed the entire first half of its mark, FULL OF FLAVOR, as descriptive and lacking source indicating distinctiveness. Typically the start and end of a phrase have the most impact. Here Applicant disclaims distinctiveness of "Full Of Flavor" leaving the distinctive parts of the two marks GUILT FREE versus FREE OF GUILT, *See, e.g., Gen. Mills, Inc. v. Fage Dairy Processing Indus. S.A.*, 100 USPQ2d 1584, 1597 (TTAB 2011) (composite marks containing TOTAL for yogurt and other products likely to cause confusion with TOTAL for ready-to-eat breakfast cereal); *In re Wine Soc'y of Am. Inc.,* 12 USPQ2d 1139, 1142 (TTAB 1989) (THE WINE SOCIETY OF AMERICA and design for wine club membership services including the supplying of printed materials, and AMERICAN WINE SOCIETY 1967 and design for newsletters, bulletins, and journals, likely to cause confusion). While marks are evaluated as a whole, the reality that some parts of a mark are strong with impact while other parts are weak need not be ignored in a *DuPont* analysis.

2. Similarity and Nature of Goods or Services. The greater the similarity between the products and services, the greater the likelihood of confusion, *Moore*

Business Forms Inc v Ryu, 960 F2d 486, 490 (5th Cir. 1992) (citing *Exxon Corp. v Texas Motor Exchange, Inc.,* 208 USPQ 384, 628 F2d 500, 505 (5th Cir. 1980)).

Where parties offer competing products, the tribunal rarely needs to look beyond the mark itself to determine whether likelihood of confusion exists, *Villanova University v. Villanova Alumni Educational Foundation, Inc.,* 58 USPQ.2d 1207, 1218–19, 123 FSupp2d 293, 306, (ED PA 2000) (citing *Ford Motor Co. v Summit Motor Products, Inc.,* 18 USPQ2d 1417, 930 F2d 277, 293 (3d Cir. 1991)).

That the products are not identical or not in direct competition does not end the inquiry, for the concern is only whether they are similar, with a mark used in conjunction with such other services as might naturally or reasonably be supposed to come from Yarnell, *Forum Corporation of North America v. Forum, Ltd.,* 14 USPQ2d 1950, 903 F2d 434, 442 (7th Cir. 1990). "Moreover…our inquiry in comparing the two products is not whether they are interchangeable, but whether 'the parties' products are the kind the public might very well attribute to a single source (the plaintiff)'." *Eli Lilly,* 233 F.3d at 463 (citing *International Kennel Club*). Prohibited use by Defendant of Yarnell's mark extends not only to products in direct competition, but those "closely related" to Yarnell's, *i.e.,* "one 'which would reasonably be thought by the buying public to come from the same source, or thought to be affiliated with, connected with, or sponsored by, the trademark owner'." *Sands, Taylor & Wood Co. v. Quaker Oats Co.,* 24 USPQ2d 1001, 978 F2d 947, 958–59 (7th Cir. 1992), *cert. denied,* 507 U.S. 1042, 113 S.Ct. 1879 (1993).

Yarnell's GUILT FREE mark has long been used on a variety of foods and restaurant services. (Exs 10-27) Factual analysis begins with Applicant's applied-for goods, "Vegetable based snack foods which have a bacon flavor; meat substitutes." A "snack" is "a small service of food and generally eaten between meals" (Ex 6, Wikipedia; dates visited on exhibit footer, header, or Exhibit List.) A wide variety of commercially-prepared foods are marketed; "snacks" are disputed in lawsuits, *see, e.g., Beatrice Foods Co v Borden Co,* 169 USPQ 34, 435 F2d 1335 (CCPA 1971; corn chips, cake, pastry with fruit filling v candy); *Continental Nut Co v Cordon Bleu, LTEE,* 181 USPQ 647, 494 F2d 1397 (CCPA, 1974; nuts v canned meat, peanut butter, named condiments, and sauces); *Delano Farms Co v California Table Grape Com'n* 586 F3d 1219; table grapes, "alternative for consumers, as opposed to other snack options like ice cream, chips, french fries, and buttered popcorn"); *Frito Co v General Mills, Inc*, 97 USPQ 28, 202 F2d 936 (5th Cir 1953; Cheerios cereal); *J&J Snack Foods Corp v McDonald's Corp*, 18 USPQ2d 1889, 932 F2d 1460 (Fed Cir 1991); *Kashmir Crown Baking LLC v Kashmir Foods, Inc,* 538 Fed Appx 165 (3d Cir, 13-1357, 6Nov2013; bakery and South Asian specialties); *Vitarroz v Borden, Inc,* 209 USPQ 969, 644 F2d 960 (2d Cir, 1981; salty, crunchy foods); also see Hillshire Snacking (Ex 35).

To improve snack food labelling, the FDA studied manufacturers of "biscuits, sweets, and ice creams" (Ex 36). In its study by a National Institutes of Health researcher of common snack foods label accuracy, well-known snack food brands included candy bars, chips, cereal bars and pastries, cookies, crackers, ice cream, yogurt, and nuts & nut mixes (Ex 37). The law, the food industry, and consumers consider both chips and ice cream as snacks, often substitutable foods depending on availability, a consumer's recent food consumption, and their dietary preferences of the day.

Applicant has also applied for "meat substitutes." Vegetarians and vegans consider a wide variety of foods as meat substitutes (Exs 38, 39). A meat substitute, also called a meat analogue, "approximates certain aesthetic qualities (*e.g.,* texture, flavor, appearance) and/or chemical characteristics of specific types of meat" (Ex 40).

The PTO's Trademark ID Manual discloses four live descriptions using "meat substitutes’ (Ex 41). Three are sufficiently descriptive to provide a reasonable idea of the goods: "formed textured vegetable protein for use as a meat substitute; vegetable-based meat substitutes; prepared meals consisting primarily of meat substitutes." The fourth, "meat substitutes," is over a quarter-century old, and might be a protein product in any food class, chick peas, Tofu, eggs, nuts, almost whatever. Food manufacturers might shop for a "meat substitute," consumers rarely. More likely, a hungry vegetarian might seek a Bleeding Burger, (Ex 42, Impossible Burger, ® 5,459,255; "FDA Gives Green Light To Impossible Foods' Bleeding Burgers,” 27July2018, visited 11May2019, Ex 43). The imprecision, and ambiguity, of Applicant's selected description renders confusion highly likely.

3. Similarity of established, likely-to-continue trade channels.

Snack foods are a broad category. In addition to grocery stores and convenience markets, snack foods are sold at food service retailers, such as snack bars and at amusement parks and stadiums, *J&J Snack Foods Corp v McDonald's Corp*, 18 USPQ2d 1889, 932 F2d 1460 (Fed Cir 1991); military bases, *Matter of C— Y— L—,* 8 I&N Dec 371 (371 BIA, 1959; snack bars, bakeries, ice cream plants throughout Guam).

Yarnell sells and provides its GUILT FREE frozen confections to supermarkets, restaurants, coffee houses, bakeries, sports stadiums, state parks, community events, and even the Walmart Museum's Spark Café (Podracky ¶ 15; Exs 44-50). Sellers of dry snacks are moving to sell frozen confections (Ex 28).

4. Conditions of sale (impulse, versus careful, sophisticated purchasing). Retail prices for frozen confections are often low per serving and per package. Retail prices for mass-market snack foods, such as vegetable based snack foods, are often low per package. Products of both Yarnell and Applicant are low cost, often impulse consumer items (Exs 47-49; Applicant's Pig Out Chips, $5 for 3.5 oz ($59.99/12= $5) (Ex 5, showing applied-for-trademark). Outstanding does not have knowledge or information sufficient to form a belief about those facts (1 TTABVUE 4, Opposition ¶¶ 26–29; 4 TTABVUE 3-4, Applicant Answer ¶¶ 26–29). Beyond low price and often impulse purchase, many consumers of Yarnell's products are children; likely some consumers of Applicant's products are also young children.

Even evidence consumers may not likely be confused does not address potential sponsorship confusion or misaffiliation with Applicant. *Eli Lilly* at 464 (citing *Pebble Beach*). Apart from a question of confusion between products and services, likelihood of confusion encompasses a distinct separate issue whether the purchasing public is likely to believe that plaintiff produces, licenses, or otherwise endorses defendant's services, *Boston Athletic* at 28–29 & n. 5 (consumers likely to believe plaintiff, Boston Marathon producer, licenses or sells defendant's t-shirts, even those bearing only a photo of runners and the single word "Boston" with the current year).

5. Fame of prior mark (sales, advertising, length of use).

Neither Applicant's nor Yarnell's products are likely to have reached the difficult threshold of general household fame required for dilution. Applicant filed an intent-to-use application and has not made of record any date of first use. Yarnell Ice Cream, Inc, Opposer's predecessor in interest, was well known, capturing the taste-bud devotion of Walmart's Sam Walton (Ex 50, "The cafe proudly serves Yarnell's"). Since Opposer Yarnell Ice Cream, LLC acquired the assets of the its predecessor, Yarnell has engaged in successful marketing efforts at community events, the key sports stadium, television news demonstrations, social media promotions, and more (Exs 32, 44-50).

Since Yarnell Ice Cream, LLC was established in December 2011, it has sold over one million dollars of GUILT FREE frozen confections, and has invested over a quarter-million dollars in selling and marketing expenses for GUILT FREE frozen confections[3] (Podracky Supp ¶¶ 8-9). In just three months, Schulze has sold over $124,000 GUILT FREE non-meat snack bars (Id, ¶ 13).

Yarnell Ice Cream, LLC purchased Yarnell Ice Cream Company, Inc. assets from bankruptcy in January 2012, but not most of the business records. Revenues and marketing expenses of Yarnell Ice Cream Company, Inc. from its 1932 founding through its 2011 bankruptcy, and those of its GUILT FREE unaffiliated licensees, are not reported in this brief (Id, ¶ 10).

Yarnell's GUILT FREE frozen confection, first marketed 1996, is well known; Applicant's trademark is not.

6. Number and nature of similar marks in use on similar goods.

Since exiting the Garden of Eden, humans have developed morals, and being human have sometimes violated those moral codes. Guilt is a cognitive or emotional

---

[3] Yarnell's account for selling and marketing expenses does not segregate by size and type of frozen confection, the Guilt Free share is its proportion by revenue.

experience when a person believes, accurately or not, they have compromised a personal or universal moral standard. (Ex 51, "Guilt," Wikipedia).

Contemporary consumers are increasingly concerned with their health, and recognize "you are what you eat" (Ex 52, NBC News, 25July2010). Yet some attractive, tasty foods have bad health reputations. Perhaps augmented by Puritan heritage, contemporary consumers both seek appetizing foods and sometimes regret their lapse from a dietary discipline.

The PTO's TESS database discloses over 500 applications and registrations, live and dead, in any trademark class, containing a GUILT* phrase (where the * wildcard character includes following characters, if any; Ex 53). Yet Yarnell is the dominant record owner of GUILT FREE trademarks in Class 30 (Ex 54). Of the 13 registrations disclosed, Yarnell owns ten (77%); the owner of ® 5,268,676, to resolve Yarnell's opposition, 91,226,289, agreed to marketing restrictions, including emphasizing the EAT ME and minimizing the GUILT FREE element of the mark (Ex 81).

Ordinary consumers don't distinguish class between trademark Class 29 foods and Class 30 foods. Yarnell has owned Class 29 registrations for 10 of the 12 disclosed Class 29 live registrations with "guilt" and "free" (Ex 55). Only two disclosed registrations were not owned by Yarnell: a ten-tiny-word design mark with a large camel and palm tree, ® 4,758,795; and the opposition-settled ® 5,268,676, by that applicant agreeing to limit its marketing to emphasizing the EAT ME element of its mark. For both Trademark Class 30 and 29, Yarnell, with its GUILT FREE uses on a panoply of diverse foods, is the dominant owner of rights to a GUILT FREE food trademark.

7. Nature and extent of any actual confusion.

Applicant is a newcomer to the food business. There are no known instances of actual confusion.

8. Concurrent use duration and conditions without actual confusion.

See above #7.

9. Variety of goods mark is or is not used (housemark, family mark, product mark).

Yarnell has used its GUILT FREE mark, directly and through licensees, on a wide variety of food products and for restaurant services, including cheese, cottage cheese, nuts, peanut butter, processed meat, pizza, yogurt, and others (Exs 10-27, 29).

10. Market interface between applicant and prior mark owner (mere consent, agreement provisions designed to preclude confusion, mark assignment, laches/ estoppel).

None.

11. Extent applicant has a right to exclude others.

A federal trademark principal registration is "prima facie evidence of the validity of the registered mark and of the registration of the mark of the owner's ownership of the mark, and of the owner's exclusive right to use the registered mark in commerce on or in connection with the goods or services specified in the certificate…," 15 USC §1057 (Lanham §7).

In addition to federal trademark registration rights under the Lanham Act, Yarnell has common law rights to diverse food products, for which it received federal registrations for use under license, *Restatement of the Law of Unfair Competition,* 3d ed.,

§§18-19 (1995); Exs 10-17. Some licenses have ended, Yarnell continues to seek appropriate GUILT FREE licenses, and has not abandoned any of its rights (Exs 80-81).

12. Extent of potential confusion (de minimus or substantial).

See above #7.

13. Any other established fact probative of the effect of use.

None.

B. Applicant's Amended Affirmative Defenses

Yarnell need not disprove Outstanding's affirmative defenses. While the undisputed material facts demonstrate absence of a genuine issue, Yarnell also meets its burden by showing Outstanding lacks evidence to prove the affirmative defenses, *Celotex Corp v Catrett,* 477 US 317 at 325, 106 SCt 2548 at 2554 (1986); *Fire & Marine Ins. Co., Ltd. v Fritz Cos., Inc.,* 210 F3d 1099, 1102 (9th Cir. 2000).

1. The first "defense" (failure to state a claim upon which relief can be granted) might have been proper had it properly been raised as a motion to dismiss for failure to state a claim. It is not among the appropriate defenses included in F.R.Civ.P. 7(c)(1). "A motion asserting any of these defenses must be made before pleading if a responsive pleading is allowed," F.R.Civ.P. 12(b)(6).

Opposer need only allege such facts as would, if proved, establish that it is entitled to the relief sought: standing to maintain the proceeding, and the existence of a valid ground for denying the registration sought. To survive a motion to dismiss, a complaint must "state a claim to relief that is plausible on its face." Yarnell's uncontestible registrations are sufficient to establish standing. The opposition notice contains sufficient allegations regarding similarity of the marks and the likelihood for confusion between snack products marketed to ordinary consumers, to show a valid ground exists for denial.

2. Opposer's second "defense" (no likelihood of confusion) at best merely reiterates any denials it may have made to the allegations in the Notice of Opposition. "A defense which demonstrates that plaintiff has not met its burden of proof as to an element plaintiff is required to prove is not an affirmative defense," *Zivkovic v S. California Edison Co.,* 302 F3d 1080, 1088 (9th Cir. 2002). In effect, Outstanding and its counsel for reasons of strategy have taken the position before the Board that Applicant assumes the burden to establish the absence of a likelihood of confusion, mistake or deception.

3. The third, sixth, seventh and eighth defenses are each and in combination self-defeating and inherently inconsistent, supporting refusal of Outstanding's application. Ignoring Applicant previously disclaimed the "full of flavor" portion of its mark; Applicant on the one hand argues the remaining words "guilt" and "free" are not distinctive—thus no protectable portion remains, thus conceding Outstanding's mark is not registrable, in contrast to Yarnell's incontestible GUILT FREE family supported by years of actual use.

Simultaneously, while lacking any explanation for the inconsistency, Applicant argues to apply antidissection (Third Affirmative Defense), and dissection (Sixth Affirmative Defense).

4. Outstanding fails to prove all three elements of estoppel by laches as an affirmative defense to the infringement claims: 1) Yarnell as trademark owner knew of infringing—i.e., non-consented—use by Outstanding and actively represented it would not assert a right or claim; 2) any delay in challenging such infringement was inexcusable

or unreasonable; and 3) Outstanding was unduly prejudiced by such delay, *Sara Lee Corp. v Kayser-Roth Corp.,* 38 USPQ2d 1449, 81 F3d 455, 461 & n. 7 (4th Cir. 1996) (citing 4 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition, §31.02 (3d ed. 1995)). Laches, an equitable defense, bars a claim when plaintiff with full knowledge of the facts sleeps upon its rights, *Hot Wax Inc. v Turtle Wax Inc.,* 52 USPQ2d 1065, 191 F3d 813, 820, 822–23 (7th Cir. 1999).

Defendant cannot make such a showing since Yarnelll timely filed its Notice of Opposition after the application was published.

Evidence of Yarnell's GUILT FREE trademark use and rights is extensive, as Yarnell has a strong history of notifying potential infringers of Yarnell's rights, negotiating with apparently naive business startups, and litigating more recalitrant infringers, typically obtaining application withdrawals and agreements to abandon the confusing intent-to-use applications and infringing uses, or sustained oppositions, *Yarnell Ice Cream, LLC v Fiorentino,* Opposition, 91,213,684 (2014); *Yarnell Ice Cream, LLC v Juicy D's, Inc,* Opposition 91,208,264 (2013); *Yarnell Ice Cream, LLC v Popcorn Holdings, LLC,* Opposition 91,243,630 (TTAB 2019); *Yarnell v Yummy & Guiltfree,* Opposition 91,226,180 (2017) (Exs 58, 81 and Podraky Declaration ¶¶ 40-42). Much is publicly-available information, and applicant's "accomplished financial executive and serial entrepreneur" CEO and founder could have easily determined that the allegations were unsupportable, rather than trying to object to "due diligence" as vague and ambiguous (Opposer Exs 57, 59, 77 (Applicant Resp. Doc. Req. 2), page 3 [unnumbered]).

A trademark owner may choose the order in which to enforce its trademark rights. Moreover, the laches criteria of undue delay and prejudice apply only to the defendant in a case, not non-parties. Applicant only became known to Yarnell after Applicant's mark was published in the Official Gazette. In this case, Yarnell demonstrates a strong and reasonable enforcement program, while Applicant spuriously attempts to change settled laches law, where there is clearly no delay, only a timely opposition.

5. The fifth affirmative defense asserts abandonment. A mark is abandoned only when "its use has been discontinued with intent not to resume such use. Nonuse for three consecutive years shall be prima facie abandonment," Lanham Act §45, 15 U.S.C. §1127.

> "To establish the defense of abandonment, it is necessary to show either the owner's intent to abandon the mark, or a course of conduct on the part of the owner causing the mark to become generic or lose its significance as a mark." *Hermes Int'l v Lederer de Paris Fifth Ave., Inc.,* 55 USPQ2d 1360, 219 F3d 104, 110 (2d Cir. 2000) [citation omitted]. … Abandonment of a mark "constitutes a forfeiture of a property right," so it "must be proven by clear and convincing evidence." *Emmpresa Cubana del Tabaco v. Culbro Corp.,* 213 F.R.D. 151 , 156 (S.D.N.Y. 2003); see also *Warner Bros., Inc. v. Gay Toys, Inc.,* 724 F.2d 327, 334 (2d Cir. 1983) (holding that the movant must meet a "high burden of proof" to prove abandonment through failure to police).

BPI Lux S.a.r.l. v. Bd. of Managers of Setai Condo., 2019 USPQ2d 262995 (SDNY 2019).

The evidence is undisputed that Opposer has used its GUILT FREE trademarks for diverse foods since at least as early as September 1996 and has not abandoned them. Contrary to the Amended Answer's assertion that this affirmative defense was supported by information, Outstanding admitted that it did *not* have knowledge or information sufficient to form a belief about those facts. (1 TTABVUE 2, Notice of Opposition ¶4; 4 TTABVUE 2, Applicant Answer ¶4.) Opposer provides clear and consistent evidence of very strong intention to continue use of GUILT FREE in connection with an ongoing business, and that use on some products and services has in fact been continuous (Podracky ¶ 42).

6. The Sixth Affirmative Defense asserts GUILT FREE deserves only narrow protection in a crowded market. However, as Yarnell has shown, Yarnell is the dominant record owner of GUILT FREE trademarks in Classes 30 and 29 (see *DuPont* factor 6, above).

CONCLUSION

For the above reasons, Opposer respectfully requests summary judgment be ordered in favor of Opposer and against Applicant's affirmative defenses, that the opposition to the registration be sustained, and registration refused.

Respectfully submitted,

___/Daniel Kegan/___

27 August 2019

Daniel Kegan
Jay R Giusti, of Counsel
KEGAN & KEGAN, LTD.
Attorneys for Opposer
79 West Monroe St #1310
Chicago IL 60603-4931
312=782-6495

AUTHORITIES

Bank Leumi Le-Israel, B.M. v Lee, 928 F2d 232, 236 (7th Cir. 1991).

Beatrice Foods Co v Borden Co, 169 USPQ 34, 435 F2d 1335 (CCPA 1971).

Boston Athletic Assn. v Sullivan, 9 USPQ2d 1690, 867 F.2d 22, 29–30, 35 (1st Cir. 1989).

BPI Lux S.a.r.l. v. Bd. of Managers of Setai Condo., 2019 USPQ2d 262995 (SDNY 2019).

Caine v. Lane, 857 F2d 1139, 1142 (7th Cir. 1988).

Celotex Corp v Catrett, 477 US 317 at 325, 106 SCt 2548 at 2554 (1986).

Continental Nut Co v Cordon Bleu, Ltee, 181 USPQ 647, 494 F2d 1397 (CCPA, 1974).

Dallas Cowboy Cheerleaders, Inc. v Pussycat Cinema, Ltd., 604 F2d 200, 205, 203 USPQ 161, 164 [2d Cir. 1979]).

Delano Farms Co v California Table Grape Com'n, 586 F3d 1219 (9th Cir, 2009).

Eli Lilly & Co v Natural Answers, Inc, 56 USPQ2d 1942, 233 F3d 456 at 463 (7ath Cir 2000).

Elizabeth Taylor Cosmetics v. Arnnick Goutal S.A.R.L., 5 USPQ 1305, 1313 (SD NY 1987).

Emmpresa Cubana del Tabaco v Culbro Corp., 213 FRD 151, 156 (SD NY, 2003

Exxon Corp. v Texas Motor Exchange, Inc., 208 USPQ 384, 628 F2d 500, 505 (5th Cir. 1980)).

FBI v Societe: "M Bril & Co.," 172 USPQ 310 (TTAB 1971).

Ford Motor Co. v Summit Motor Products, Inc., 18 USPQ2d 1417, 930 F2d 277, 293 (3d Cir. 1991)).

Forum Corporation of North America v. Forum, Ltd., 14 USPQ2d 1950, 903 F2d 434, 442 (7th Cir. 1990).

Frito Co v General Mills, Inc, 97 USPQ 28, 202 F2d 936 (5th Cir 1953).

Gen. Mills, Inc. v Fage Dairy Processing Indus. S.A., 100 USPQ2d 1584 (TTAB 2011).

Hermes Int'l v Lederer de Paris Fifth Ave., Inc., 55 USPQ2d 1360, 219 F3d 104, 110 (2d Cir 2000).

Hewlett Packard Enterprise Development LP v Arroware Industries, Inc, 2019 USPQ2d 158663 (TTAB 2019).

Hilson Research, Inc. v. Society for Human Resources Management, 27 USPQ2d 1423, 1429 (TTAB 1993).

Hot Wax Inc. v Turtle Wax Inc., 52 USPQ2d 1065, 191 F3d 813, 820, 822–23 (7th Cir. 1999).

In re E. I. DuPont de Nemours & Co, 177 USPQ 563, 567, 476 F2d 1357, 1361 (CCPA 1973).

In re Majestic Distilling Co., 315 F.3d 1311, 65 USPQ2d 1201 (Fed. Cir. 2003)

In re Shell Oil Co., 992 F.2d 1204, 26 USPQ2d 1687 (Fed. Cir. 1993)

In re Wine Soc'y of Am. Inc., 12 USPQ2d 1139, 1142 (TTAB 1989)

International Kennel Club of Chicago, Inc. v Mighty Star, Inc., 6 USPQ2d 1977, 846 F.2d 1079 (7th Cir. 1988).

J&J Snack Foods Corp v McDonald's Corp, 18 USPQ2d 1889, 932 F2d 1460 (Fed Cir 1991).

Kashmir Crown Baking LLC v Kashmir Foods, Inc, 538 Fed Appx 165 (3d Cir, 13-1357, 6Nov2013).

King Candy Co. v. Eunice King's Kitchen, Inc., 496 F.2d 1400, 182 USPQ 108, 110 (CCPA 1974).

Matsushita Elec. Indus. Co., Ltd. v Zenith Radio Corp., 475 US 574, 586, 106 S.Ct. 1348 (1986

Matter of C— Y— L—, 8 I&N Dec 371 (371 BIA, 1959).

Meridian Mutual Ins Co v Meridian Ins. Grp, Inc., 44 USPQ2d 1545, 128 F3d 1111 at 1115.

Moore Business Forms Inc v Ryu, 960 F2d 486, 490 (5th Cir. 1992).

Nissan Fire & Marine Ins. Co., Ltd. v Fritz Cos., Inc., 210 F3d 1099, 1102 (9th Cir. 2000).

Paula Payne Prods. Co. v. Johnson's Publ'g Co., 473 F.2d 901, 177 USPQ 76 (C.C.P.A. 1973)

Sands, Taylor & Wood Co. v. Quaker Oats Co., 24 USPQ2d 1001, 978 F2d 947, 958–59 (7th Cir. 1992), cert. denied, 507 U.S. 1042, 113 S.Ct. 1879 (1993).

Sara Lee Corp. v Kayser-Roth Corp., 38 USPQ2d 1449, 81 F3d 455, 461 & n. 7 (4th Cir. 1996).

Sealed Air Corp. v Scott Paper Co., 190 USPQ 106, 108 (TTAB 1975.

Slowisak v. Land O'Lakes, Inc., 987 F.2d 1293, 1295 (7th Cir. 1993).

Taylor v. List, 880 F.2d 1040, 1045 (9th Cir. 1989).

Villanova University v. Villanova Alumni Educational Foundation, Inc., 58 USPQ.2d 1207, 1218–19, 123 FSupp2d 293, 306, (ED PA 2000).

Vitarroz v Borden, Inc, 209 USPQ 969, 644 F2d 960 (2d Cir, 1981).

Warner Bros., Inc. v Gay Toys, Inc., 724 F2d 327, 334 (2d Cir. 1983).

Wilson v Delaunay, 114 USPQ 339, 245 F2d 877, (CCPA 1957).

Winnebago Industries, Inc. v Oliver & Winston, Inc., 207 USPQ 335, 344 (TTAB 1980).

Yarnell Ice Cream, LLC v Fiorentino, Opposition, 91,213,684 (2014).

Yarnell Ice Cream, LLC v Juicy D's, Inc, Opposition 91,208,264 (2013).

Yarnell Ice Cream, LLC v Popcorn Holdings, LLC, Opposition 91,243,630 (TTAB 2019).

Yarnell v Yummy & Guiltfree, Opposition 91,226,180 (2017).

Zivkovic v S. California Edison Co., 302 F3d 1080, 1088 (9th Cir. 2002).

15 U.S.C. 1057, 1127 (Lanham §§ 7,45)

F.R.Civ.P. 7(c)(1), 12(b)(6), 56 (a), (c), (e).

McCarthy, J. Thomas, *McCarthy on Trademarks and Unfair Competition*, §31.02 (3d ed. 1995); §20:7 (4th ed. 1998).

Restatement of the Law of Unfair Competition, 3d Ed., §§18-19 (1995).

EXHIBITS

01	GUILT FREE Registration, ® 2,120,649	9 Dec 1997
02	GUILT FREE ® 2,120,649, TESS	15 May 2018
03	GUILT FREE Registration, ® 2,316,804	8 Feb 2000
04	GUILT FREE ® 2,316,804, TESS	15 May 2018
05	Applicant's Pig Out Package with FULL OF FLAVOR FREE OF GUILT	19 May 2019
06	"Snack," Wikipedia	14 Sep 2018
07	GUILT FREE Registration, ® 2,367,307	18 July 2000
08	GUILT FREE ® 2,367,307, TESS	12 May 2019
09	GUILT FREE ® 2,367,307, Assignment to Yarnell, Recorded R/F 4713/0742	1 Feb 2012
10	Yarnell GUILT FREE Diverse Food Products (from PTO filed use specimens)	
11-27	Use Evidence for Yarnell Registrations	
11	GUILT FREE ® 2,065,990	27 May 1997
12	GUILT FREE ® 2,096,125	9 Sep 1997
13	GUILT FREE ® 2,099,328	23 Sep 1997
14	GUILT FREE ® 2,120,649	9 Dec 1997
15	GUILT FREE ® 2,172,033	7 July 1998
16	GUILT FREE ® 2,179,680	4 Aug 1998
17	GUILT FREE ® 2,181,580	11 Aug 1998
18	GUILT FREE ® 2,189,581	15 Sep 1998
19	GUILT FREE ® 2,189,588	15 Sep 1998
20	GUILT FREE ® 2,192,459	29 Sep 1998
21	GUILT FREE ® 2,200,081	27 Oct 1998
22	GUILT FREE ® 2,200,109	27 Oct 1998
23	GUILT FREE ® 2,205,913	24 Nov 1998
24	GUILT FREE ® 2,215,013	29 Dec 1998
25	GUILT FREE ® 2,226,444	23 Feb 1999
26	GUILT FREE ® 2,316,804	8 Feb 2000
27	GUILT FREE ® 2,367,307	18 July 2000
28	KIND Announces Move into Frozen Foods	20 May 2019
29	Schulze & Burch GUILT FREE Snack Bar	2019
30	Reserved	
31	Yarnell's Tradition	12 May 2019
32	"Yarnell's Ice Cream Celebrates Arkansas Comeback," Facebook ◊pub?	12 May 2019
33	Yarnell to Dean Foods License Extract	18 Sept 1996
34	Schulze & Burch Webpages: About, Toast'em, Flavor Kist	12 May 2019
35	Hillshire Snacking, Homepage	12 May 2019
36	"FDA Targets Snack Foods Industry Over Allergens"	14 Apr 2001
37	"Food Label Accuracy of Common Snack Foods," HHS Abstract	Jan 2013

38	"Vegetarianism," Wikipedia	12 May 2019
39	"Veganism," Wikipedia	12 May 2019
40	"Meat Analogue," Wikipedia	11 May 2019

41	PTO ID Manual, "meat substitute"	11 May 2019
42	FDA Gives Green Light To Impossible Foods' Bleeding Burgers	27 July 2019
43	IMPOSSIBLE BURGER, SN 87-924,465 of Impossible Foods, TESS	12 May 2019
44	Yarnell Scoop Mascot at Supermarket	
45	Community events	

46	"10 Best Places to Eat Yarnell's Ice Cream"	4 Oct 2017
47	Walmart Museum, Spark Cafe Menu, Yarnell's Guilt Free, Detail	27 Apr 2019
48	Walmart Museum, Spark Cafe Menu	27 Apr 2019
49	Spark Cafe Menu Board, Guilt-Free	2 May 2019
50	Sam Walton Loved Yarnell's Ice Cream	11Sep 2016

51	"Guilt (emotion)," Wikipedia	12 May 2019
52	"You Are What You Eat," NBC News	25 July 2010
53	PTO TESS <GUILT*>, 555 Applications and Registrations	12 May 2019
54	PTO TESS <GUILT FREE> & 30 IntClass & Live	12 May 2019
55	PRO TESS <GUILT FREE> & 29 IntClass & Live	12 May 2019

56	Outstanding Foods, Inc,, Incorporation Data	18 May 2015
57	Bill Glaser, LinkedIn Profile	21 Feb 2019
58	Yarnell at TTAB	17 May 2019
59	"Due Diligence," Wikipedia	1 June 2019

60-61	Reserved	
62	Applicant Initial Disclosure	20 Feb 2019
63-76, 78-79	Reserved	
77	Applicant’s Amended Response to 4Feb2019 Document Request	19 July 2019
80*	Yarnell License Solicitations & Licenses	1996-2019
81*	Yarnell Enforcements	2013-2019

* Confidential Attorneys Eyes Only, Protective Order

Stephan Podracky Declaration, June 2019	21 Jun 2019
Stephan Podracky Supplemental Declaration, August 2019	26 Aug 2019
Rob Bell Declaration	21 Feb 2017
Daniel Kegan Declaration, foundation for included Exhibits	26 Aug 2019

CERTIFICATE OF SERVICE. The undersigned certifies that a copy of this paper is being served by email on counsel for Applicant, **Heather Antoine**, Stubbs Aldertoj & Mrkiles, Llp, 15260 Ventura Blvd Flr 20, Sherman Oaks, CA 91403, <hAntoine@StubbsAlderton.com> on the below date:

27 August 2019 Signed /daniel kegan/
Daniel Kegan

Exhibit

1

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,120,649

United States Patent and Trademark Office

Registered Dec. 9, 1997

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: FROZEN CONFECTIONS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 9-30-1996; IN COMMERCE 9-30-1996.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-976,039, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

Exhibit

2

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Sep 14 05:22:27 EDT 2018

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP

Logout Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: frozen confections. FIRST USE: 19960930. FIRST USE IN COMMERCE: 19960930
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75976039
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	**2120649**
Registration Date	December 9, 1997
Owner	(REGISTRANT) Yarnell Ice Cream Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72145 (LAST LISTED OWNER) YARNELL ICE CREAM, LLC LIMITED LIABILITY COMPANY DELAWARE % Schulze and Burch Biscuit Co 1133 W 35th St Chicago ILLINOIS 60609
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL

Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170614.
Renewal	2ND RENEWAL 20170614
Live/Dead Indicator	LIVE

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP

| HOME | SITE INDEX | SEARCH | *e*BUSINESS | HELP | PRIVACY POLICY

Exhibit

3

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,316,804

United States Patent and Trademark Office **Registered Feb. 8, 2000**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: FROZEN DAIRY CONFECTIONS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-22-1991; IN COMMERCE 11-22-1991.

OWNER OF U.S. REG. NOS. 1,644,104, 2,096,125 AND OTHERS.

SER. NO. 75-683,376, FILED 4-15-1999.

GI HYUN AN, EXAMINING ATTORNEY

Exhibit

4

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Sep 14 05:22:27 EDT 2018

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP

Logout Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

GUILT FREE

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: Frozen Dairy Confections. FIRST USE: 19911122. FIRST USE IN COMMERCE: 19911122
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75683376
Filing Date	April 15, 1999
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 16, 1999
Registration Number	**2316804**
Registration Date	February 8, 2000
Owner	(REGISTRANT) Yarnell Ice Cream Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72143 (LAST LISTED OWNER) YARNELL ICE CREAM, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED

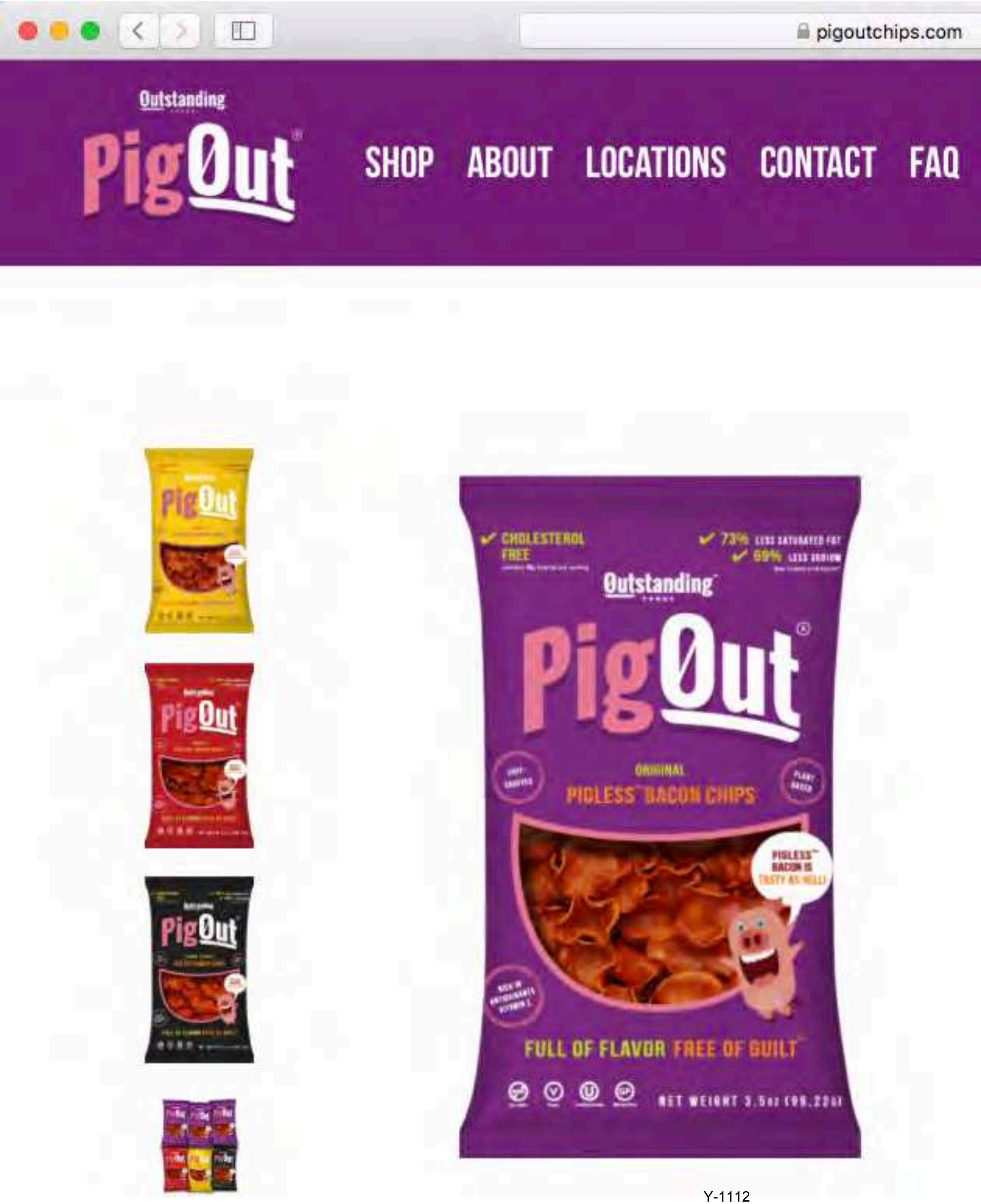
Attorney of Record	Daniel Kegan
Prior Registrations	1644104;2065990;2096125;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100212.
Renewal	1ST RENEWAL 20100212
Live/Dead Indicator	LIVE

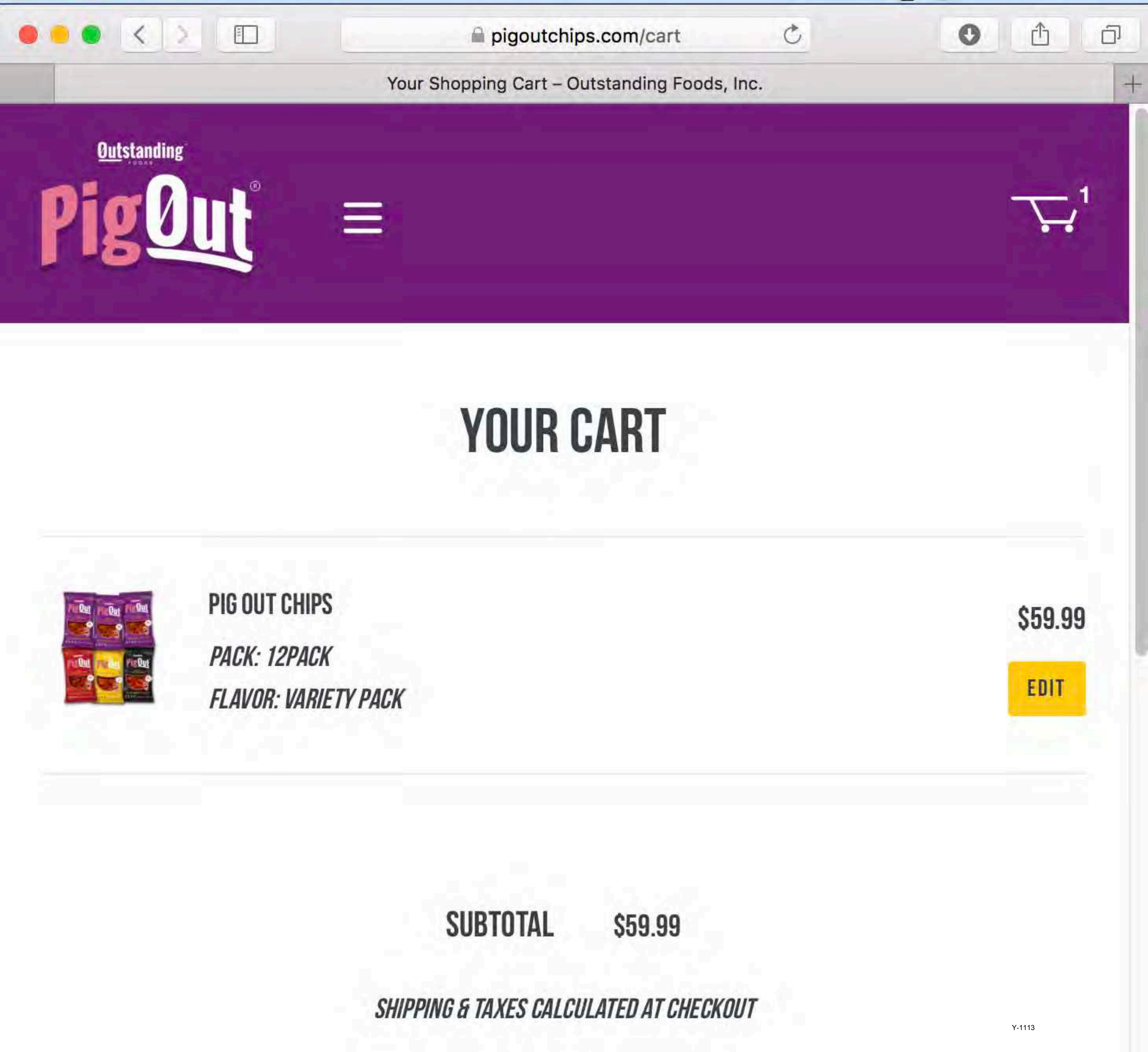
TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP

| .HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Exhibit

5


pigoutchips.com
Outstanding
PigOut
SHOP
ABOUT
LOCATIONS
CONTACT
FAQ
CHOLESTEROL FREE
73% LESS SATURATED FAT
69% LESS SODIUM
Outstanding
PigOut
ORIGINAL
PIGLESS BACON CHIPS
PLANT BASED
PIGLESS BACON IS TASTY AS HELL!
FULL OF FLAVOR FREE OF GUILT
NET WEIGHT 3.5oz (99.22g)



YOUR CART

PIG OUT CHIPS

PACK: 12PACK

FLAVOR: VARIETY PACK

$59.99

EDIT

SUBTOTAL $59.99

SHIPPING & TAXES CALCULATED AT CHECKOUT

Exhibit

6

WIKIPEDIA

Snack

A **snack** is a portion of food, smaller than a regular meal, generally eaten between meals.[1] Snacks come in a variety of forms including packaged snack foods and other processed foods, as well as items made from fresh ingredients at home.

Trail mix is a classic snack food; here it is made with peanuts, raisins, and M&M's

Traditionally, snacks are prepared from ingredients commonly available in the home. Often cold cuts, fruits, leftovers, nuts, biscuits, sandwiches, chocolate, popcorn and sweets are used as snacks. The Dagwood sandwich was originally the humorous result of a cartoon character's desire for large snacks. With the spread of convenience stores, packaged snack foods became a significant business. Snack foods are typically designed to be portable, quick, and satisfying. Processed snack foods, as one form of convenience food, are designed to be less perishable, more durable, and more portable than prepared foods. They often contain substantial amounts of sweeteners, preservatives, and appealing ingredients such as chocolate, peanuts, and specially-designed flavors (such as flavored potato chips).

Beverages, such as coffee, are not generally considered snacks though they may be consumed along with or in lieu of snack foods.[2]

A picture of some low-calorie fruit and vegetable snacks, including apples, asparagus, beetroots, bell peppers, endives, and tomatoes.

A snack eaten shortly before going to bed or during the night may be called a (mid)night snack.

Contents

Snacks in the United States

In the United States, a popular snack food is the peanut. Peanuts first arrived from South America via slave ships, and became incorporated into African-inspired cooking on southern plantations. After the Civil War, the taste for peanuts spread north, where they were incorporated into the culture of baseball games and vaudeville theaters.[3]

Along with popcorn (also of South American origin), snacks bore the stigma of being sold by unhygienic street vendors. The middle-class etiquette of the Victorian era (1837–1901) categorized any food that did not require proper usage of utensils as lower-class.[3]

Pretzels were introduced to North America by the Dutch via New Amsterdam in the 17th century. In the 1860s, the snack was still associated with immigrants, unhygienic street vendors, and saloons. Due to loss of business during the Prohibition era (1920-1933), pretzels underwent rebranding to make them more appealing to the public. Packaging revolutionized snack foods, allowing sellers to reduce contamination risk, while making it easy to advertise brands with a logo. Pretzels boomed in popularity, bringing many other types of snack foods with it. By the 1950s, snacking had become an all-American pastime, becoming an internationally recognized emblem of middle American life.[3]

Snacks and health

Healthy snacks include those that have significant vitamins, are low in saturated fat and added sugars, and have a low sodium content. [4] Examples of healthy snacks include:

- Foods that have whole grains[4]
- Fruits and vegetables[4]
- Nuts and seeds[4]
- Low-fat dairy products[4]
- Lean meats,[5] eggs, such as hard-boiled eggs,[5] and lean cheese

Nutritional concerns

Government bodies such as Health Canada recommend that people make a conscious effort to eat more healthy, natural snacks - such as fruit, vegetables, nuts, and cereal grains – while avoiding high-calorie, low-nutrient junk food.[6]

A 2010 study showed that children in the United States snacked on average six times per day, approximately twice as often as American children in the 1970s.[7] This represents consumption of roughly 570 calories more per day than U.S. children consumed in the 1970s.[8]

Snacks and cognition

A Tufts University Department of Psychology empirical study titled "Effect of an afternoon confectionery snack on cognitive processes critical to learning" found that a consumption of a confectionery snack in the afternoon improved spatial memory in the study's sample group, but in the area of attention performance it had a mixed effect.[9]

Types of snack foods

- Almonds
- Apple slices
- Bagel with cream cheese
- Bitterballen
- Bread/toast with butter, honey, jam, or other spread
- Candy bar
- Carrot Chips
- Cashews
- Cheese puffs/cheese curls
- Cheese, a larger cold prepared snack
- Chocolate-coated marshmallow treats
- Corn chips and Tortilla chips
- Cocktail sausage
- Cookies
- Crackers
- Deviled eggs
- Doughnuts
- Dried fruits
- Drinkable yogurt
- Edamame, fresh or dried
- Granola bars
- Falafel
- Flour tortilla with a filling
- Frozen berries
- Sliced fruit
- Fruit cocktail
- Fruit salad
- Ice cream
- Jell-O
- Jerky
- Kaassoufflé
- Milkshake
- Pound cake, in slices
- Lunchables
- Mixed nuts
- Muffins
- Papadum
- Peanuts
- Pita bread, straight from the packet or toasted
- Popcorn
- Pork rinds
- Potato chips
- Pakoda

- Pretzels, hard or soft
- Raisins
- Ratatouille, served cold, a larger cold prepared snack
- Rice cake
- Rice crackers, distinguished from the above
- Saltines
- Sandwich, a larger cold prepared snack
- Samosa
- Seeds (sunflower or seed mix)
- Shortbread
- Smoked salmon
- Smoothie
- Teacake
- Toast
- Trail mix
- Vegetables (e.g. carrots, celery, cherry tomatoes)
- Whole fruit
- Yogurt

Image gallery

Bakarkhani cookies

A rack of snack foods

Popcorn

Trail mix

Cheese-flavored crackers of the Cheez-It brand

Candy

A candy bar of the Snickers brand

Chocolate chip cookie

Fruit

Potato chips

Pretzels

Doughnuts

A blueberry muffin

Ants on a log

Dutch bitterballen

Peanuts

See also

- Canapés
- Junk food

- Junk food
- List of snack foods
- List of snack foods by country
- List of brand name snack foods
- List of Indian snack foods
- List of foods
- Power snack
- Savoury (dish)
- Snacking

References

1. "Definition of Snack at Dictionary.com" (http://dictionary.reference.com/browse/snack). Retrieved 2011-03-13.
2. Lat, Jeff. "Sweet Snacks" (http://sweetsnackbox.blogspot.com/). *Blogspot.com*. BlogSpot. Retrieved 19 June 2016.
3. Carroll, Abigail (2013-08-30). "How Snacking Became Respectable" (https://www.wsj.com/articles/SB10001424127887324009304579041322667981650). *Wall Street Journal*. ISSN 0099-9660 (https://www.worldcat.org/issn/0099-9660). Retrieved 2016-05-29.
4. "What Are Healthy Snacks?" (http://www.californiaafterschool.org/c/@ZKWDMB._Tt1M2/Pages/nutritionwhat.html) California After School Resource Center (http://www.californiaafterschool.org). Accessed September 2011.
5. "Say Yes to Healthy Snacks!" (http://www.illinoisearlylearning.org/tipsheets/healthysnacks.htm) Illinois Early Learning Project (http://www.illinoisearlylearning.org). Accessed September 2011.
6. "Smart Snacking - Canada's Food Guide" (http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/using-utiliser/snacks-collations-eng.php). Retrieved 2011-03-13.
7. "New Trend Shows Kids Snacking Every Few Hours" (https://www.npr.org/templates/transcript/transcript.php?storyId=124248337). Retrieved 2010-03-11.
8. ABC News. "American Diet Then and Now: How Snacking Is Expanding the Country's Waistline - ABC News" (http://abcnews.go.com/Health/w_DietAndFitness/american-diet-now-snacking-expanding-countrys-waistline/story?id=13948594). *ABC News*. Retrieved 20 February 2016.
9. Mahoney, Caroline R.; Taylor, Holly A.; Kanarek, Robin B. (2007). "Effect of an afternoon confectionery snack on cognitive processes critical to learning". *Physiology & Behavior*. **90** (2–3): 344. doi:10.1016/j.physbeh.2006.09.033 (https://doi.org/10.1016/j.physbeh.2006.09.033).

Further reading

- (April 3, 1973.) "America: just one long snack bar." (https://news.google.com/newspapers?id=MqJUAAAAIBAJ&sjid=r48DAAAAIBAJ&pg=7284,110511) *Ellensburg Daily Record* (http://www.dailyrecordnews.com). Accessed October 2011.

External links

- Wikibooks Cookbook (http://wikibooks.org/wiki/Cookbook) – A collection of recipes from around the world

Retrieved from "https://en.wikipedia.org/w/index.php?title=Snack&oldid=857251173"

This page was last edited on 30 August 2018, at 14:36 (UTC).

Exhibit

7

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,367,307

United States Patent and Trademark Office

Registered July 18, 2000

SERVICE MARK
PRINCIPAL REGISTER

GUILT FREE

QUAINTANCE-WEAVER, INC. (NORTH CAROLINA CORPORATION)
P. O. BOX 29228
GREENSBORO, NC 27429

FOR: RESTAURANT SERVICES, NAMELY THE OFFERING, PREPARATION AND SERVING OF ENTREES, APPETIZERS, SOUPS, SALADS, BREADS AND SIDE ITEMS EXCLUDING FROZEN DAIRY CONFECTIONS IN SUCH MANNER AS TO CONTAIN LESS FAT, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-23-1991; IN COMMERCE 7-23-1991.

SER. NO. 74-309,288, FILED 8-26-1992.

NANCY L. HANKIN, EXAMINING ATTORNEY

Exhibit

8

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 21 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

GUILT FREE

Word Mark	GUILT FREE
Goods and Services	IC 042. US 100 101. G & S: restaurant services, namely the offering, preparation and serving of entrees, appetizers, soups, salads, breads and side items excluding frozen dairy confections in such manner as to contain less fat. FIRST USE: 19910723. FIRST USE IN COMMERCE: 19910723
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74309288
Filing Date	August 26, 1992
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 25, 1995
Registration Number	2367307
Registration	July 18, 2000

Date	
Owner	(REGISTRANT) Quaintance-Weaver, Inc. CORPORATION NORTH CAROLINA P. O. Box 29228 Greensboro NORTH CAROLINA 27429 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100716.
Renewal	1ST RENEWAL 20100716
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| .HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Exhibit

9

United States Patent and Trademark Office

Home | Site Index | Search | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Assignments on the Web > Trademark Query

Trademark Assignment Abstract of Title

Total Assignments: 2

Serial #: 74309288 **Filing Dt:** 08/26/1992 **Reg #:** 2367307 **Reg. Dt:** 07/18/2000

Registrant: Quaintance-Weaver, Inc.

Mark: GUILT FREE

Assignment: 1

Reel/Frame: 3276/0753 **Recorded:** 03/22/2006 **Pages:** 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: QUAINTANCE-WEAVER, INC.
Exec Dt: 02/28/2000
Entity Type: CORPORATION
Citizenship: NORTH CAROLINA

Assignee: YARNELL ICE CREAM CO., INC.
205 SOUTH SPRING ST.
SEARCHY, ARKANSAS 72143
Entity Type: CORPORATION
Citizenship: ARKANSAS

Correspondent: RUSSELL H. WALKER
WALKER, MCKENZIE & WALKER, P.C.
6363 POPLAR AVE., SUITE 434
MEMPHIS, TENNESSEE 38119-4896

Assignment: 2

Reel/Frame: 4713/0742 **Recorded:** 02/08/2012 **Pages:** 8

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: YARNELL ICE CREAM COMPANY INC.
Exec Dt: 02/01/2012
Entity Type: CORPORATION
Citizenship: ARKANSAS

Assignee: YARNELL ICE CREAM, LLC
205 SOUTH SPRING ST.
SEARCY, ARKANSAS 72143
Entity Type: LIMITED LIABILITY COMPANY
Citizenship: DELAWARE

Correspondent: BECKY A. WILLIAMS
525 W. MONROE STREET, SUITE 1900
CHICAGO, IL 60661

Search Results as of: 05/12/2019 01:10 PM

| .HOME | INDEX | SEARCH | eBUSINESS | CONTACT US | PRIVACY STATEMENT

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Quaintance-Weaver, Inc.

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☑ Corporation- State: North Carolina
☐ Other
Citizenship (see guidelines)
Additional names of conveying parties attached? ☐ Yes ☑ No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☑ No

Name: Yarnell Ice Cream Co., Inc.
Internal Address:
Street Address: 205 South Spring St.
City: Searcy
State: Arkansas
Country: U.S.A. Zip: 72143
☐ Association Citizenship
☐ General Partnership Citizenship
☐ Limited Partnership Citizenship
☑ Corporation Citizenship Arkansas
☐ Other Citizenship
If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) February 28, 2000

☑ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
74/309,288 (filed Aug. 26, 1992; issued as Reg. 2,367,307)

B. Trademark Registration No.(s)

Additional sheet(s) attached? ☐ Yes ☑ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Russell H. Walker
Internal Address:
Street Address: Walker, McKenzie & Walker, P.C.
6363 Poplar Ave., Suite 434
City: Memphis
State: Tennessee Zip: 38119-4896
Phone Number: (901) 685-7428
Fax Number: (901) 682-6488
Email Address: RWALKER@WALKERMCKENZIE.COM

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) $ 40.00

☐ Authorized to be charged by credit card
☑ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers
Expiration Date
b. Deposit Account Number 23-0125
Authorized User Name Russell H. Walker

9. Signature:
Signature

3/22/2006
Date

Russell H. Walker, USPTO Reg. 35,401
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Y-1129

ASSIGNMENT

WHEREAS, Quaintance-Weaver, Inc., a North Carolina corporation, located and doing business at Greensboro, North Carolina 27429 ("QWI"), is the owner of United States Trademark Application Serial No. 74/309,288 for the mark GUILT FREE;

WHEREAS, Yarnell Ice Cream Company, an Arkansas corporation, located and doing business at 205 South Spring Street, Searcy, Arkansas 72143 ("Yarnell"), is desirous of acquiring said trademark application.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, QWI hereby assigns to Yarnell all rights, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and application therefore, including all common law and other rights in said trademark, the right to sue to recover damages and profits, and all other remedies of past, present and future infringements thereof.

Signed this 28 day of Feb 00,

QUAINTANCE-WEAVER, INC.

By: Dennis V. Quaintance

Title: Pres

361521

900214264 02/08/2012

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Yarnell Ice Cream Company Inc.		02/01/2012	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	Yarnell Ice Cream, LLC
Street Address:	205 South Spring St.
City:	Searcy
State/Country:	ARKANSAS
Postal Code:	72143
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	3763013	WOO PIG CHEWY
Registration Number:	3606360	PINK PROMISE
Registration Number:	3230323	LIVE LIFE WELL
Registration Number:	3043313	GUILT FREE CARB AWARE
Registration Number:	2316804	GUILT FREE
Registration Number:	2099328	GUILT FREE
Registration Number:	2215013	GUILT FREE
Registration Number:	2179680	GUILT FREE
Registration Number:	2200109	GUILT FREE
Registration Number:	2189588	GUILT FREE
Registration Number:	2189581	GUILT FREE
Registration Number:	2192459	GUILT FREE
Registration Number:	2205913	GUILT FREE
Registration Number:	2226444	GUILT FREE

CH $590.00 3763013

Registration Number:	2200081	GUILT FREE
Registration Number:	2065990	GUILT FREE
Registration Number:	2096125	GUILT FREE
Registration Number:	2120649	GUILT FREE
Registration Number:	2181580	GUILT FREE
Registration Number:	2172033	GUILT FREE
Registration Number:	2367307	GUILT FREE
Registration Number:	1703561	YARNELL'S DOWN-HOME GOODNESS
Registration Number:	1233807	YARNELL'S

CORRESPONDENCE DATA

Fax Number: (312)902-1061
Phone: 312-902-5665
Email: becky.williams@kattenlaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Becky A. Williams
Address Line 1: 525 W. Monroe Street, Suite 1900
Address Line 4: Chicago, ILLINOIS 60661

NAME OF SUBMITTER:	Becky A. Williams
Signature:	/baw/
Date:	02/08/2012

Total Attachments: 6
source=Yarnell Trademark Assignment#page1.tif
source=Yarnell Trademark Assignment#page2.tif
source=Yarnell Trademark Assignment#page3.tif
source=Yarnell Trademark Assignment#page4.tif
source=Yarnell Trademark Assignment#page5.tif
source=Yarnell Trademark Assignment#page6.tif

TRADEMARK ASSIGNMENT

This Assignment is made this 1st day of February, 2012, by Yarnell's Ice Cream Company Inc. ("**Assignor**"), to Yarnell Ice Cream, LLC, a Delaware limited liability company ("**Assignee**"), having a principal place of business at 205 South Spring St., Searcy, AR 72143.

WHEREAS, Assignor has adopted and used in its business the trademarks and/or service marks identified in Schedule A hereto (the "**Trademarks**") and the registrations therefor set forth in Schedule A (the "**Registrations**"); and

WHEREAS, Assignee desires, and the Assignor has agreed to assign to Assignee, all of Assignor's rights, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks and the Registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's rights, title, and interest in and to the Trademarks and the Registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademarks and the right to prosecute and recover monetary damages for past, present and future infringements and other violations of the Trademarks.

FURTHER, Assignor agrees to execute and provide, promptly after its execution hereof, such further instruments, documents or assignments as Assignee may reasonably request to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all of Assignor's rights in and to the Trademarks and the Registrations.

IN WITNESS WHEREOF Assignor has executed this instrument.

Dated: February 1, 2012

YARNELL ICE CREAM COMPANY INC.
ASSIGNOR

By: Randy Rice
Name:
Title: Bankruptcy Trustee

SCHEDULE A

Trademark Registrations

TRADEMARK MATTERS YARNELL ICE CREAM CO., INC.						
MARK	**SERIAL #**	**FILING DATE**	**REGISTRATION NUMBER**	**REGISTRATION DATE**	**OWNER**	**STATUS**
U.S. Federal Marks						
WOO PIG CHOO	77/799538	8/7/2009	3763013	3/23/2010	Yarnell Ice Cream Company, Inc.	Registered.
PINK PROMISE	76/867077	5/18/2007	3606360	4/14/2009	Yarnell Ice Cream Co., Inc.	Registered.
LIVE LIFE WELL	76/639410	5/24/2005	3230323	4/17/2007	Yarnell Ice Cream Co., Inc.	Registered.

MARK	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
GUILT FREE CARB AWARE	76/553969	10/7/2003	3043313	1/17/2006	Yarnell Ice Cream Co., Inc.	Registered.
GUILT FREE1/	75/683376	4/15/1999	2316804	2/8/2000	Yarnell Ice Cream Co., Inc.	Renewed: February 2010.
GUILT FREE[1/]	75/170221	9/23/1996	2099328	9/23/1997	Yarnell Ice Cream Co., Inc.	Renewed: September 2007.
GUILT FREE[1/]	75/128159	7/1/1996	2215013	12/29/2008	Yarnell Ice Cream Co., Inc.	Renewed: December 2008.
GUILT FREE[1/]	75/977367	7/1/1996	2179680	8/4/1998	Yarnell Ice Cream Co., Inc.	Renewed: August 4, 2008.
GUILT FREE2/	75/039213	9/3/1996	2200109	10/27/1998	Yarnell Ice Cream Co., Inc.	Renewed: October 2008.
GUILT FREE[1/]	74/713833	8/10/1995	2189588	9/15/1998	Yarnell Ice Cream Co., Inc.	Renewed: September 2008.
GUILT FREE[1/]	74/702036	7/17/1995	2189581	9/15/1998	Yarnell Ice Cream Co., Inc.	Renewed: September 2008.
GUILT FREE[1/]	74/608023	12/7/1994	2192459	9/29/1998	Yarnell Ice Cream Co., Inc.	Renewed: September 2008.
GUILT FREE[1/]	74/347058	1/11/1993	2205913	11/24/1998	Yarnell Ice Cream Co., Inc.	Renewed: November 2008.
GUILT FREE[1/]	74/801792	1/11/1993	2226444	2/23/1999	Yarnell Ice Cream Co., Inc.	Renewed: February 2009.
GUILT FREE[1/]	74/802214	1/11/1993	2200081	10/27/1998	Yarnell Ice Cream Co., Inc.	Renewed: October 2008.
GUILT FREE[1/]	75/975599	1/11/1993	2065990	5/27/1997	Yarnell Ice Cream Co., Inc.	Renewed: May 2007.
GUILT FREE[1/]	75/976038	1/11/1993	2096125	9/9/1997	Yarnell Ice Cream Co., Inc.	Renewed: September 2007.
GUILT FREE[1/]	75/976039	1/11/1993	2120649	12/9/1997	Yarnell Ice Cream Co., Inc.	Renewed: December 2007.
GUILT FREE[1/]	75/977385	1/11/1993	2181580	8/11/1998	Yarnell Ice Cream Co., Inc.	Renewed: August 11, 2008.
GUILT FREE[1/]	75/977378	1/11/1993	2172033	7/7/1998	Yarnell Ice Cream Co., Inc.	Renewed: July 2008.
GUILT FREE	74/309288	8/26/1992	2367307	7/18/2000	Yarnell Ice Cream Co., Inc.	Renewed: July 2010.

1/ Security interest held by the Cit Group Business Credit, Inc. Trademark search record does not reflect release of security agreement being filed.

2/ Security interest held by the Cit Group Business Credit, Inc. Trademark search record does not reflect release of security Agreement being filed.

MARK	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
YARNELL'S[1] DOWN-HOME GOODNESS AND DESIGN 	74/182905	7/8/1991	1703561	7/28/1992	Yarnell Ice Cream Co., Inc.	Renewed: July 2002.
YARNELL'S[2] (STYLIZED) 	73/313454	6/5/1981	1233807	4/5/1983	Yarnell Ice Cream Co., Inc.	Renewed: April 2003.
HOME CHURNED	76/645066	8/16/2005	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
GUILT FREE TOTAL BALANCE	76/625682	12/21/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
FARM FRESH	76/620609	11/12/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
SIMPLE PLEASURES	76/620640	11/12/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
SNO-CRÈME	76/615788	10/14/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
BIG DIP	76/615789	10/14/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
HOMETOWN	75/932585	3/1/2000	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
LEMON ICEE	75/609161	12/21/1998	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
BIG UN'S	75/609160	12/21/1998	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
POWER POPS	75/560162	9/28/1998	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.

MARK	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
HOMEMADE STYLE AND DESIGN 	75/234755	2/3/1997	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
BIG'UNS	76/049047	5/16/2000	2509218	11/20/2001	Yarnell Ice Cream Co., Inc.	Cancelled.
DESIGN ONLY 	75/689101	4/23/1999	2343265	4/18/2000	Yarnell Ice Cream Co., Inc.	Cancelled.
GUILT FREE	74/194025	8/12/1991	1735084	11/24/1992	Yarnell Ice Cream Co., Inc.	Cancelled.
YARNELL'S GUILT FREE	74/031278	2/20/1990	1644104	5/7/1991	Yarnell Ice Cream Co., Inc.	Cancelled.
YARNELL	73/392552	9/29/1982	1273774	4/10/1984	Yarnell Ice Cream Co., Inc.	Cancelled.
U.S. State Marks: Arkansas						
YARNELL'S GUILT FREE FROZEN DIETARY DAIRY DESSERT	N/A	N/A	11290	4/26/1990	Yarnell Ice Cream Company, Inc.	Expired.

MARK	**SERIAL #**	**FILING DATE**	**REGISTRATION NUMBER**	**REGISTRATION DATE**	**OWNER**	**STATUS**
YARNELL'S CLASSIC FLAVORS	N/A	N/A	13488	4/27/1888	Yarnell Ice Cream Company, Inc.	Expired.
YARNELL'S ICE CREAM CLASSIC FLAVORS	N/A	N/A	6686	4/7/1986	Yarnell Ice Cream Company, Inc	Expired.

Exhibit

10


Sweetened with
Splenda
Guilt Free
No Fat ◦ No Sugar Added
Maraschino


Guilt Free
No Sugar Added
Sweetened with
Splenda
NET SIZE
23oz (652g)
APPLE PIE
Nutrition Facts
Serving Size 1/5 Pie (130g/4.6oz)
Servings Per Container 5
Amount Per Serving
Calories 370 Calories from Fat 190
% Daily Value*
Total Fat 21g 32%
Saturated Fat 5g 27%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 240mg 10%
Total Carbohydrate 46g 16%
Dietary Fiber 2g 9%
Sugars 7g
Protein 4g
Vitamin A 0% • Vitamin C 0%
Calcium 2% • Iron 8%
0 70905 08911 0
We welcome your comments and inquiries.
YARNELL ICE CREAM CO., INC.
SEARCY, AR 72143
GUILT FREE® IS A REGISTERED TRADEMARK OF YARNELL ICE CREAM COMPANY, INC.


Guilt Free
Dry Roasted
Peanut


Guilt Free
Fat Free ◦ No Sugar Added
Barbeque Sauce
Great Taste! No Guilt!
Guilt Free
Fat Free ◦ No Sugar Added
Ketchup
Great Taste! No Guilt!


Guilt Free
Reduced Fat
Peanut Butte
CONTAINS 25% LESS FAT THAN PEANUT BUTTER


KEEP REFRIGERATED
DO NOT FREEZE
Guilt Free®
SMALL CURD
GRADE A
REAL
NONFAT COTTAGE CHEESE
SEE BACK PANEL FOR NUTRITION INFORMATION
1 lb (454g)


GRADE A
Guilt Free
NONFAT YOGURT
BLUEBERRY
WITH OTHER NATURAL FLAVORS
SEE SIDE PANEL FOR NUTRITION INFORMATION
6 oz (170g)
NUTRASWEET
SWEETENED WITH ASPARTAME
0 41900 05171 9


Guilt Free
Chocolate Cream Pie
Nutrition Facts
SUGAR FREE


Guilt Free
Premium
Chunk Chicken
BREAS
NET WT 9.75 OZ (269 g)


SMUCKER'S
Guilt Free
No Sugar Added


Guilt Free
CALORIES
Sugar Free
COLA


Guilt Free
Light
Cream Cheese
SPREAD
NET WT 8 OZ (226 g)

Nutrition Facts
Serving Size 8 oz
Servings Per Container 2.5

Amount Per Serving	
Calories 0	Calories From Fat 0
	% Daily Value*
Total Fat 0g	0%
Sat. Fat 0g	0%
Sodium 25mg	1%
Cholesterol 0mg	0%
Total Carbohydrate 20g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0% •	Vitamin C 0%
Calcium 0% •	Iron 0%

* Percent Daily Values (DV) are based on a 2,000 calorie diet.

MARKETED BY:
YARNELL'S ICE CREAM CO.
205 S. SPRING ST • SEARCY, AR 72143 • © 1996


Yarnell's
Is it innocence? or, is it indulgence?
With GUILT FREE® from Yarnell's,
both! Yarnell's GUILT FREE® is full
ovd, real ice cream that is low fat, has
dded sugar and is compliant with a
etic restricted diet.**
So, go ahead, make the healthy lifestyle
ce. Treat your body the healthy way
y day with exercise and balanced
tion. And feel free to reward it with a
innocent indulgence.
Premium Ice Cream Since 1932.
GUILT FREE® Innocence never tasted so good!
HEALTHY LIFESTYLE CHOICE
IABETIC EXCHANGE: 1/2 CUP = 1 STARCH
NE SERVING = 1 WEIGHT WATCHERS® POINT
1 109160
innocence never tasted so good!
GUILT FREE
Same Recipes, New Larger Size
1.75 QTS (1.66 L)


SMUCKER'S
Guilt Free
No Sugar Added
Fat Free
HOT FUDGE TOPPING


innocence never tasted so good!
GUILT FREE®
HEALTHY LIFESTYLE CHOICE
NO SUGAR ADDED
80 calories
4g net carbs*
5g fat
Reduced Fat
Ooh-Vanilla-la!
ICE CREAM BARS
Creamy, No Sugar Added, Vanilla Flavored Ice Cream Surrounded by Rich Milk Chocolate Flavored Coating
diabetic friendly
Sweetened with Splenda
Natural & Artificial Flavors


innocence never tasted so good!
GUILT FREE®
HEALTHY LIFESTYLE CHOICE
NO SUGAR ADDED
ICE CREAM
90 calories
6g net carbs*
3g fat
Good Source of Calcium & Fiber
HOMEMADE VANILLA
NATURAL & ARTIFICIAL FLAVORS
diabetic friendly
Sweetened with Splenda
1.75 QTS (1.66 L)


FAT FREE
NO SUGAR ADDED
Guilt Free
CHOCOLATE
Instant
Instant


Guilt Free
Guilt Free
Nutritious Eggs
12 La
Grade A E


GuiltFree
FAT FREE
NO SUGAR ADDED
Grape Jelly


GuiltFree
FAT FREE
NO SUGAR ADDED
LEMONADE


GuiltFree
Whipped
Light Cream


GuiltFree™®
FAT FRENCH ONION DIP
ANEL FOR NUTRITION INFORMATION
12 oz (340g)

Exhibit

11

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,065,990

United States Patent and Trademark Office

Registered May 27, 1997

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: DIPS, NAMELY DAIRY-BASED DIPS, IN CLASS 29 (U.S. CL. 46).

FIRST USE 4-0-1995; IN COMMERCE 4-0-1995.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-975,599, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 11 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: dips, namely dairy-based dips. FIRST USE: 19950400. FIRST USE IN COMMERCE: 19950400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75975599
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2065990
Registration Date	May 27, 1997
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72143 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070720.
Renewal	1ST RENEWAL 20070720
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

75975599

Guilt Free

FRENCH ONION DIP

NUTRITION INFORMATION 12 oz (340g)

Guilt Free

NONFAT FRENCH ONION DIP

SEE BACK PANEL FOR NUTRITION INFORMATION 12 oz (340g)

Guilt Free

FRENCH ONION DIP

NUTRITION INFORMATION 12 oz (340g)

Guilt Free

NONFAT FRENCH ONION DIP

SEE BACK PANEL FOR NUTRITION INFORMATION 12 oz (340g)

0 41900 05470 0

DISTRIBUTED BY
DEAN FOODS COMPANY
FRANKLIN PARK, IL 60131
PLANT NO. 17-135
QUESTIONS? COMMENTS?
CALL 1-800-395-7004

DEAN FOODS®

Nutrition Facts

Serv Size 2 tbsp (31g)
Servings about 11
Calories 30
Fat Cal 0

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/serving	% DV*	Amount/serving	% DV*
Total Fat 0g	0%	**Total Carb** 4g	1%
Sat Fat 0g	0%	Fiber 0g	0%
Cholest Less than 5mg	1%	Sugars 3g	
Sodium 300mg	12%	**Protein** 2g	

Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 0% 4%

INGREDIENTS: SKIM MILK, NONFAT DRY MILK, WATER, SUGAR, WHEY PROTEIN CONCENTRATE, FOOD STARCH-MODIFIED, LESS THAN 2% SALT, DEHYDRATED ONION, SUGAR, LACTIC ACID, ARTIFICIAL COLOR, NATURAL FLAVOR, CELLULOSE GEL, VINEGAR, DRIED CORN SYRUP, MONO AND DIGLYCERIDES*, GELATIN, XANTHAN GUM, CITRIC ACID, ACETIC ACID, HYDROLYZED CORN, YEAST, WHEAT AND SOYBEAN PROTEIN, SODIUM PHOSPHATE, GUAR GUM, SODIUM CITRATE WITH POTASSIUM SORBATE, SODIUM BENZOATE AND CALCIUM DISODIUM EDTA AS PRESERVATIVES, MONOSODIUM GLUTAMATE, CARRAGEENAN, LOCUST BEAN GUM, DEHYDRATED PARSLEY, CREAM*, LEMON JUICE CONCENTRATE, PHOSPHORIC ACID, PAPRIKA, EGG YOLKS*, DL ALPHA TOCOPHERYL ACETATE (VITAMIN E), MUSTARD FLOUR, DEHYDRATED GARLIC, ARTIFICIAL COLORS (BETA CAROTENE, FD&C YELLOW NO. 6, FD&C BLUE NO. 1). *A TRIVIAL SOURCE OF FAT.

NONFAT

SEE BACK PANEL FOR

Exhibit

12

Int. Cls.: 29 and 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 2,096,125

Registered Sep. 9, 1997

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: COTTAGE CHEESE; SOUR CREAM; AND MILK, IN CLASS 29 (U.S. CL. 46).

FIRST USE 4-0-1995; IN COMMERCE 4-0-1995.

FOR: FROZEN YOGURT, IN CLASS 30 (U.S. CL. 46).

FIRST USE 3-0-1993; IN COMMERCE 3-0-1993.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-976,038, FILED 1-11-1993.

TERESA LEE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 10 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: cottage cheese; sour cream; and milk. FIRST USE: 19950400. FIRST USE IN COMMERCE: 19950400
	IC 030. US 046. G & S: frozen yogurt. FIRST USE: 19930300. FIRST USE IN COMMERCE: 19930300
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75976038
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2096125
Registration Date	September 9, 1997
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72145
	(LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of	Daniel Kegan

Record	
Prior Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080102.
Renewal	1ST RENEWAL 20080102
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| .HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Guilt Free®

NONFAT COTTAGE CHEESE

GRADE A

Ⓤ D

SMALL CURD

SEE BACK PANEL FOR NUTRITION INFORMATION

1 lb (454g)

Guilt Free®

NONFAT COTTAGE CHEESE

GRADE A

Ⓤ D

SMALL CURD

SEE BACK PANEL FOR NUTRITION INFORMATION

1 lb (454g)

Nutrition Facts

Serving Size 1/2 cup (113g)

Servings Per Con

Amount Per Serving

Calories 80

Total Fat 0g

Saturated Fat

Cholesterol 5r

Sodium 410m

Potassium 1

Total Carbo

Dietary Fibe

Sugars 3g

Protein 14g

28%

Vitamin A 0% • Vitamin C 0%

Calcium 10% • Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS:

DEAN FOODS

0 41900 05166 2

KEEP REFRIGERATED
DO NOT FREEZE

GuiltFree®™

SMALL CURD

GRADE A

REAL®

NONFAT COTTAGE CHEESE

SEE BACK PANEL FOR NUTRITION INFORMATION

1 lb (454g)

Class 29

(3 specimens, each
a top and
container)

75976033

CL-3125 **Belvidere** 12-7-95 TUN-3 M10 5

SEALRIGHT® PACKAGING CO.

Guilt Free®

"Guilt Free®" is the ultimate in frozen dairy desserts for health-conscious consumers who desire great taste without the fat or added sugar. We welcome your comments and inquiries. Please call us toll free at:
1-800-395-7004

SEE SIDE PANEL FOR INFORMATION ABOUT SUGARS, CALORIES AND OTHER NUTRIENTS.

A contribution from the sale of this product has been made to American Diabetes Association.

0 70905 11929 9

K

Guilt Free®

NONFAT FROZEN YOGURT

NO FAT • NO SUGAR ADDED • GREAT TASTE

SEE SIDE PANEL FOR INFORMATION ABOUT SUGARS, CALORIES AND OTHER NUTRIENTS.

DIABETIC EXCHANGE: 1/2 CUP SERVING = 1 STARCH

NUTRASWEET® BRAND SWEETENER

HALF GALLON (1.89 L)

Nutrition Facts

Serving Size 1/2 cup (71g)
Servings Per Container 16

Amount Per Serving	
Calories 90	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 5mg	2%
Sodium 85mg	4%
Potassium 200mg	6%
Total Carbohydrate 21g	7%
Dietary Fiber Less than 1g	1%
Sugars 6g	
Sugar Alcohol 5g	
Protein 4g	8%
Vitamin A 4% •	Vitamin C 0%
Calcium 15% •	Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		2,000	2,500
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: NONFAT MILK, CARAMEL SYRUP (SORBITOL, NONFAT MILK, MALTODEXTRIN, GLYCERIN, FOOD STARCH-MODIFIED, NATURAL FLAVOR, PECTIN, CARRAGEENAN, SALT, DISODIUM PHOSPHATE, SODIUM CITRATE, CARAMEL COLOR, ASPARTAME, ARTIFICIAL FLAVORS, FD&C YELLOW NO. 6, FD&C RED NO. 40), CULTURED NONFAT MILK, POLYDEXTROSE, MALTODEXTRIN, MILK†, SORBITOL, WHEY PROTEIN CONCENTRATE, EGGS†, ARTIFICIAL FLAVOR, MICROCRYSTALLINE CELLULOSE, POLYSORBATE 80, CARRAGEENAN, VITAMIN A PALMITATE.
†ADDS A TRIVIAL AMOUNT OF FAT.

DIST. BY DEAN FOODS COMPANY,
FRANKLIN PARK, IL 60131
PLANT NO. 17-61

DEAN FOODS

PHENYLKETONURICS: CONTAINS PHENYLALANINE.

SWEETENED WITH ASPARTAME

SWEETENED WITH NUTRITIVE (SORBITOL - A SUGAR ALCOHOL) AND NONNUTRITIVE (ASPARTAME) SWEETENERS. PRODUCT CONTAINS CARBOHYDRATES FROM LACTOSE (A NATURALLY OCCURRING SUGAR IN NONFAT MILK), POLYDEXTROSE, AND MALTODEXTRIN.

DIABETICS: THIS PRODUCT MAY BE USEFUL IN YOUR DIET ON THE ADVICE OF A PHYSICIAN.

A contribution from the sale of this product has been made to American Diabetes Association.

NUTRASWEET AND THE NUTRASWEET SYMBOL ARE REGISTERED TRADEMARKS OF THE NUTRASWEET COMPANY FOR ITS BRAND OF SWEETENING INGREDIENT.

GUILT FREE® IS A REGISTERED TRADEMARK OF YARNELL ICE CREAM COMPANY, INC.

VANILLA CARAMEL SWIRL
ARTIFICIALLY FLAVORED

VANILLA CARAMEL SWIRL
ARTIFICIALLY FLAVORED

VANILLA CARAMEL SWIRL
ARTIFICIALLY FLAVORED

75976038

Class 30

Exhibit

13

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,099,328

United States Patent and Trademark Office **Registered Sep. 23, 1997**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: NOT FROZEN YOGURT AND EGG NOG, IN CLASS 29 (U.S. CL. 46).

FIRST USE 11-0-1994; IN COMMERCE 11-0-1994.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SER. NO. 75-170,221, FILED 9-23-1996.

AUDREY THOMAS, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 12 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: not frozen yogurt and egg nog. FIRST USE: 19941100. FIRST USE IN COMMERCE: 19941100
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75170221
Filing Date	September 23, 1996
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 1, 1997
Registration Number	2099328
Registration Date	September 23, 1997
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72143 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080116.
Renewal	1ST RENEWAL 20080116
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Nutrition Facts
Serv Size 1 Container (170g)
Calories 80
Fat cal 0
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 0g	0%	**Total Carb** 15g	5%
Sat fat 0g	0%	Fiber <1g	2%
Cholest < 5mg	1%	Sugars 9g	
Sodium 105mg	4%	**Protein** 6g	
Potassium 270mg	8%		

Vitamin A 0% • Vitamin C 0% • Calcium 20% • Iron 0%

INGREDIENTS: CULTURED NONFAT MILK, BLUEBERRIES, FOOD STARCH-MODIFIED, NONFAT DRY MILK, NATURAL FLAVORS, GELATIN, POTASSIUM SORBATE (A PRESERVATIVE), ASPARTAME, PECTIN, GUAR GUM.
PHENYLKETONURICS: CONTAINS PHENYLALANINE.

DIST. BY DEAN FOODS CO, FRANKLIN PARK, IL 60131 PLANT NO. 17-37
QUESTIONS? COMMENTS? CALL 1-800-395-7004

NUTRASWEET AND THE NUTRASWEET SYMBOL ARE REGISTERED TRADEMARKS OF THE NUTRASWEET COMPANY FOR ITS BRAND OF SWEETENING INGREDIENT.

Specimens
96,096

Applicant: Yarnell Ice
Cream Co., Inc.

75170221

75170221

28K-63

6½ X 9½

Exhibit

14

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,120,649

United States Patent and Trademark Office Registered Dec. 9, 1997

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: FROZEN CONFECTIONS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 9-30-1996; IN COMMERCE 9-30-1996.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-976,039, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 6 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: frozen confections. FIRST USE: 19960930. FIRST USE IN COMMERCE: 19960930
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75976039
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2120649
Registration Date	December 9, 1997
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72145 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE % Schulze and Burch Biscuit Co 1133 W 35th St Chicago ILLINOIS 60609
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170614.
Renewal	2ND RENEWAL 20170614
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Yarnell's Premium Ice Cream

Is it innocence? or, is it indulgence?

With **GUILT FREE®** *from Yarnell's, it's both! Yarnell's* **GUILT FREE®** *is full flavored, real ice cream that is low fat, has no added sugar and is compliant with a Diabetic restricted diet.***

So, go ahead, make the healthy lifestyle choice. Treat your body the healthy way every day with exercise and balanced nutrition. And feel free to reward it with a little innocent indulgence.

Premium Ice Cream Since 1932.

GUILT FREE®
Innocence never tasted so good!

** DIABETIC EXCHANGE: 1/2 CUP = 1 STARCH

1 109160 78983 1

innocence never tasted so good!

GUILT FREE®

Same Recipes, New Larger Size

1.75 QTS (1.66 L)

NO SUGAR ADDED
ICE CREAM
90 calories
net carbs*
3g fat

HOMEMADE VANILLA

Splenda

Nutrition Facts
Serving Size 1/2 cup (70g)
Servings Per Container 14

Amount Per Serving
Calories 90 Calories from Fat 25

% Daily Value*
Total Fat 3g 5%
Saturated Fat 2g 9%
Trans Fat 0g
Cholesterol 25mg 9%
Sodium 65mg 3%
Total Carbohydrate 17g 6%
Dietary Fiber 4g 17%
Sugars 3g
Sugar Alcohol 7g
Protein 4g

Vitamin A 8% • Vitamin C 2%
Calcium 15% • Iron 0%

F2907

1& T 5 NESTYLE® SR® FULTON, NY 13069

Nutrition Facts
Serving Size 1/2 cup (75g)
Servings Per Container 4

Amount Per Serving	
Calories 70 Calories from Fat 0	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 20mg	1%
Potassium 15mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Sugars 1g	
Sugar Alcohol 7g	
Protein 0g	

Vitamin A 0% • Vitamin C 45%
Calcium 0% • Iron 0%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: [illegible] MALTITOL [illegible] ORANGE [illegible] GUAR GUM [illegible] CONCENTRATE [illegible] CITRIC ACID, NATURAL FLAVORS, [illegible] MODIFIED SOY PROTEIN, CARRAGEENAN, [illegible] XANTHAN GUM, ASPARTAME, ACESULFAME POTASSIUM, YELLOW 6, ASCORBIC ACID.

Yarnell's
MFD BY YARNELL ICE CREAM [illegible]
SEARCY, AR 72143, PLANT NO. 05-10

DIABETICS: THIS PRODUCT MAY BE USEFUL IN YOUR DIET ON THE ADVICE OF A PHYSICIAN.

PHENYLKETONURICS: CONTAINS PHENYLALANINE.

SWEETENED WITH ASPARTAME

SWEETENED WITH NUTRITIVE (SORBITOL, MALTITOL, SUGAR ALCOHOLS) AND NONNUTRITIVE (ASPARTAME, ACESULFAME POTASSIUM) SWEETENERS. PRODUCT CONTAINS CARBOHYDRATES FROM ORANGE JUICE & MALTODEXTRIN.

A contribution from the sale of this product has been made to American Diabetes Association.

SMUCKER'S® IS A REGISTERED TRADEMARK OF THE J.M. SMUCKER COMPANY.

GUILT FREE® IS A REGISTERED TRADEMARK OF YARNELL ICE CREAM COMPANY, INC.

WE WELCOME YOUR COMMENTS AND INQUIRIES. PLEASE CALL US TOLL FREE AT: 1-800-666-2431

0 70905 80734 9

ORANGE ORANGE ORANGE ORANGE ORANGE

Made With SMUCKER'S Real Fruit

Guilt Free

SORBET

ORANGE

NO SUGAR ADDED

NO FAT•NO CHOLESTEROL
SEE BACK FOR NUTRITION INFORMATION
PINT (473 mL)

Made With SMUCKER'S Real Fruit

Guilt Free

SORBET

ORANGE

NO SUGAR ADDED

NO FAT•NO CHOLESTEROL
SEE BACK FOR NUTRITION INFORMATION
PINT (473 mL)

Exhibit

15

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,172,033

United States Patent and Trademark Office

Registered July 7, 1998

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: CAKES, CANDY, PIES, NAMELY, FRUIT PIES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 9-26-1997; IN COMMERCE 9-26-1997.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-977,378, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 8 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: cakes, candy, pies, namely, fruit pies. FIRST USE: 19970926. FIRST USE IN COMMERCE: 19970926
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75977378
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2172033
Registration Date	July 7, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72143 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081219.
Renewal	1ST RENEWAL 20081219
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

GuiltFree.

Reduced Fat/No Sugar Added Cherry Pie

KEEP FROZEN / DO NOT THAW BEFORE BAKING

DIRECTIONS:
Preheat oven to 400°F, with oven rack placed in center position. **Remove pie from plastic container** (**do not remove from foil pan**) and place frozen pie on cookie sheet. Pierce 5 holes in top crust. Place frozen pie in preheated oven. Bake for 45 - 55 minutes or until crust is golden brown.
Pie may be served warm in 30 minutes or cooled after 2 hours.
Pies are best when freshly baked.
Pie may be stored uncovered up to 3 days at room temperature.

Nutrition Facts

Serving Size 1/6 pie (123g)
Servings Per Container 6

Amount per serving	
Calories 220 Calories from Fat 70	
	%Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1.5g	**8%**
Polyunsaturated 1.5g	
Monounsaturated Fat 4g	
Cholesterol 0mg	**0%**
Sodium 310mg	**13%**
Potassium 125mg	**4%**
Total Carbohydrate 35g	**12%**
Dietary Fiber 1g	**4%**
Sugars 5g	
Other Carbohydrate 27g	
Protein 3g	

Vitamin A 2% · Vitamin C 0%
Calcium 2% · Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet.

NET WT 1 LB 10 OZ (737g)

INGREDIENTS: CHERRIES, WATER, WHEAT FLOUR, WHEY, VEGETABLE SHORTENING (PARTIALLY HYDROGENATED SOYBEAN OIL), MALTODEXTRIN, MARGARINE (PARTIALLY HYDROGENATED SOYBEAN OIL, SOYBEAN OIL, WATER, SALT, NONFAT DRY MILK, SOY LECITHIN, MONO- AND DIGLYCERIDES, SODIUM BENZOATE [PRESERVATIVE], POTASSIUM SORBATE [PRESERVATIVE], CITRIC ACID, CALCIUM DISODIUM EDTA [PRESERVATIVE], EXTRACTS OF ANNATTO AND TURMERIC ADDED FOR COLOR, ARTIFICIAL FLAVOR, VITAMIN A PALMITATE, VITAMIN D), MODIFIED FOOD STARCH, HYDROLYZED OAT AND CORN FLOUR, SALT, ASPARTAME* (NUTRASWEET BRAND SWEETENER)**, BAKING SODA, ARTIFICIAL FLAVOR, LOCUST BEAN GUM, CALCIUM CARRAGEENAN, POTASSIUM CHLORIDE.

*Phenylketonurics: Contains Phenylalanine
**REGISTERED TRADEMARKS OF THE NUTRASWEET COMPANY
Sugars listed occur naturally in fruit

Distributed By:
Yarnell Ice Cream Co., Inc.
Searcy, AR

Nutrition Facts
Serving Size 1/5 Pie (130g/4.6oz)
Servings Per Container 5

Amount Per Serving	
Calories 370 Calories from Fat 190	
	% Daily Value*
Total Fat 21g	32%
Saturated Fat 5g	27%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 48g	16%
Dietary Fiber 2g	9%
Sugars 7g	
Protein 4g	
Vitamin A 0% •	Vitamin C 0%
Calcium 2% •	Iron 8%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

INGREDIENTS: FRESH APPLE SLICES, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), SORBITOL, MALTITOL SYRUP, VEGETABLE SHORTENING (PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTONSEED OIL), WATER, CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: MODIFIED TAPIOCA STARCH, SOYA PROTEIN ISOLATE, WHET, SALT, WHEAT FLOUR, POTASSIUM SORBATE & SODIUM PROPIONATE (PRESERVATIVES), CINNAMON, NUTMEG, SUCRALOSE, LCYSTEINE, TRICALCIUM PHOSPHATE. SORBITOL AND MALTITOL ARE A POLYHYDRIC ALCOHOL THAT IS METABOLIZED SLOWER THAN SUGAR. DIABETICS SHOULD CONSULT A PHYSICIAN BEFORE INCORPORATING NEW FOODS INTO THEIR MEAL PLAN.

Sensitive individuals may experience a laxative effect from excessive consumption of these ingredients.

NET CARBS CALCULATION: For those watching their carbs, net carbs are calculated by taking the grams of Total Carbohydrates and subtracting the grams of fiber and the grams of sugar alcohol as found in the Nutrition Facts box.

We welcome your comments and inquiries.
1-800-927-6355 www.guiltfree.com
From the makers of Down-Home Goodness®

YARNELL ICE CREAM CO., INC.
SEARCY, AR 72143

GUILT FREE® IS A REGISTERED TRADEMARK OF YARNELL ICE CREAM COMPANY, INC.

GuiltFree

Reduced Fat/No Sugar Added Cherry Pie

KEEP FROZEN / DO NOT THAW BEFORE BAKING

DIRECTIONS:

Preheat oven to 400°F, with oven rack placed in center position. **Remove pie from plastic container** (**do not remove from foil pan**)and place frozen pie on cookie sheet. Pierce 5 holes in top crust. Place frozen pie in preheated oven. Bake for 45 - 55 minutes or until crust is golden brown.
Pie may be served warm in 30 minutes or cooled after 2 hours.
Pies are best when freshly baked.
Pie may be stored uncovered up to 3 days at room temperature.

Nutrition Facts

Serving Size 1/6 pie (123g)
Servings Per Container 6

Amount per serving

Calories 220 Calories from Fat 70

	%Daily Value*
Total Fat 8g	12%
Saturated Fat 1.5g	8%
Polyunsaturated 1.5g	
Monounsaturated Fat 4g	
Cholesterol 0mg	0%
Sodium 310mg	13%
Potassium 125mg	4%
Total Carbohydrate 35g	12%
Dietary Fiber 1g	4%
Sugars 5g	
Other Carbohydrate 27g	
Protein 3g	

Vitamin A	2%	Vitamin C	0%
Calcium	2%	Iron	2%

*Percent Daily Values are based on a 2,000 calorie diet.

NET WT 1 LB 10 OZ (737g)

INGREDIENTS: CHERRIES, WATER, WHEAT FLOUR, WHEY, VEGETABLE SHORTENING (PARTIALLY HYDROGENATED SOYBEAN OIL), MALTODEXTRIN, MARGARINE (PARTIALLY HYDROGENATED SOYBEAN OIL, SOYBEAN OIL, WATER, SALT, NONFAT DRY MILK, SOY LECITHIN, MONO- AND DIGLYCERIDES, SODIUM BENZOATE [PRESERVATIVE], POTASSIUM SORBATE [PRESERVATIVE], CITRIC ACID, CALCIUM DISODIUM EDTA [PRESERVATIVE], EXTRACTS OF ANNATTO AND TURMERIC ADDED FOR COLOR, ARTIFICIAL FLAVOR, VITAMIN A PALMITATE, VITAMIN D), MODIFIED FOOD STARCH, HYDROLYZED OAT AND CORN FLOUR, SALT, ASPARTAME* (NUTRASWEET BRAND SWEETENER)**, BAKING SODA, ARTIFICIAL FLAVOR, LOCUST BEAN GUM, CALCIUM CARRAGEENAN, POTASSIUM CHLORIDE.

*Phenylketonurics: Contains Phenylalanine

**REGISTERED TRADEMARKS OF THE NUTRASWEET COMPANY

Sugars listed occur naturally in fruit.

Distributed By:
Yarnell Ice Cream Co., Inc.
Searcy, AR

Exhibit

16

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,179,680

United States Patent and Trademark Office

Registered Aug. 4, 1998

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143 YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)

205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: TOPPINGS, NAMELY, CHOCOLATE SYRUP AND FUDGE TOPPING, IN CLASS 30 (U.S. CL. 46).

FIRST USE 8-5-1996; IN COMMERCE 8-5-1996.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-977,367, FILED 7-1-1996.

N LEETZOW, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 19 03:31:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP

Logout Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: toppings, namely, chocolate syrup and fudge topping. FIRST USE: 19960805. FIRST USE IN COMMERCE: 19960805
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75977367
Filing Date	July 1, 1996
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 15, 1997
Registration Number	**2179680**
Registration Date	August 4, 1998
Owner	(REGISTRANT) Yarnell Ice Cream Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 721436730 (LAST LISTED OWNER) YARNELL ICE CREAM, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL

Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090116.
Renewal	1ST RENEWAL 20090116
Live/Dead Indicator	LIVE

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP

| HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 9 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: toppings, namely, chocolate syrup and fudge topping. FIRST USE: 19960805. FIRST USE IN COMMERCE: 19960805
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75977367
Filing Date	July 1, 1996
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 15, 1997
Registration Number	2179680
Registration Date	August 4, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 721436730 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090116.
Renewal	1ST RENEWAL 20090116
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY


SMUCKER'S
Guilt Free
No Sugar Added
Fat Free
HOT FUDGE TOPPING


SMUCKER'S
Guilt Free™
NOT A LOW CALORIE FOOD
No Sugar Added
SEE BACK PANEL FOR INFORMATION ON SUGAR, CALORIE CONTENT AND OTHER NUTRIENTS.
Fat Free
CHOCOLATE FLAVORED
SYRUP
NUTRASWEET*
NET WT. 16.5 OZ. (468g)

Guilt Free™

CHOCOLATE FLAVORED SYRUP is a delicious way to flavor milk and top ice cream without fat or added sugar!

Nutrition Facts

Serv Size 2 Tbsp. (39g)
Servings About 12
Calories 100
Fat Cal 0
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 0g	**0%**	Fiber 1g	**5%**
Sat Fat 0g	**0%**	Sugars less than 1g	
Cholest 0mg	**0%**	Sorbitol 5g	
Sodium 40mg	**2%**	**Protein** 1g	
Total Carb 24g	**8%**		

Vitamin A 0% • Vitamin C 0% • Calcium 2% • Iron 6%

For Chocolate Milk: Squeeze enough Guilt Free™ Syrup into hot or cold milk to taste, approximately 2-3 tablespoons to 8 ounces of milk and stir.

USAGE: Before use—**Remove** cap and break foil seal. Replace cap and squeeze.

BEST WHEN PURCHASED BY:

INGREDIENTS: MALTODEXTRIN, WATER, SORBITOL, NONFAT MILK**, GLYCERIN, COCOA**, COCOA PROCESSED WITH ALKALI**, FOOD STARCH-MODIFIED, SALT, POTASSIUM SORBATE ADDED AS PRESERVATIVE, ASPARTAME***, POLYSORBATE 60**, VANILLIN AN ARTIFICIAL FLAVOR, DISODIUM PHOSPHATE, SODIUM CITRATE.
**ADDS A TRIVIAL AMOUNT OF FAT
***PHENYLKETONURICS: CONTAINS PHENYLALANINE

0 51500 04451 3

© THE J.M. SMUCKER CO.
ORRVILLE, OHIO 44667 U.S.A. *Reg. TMs of The NutraSweet Co.

REFRIGERATE AFTER OPENING

Guilt Free™

CHOCOLATE FLAVORED SYRUP is a delicious way to flavor milk and top ice cream without fat or added sugar!

Nutrition Facts

Serv Size 2 Tbsp. (39g)
Servings About 12
Calories 100
Fat Cal 0
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 0g	0%	Fiber 1g	5%
Sat Fat 0g	0%	Sugars less than 1g	
Cholest 0mg	0%	Sorbitol 5g	
Sodium 40mg	2%	Protein 1g	
Total Carb 24g	8%		

Vitamin A 0% • Vitamin C 0% • Calcium 2% • Iron 6%

For Chocolate Milk: Squeeze enough Guilt Free™ Syrup into hot or cold milk to taste, approximately 2-3 tablespoons to 8 ounces of milk and stir.

USAGE: Before use—Remove cap and break foil seal. Replace cap and squeeze.

BEST WHEN PURCHASED BY:

INGREDIENTS: MALTODEXTRIN, WATER, SORBITOL, NONFAT MILK**, GLYCERIN, COCOA**, COCOA PROCESSED WITH ALKALI**, FOOD STARCH-MODIFIED, SALT, POTASSIUM SORBATE ADDED AS PRESERVATIVE, ASPARTAME***, POLYSORBATE 60**, VANILLIN AN ARTIFICIAL FLAVOR, DISODIUM PHOSPHATE, SODIUM CITRATE.
**ADDS A TRIVIAL AMOUNT OF FAT
***PHENYLKETONURICS: CONTAINS PHENYLALANINE

0 51500 04451 3

© THE J.M. SMUCKER CO.
ORRVILLE, OHIO 44667 U.S.A. *Reg. TMs of The NutraSweet Co.

REFRIGERATE AFTER OPENING

Guilt Free™

CHOCOLATE FLAVORED SYRUP is a delicious way to flavor milk and top ice cream without fat or added sugar!

Nutrition Facts

Serv Size 2 Tbsp. (39g)
Servings About 12
Calories 100
Fat Cal 0
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 0g	0%	Fiber 1g	5%
Sat Fat 0g	0%	Sugars less than 1g	
Cholest 0mg	0%	Sorbitol 5g	
Sodium 40mg	2%	Protein 1g	
Total Carb 24g	8%		

Vitamin A 0% • Vitamin C 0% • Calcium 2% • Iron 6%

For Chocolate Milk: Squeeze enough Guilt Free™ Syrup into hot or cold milk to taste, approximately 2-3 tablespoons to 8 ounces of milk and stir.

USAGE: Before use—Remove cap and break foil seal. Replace cap and squeeze.

BEST WHEN PURCHASED BY:

INGREDIENTS: MALTODEXTRIN, WATER, SORBITOL, NONFAT MILK**, GLYCERIN, COCOA**, COCOA PROCESSED WITH ALKALI**, FOOD STARCH-MODIFIED, SALT, POTASSIUM SORBATE ADDED AS PRESERVATIVE, ASPARTAME***, POLYSORBATE 60**, VANILLIN AN ARTIFICIAL FLAVOR, DISODIUM PHOSPHATE, SODIUM CITRATE.
**ADDS A TRIVIAL AMOUNT OF FAT
***PHENYLKETONURICS: CONTAINS PHENYLALANINE

0 51500 04451 3

© THE J.M. SMUCKER CO.
ORRVILLE, OHIO 44667 U.S.A. *Reg. TMs of The NutraSweet Co.

REFRIGERATE AFTER OPENING

Nutrition Facts

Serving Size:
2 Tbsp (35g)
Servings Per Container:
about 15

Calories 120

* Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 5g	8%	**Total Carb.** 26g	9%
Sat. Fat 3.5g	6%	Dietary Fiber <1g	2%
Trans. Fat 3.5g		Sugars 0g	
Cholest. 5mg	2%	**Protein** 1g	
Sodium 55mg	2%		

Vitamin A 2% • Vitamin C 0% • Calcium 2% • Iron 2%

Not a significant source of dietary fiber.

INGREDIENTS: CHOCOLATE FLAVORED COATING (MALTITOL, CHOCOLATE LIQUOR PROCESSED WITH ALKALI, COCO BUTTER, MILK FAT, SOY LECITHIN/ AN EMULSIFIER, SALT, VANILLIN/ AND ARTIFICIAL FLAVOR, AND SUCRALOSE (SPLENDA BRAND)). EVAPORATED MILK, BUTTER, CHOCOLATE LIQUOR, SALT, NATURAL FLAVOR, BICARBONATE OF SODA, AND SODIUM BENZOATE.

MARKETED BY:
YARNELL'S ICE CREAM CO.
205 S. SPRING ST
SEARCY, AR 72143
© 1995

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Trademarks, 2900 Crystal Dr., Arlington, VA 22202-3514 on 8/3/2004

Russell H. Walker

Russell H. Walker Reg. No.: 35,401
Date: 8/3/2004

Registrant: Yarnell Ice Cream Co., Inc.
Mark: GUILT FREE
Reg. No. 2,179,680
Registered: August 4, 1998
Int'l Class: 30 (prior U.S. Class 46)
Attorney: Walker, McKenzie & Walker, P.C.
Telephone: (901) 685-7428
Docket No.: 96,062DIV


Guilt Free®
GRADE A
NONFAT COTTAGE CHEESE
SMALL CURD
SEE BACK PANEL FOR NUTRITION INFORMATION
1 lb (454g)
Guilt Free®
GRADE A
NONFAT COTTAGE CHEESE
SMALL CURD
SEE BACK PANEL FOR NUTRITION INFORMATION
1 lb (454g)
Nutrition Facts
Serving Size 1/2 cup (113g)
Servings Per Con
Amount Per Serving
Calories 80
Total Fat 0g
Saturated Fat
Cholesterol 5
Sodium 410m
Potassium 1
Total Carbo
Dietary Fibe
Sugars 3g
Protein 14g
28%
Vitamin A 0%
Vitamin C 0%
Calcium 10%
Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet.
INGREDIENTS:
STARCH, SALT,
INHIBITOR, GU
POLYSORBATE
DEAN FOODS
0 41900 05166 2

KEEP REFRIGERATED
DO NOT FREEZE

GuiltFree™®

SMALL CURD

GRADE A

REAL®

NONFAT COTTAGE CHEESE

SEE BACK PANEL FOR NUTRITION INFORMATION

1 lb (454g)

Class 29

(3 specimens, each
a top and ~~[illegible]~~
container)

75976033

CL-3125 **Belvidere** 12-7-95 TUN-3 MID 5

SEALRIGHT® PACKAGING CO. [illegible] [illegible] CONTAINER

Guilt Free®

"Guilt Free®" is the ultimate in frozen dairy desserts for health-conscious consumers who desire great taste without the fat or added sugar. We welcome your comments and inquiries. Please call us toll free at:
1-800-395-7004

SEE SIDE PANEL FOR INFORMATION ABOUT SUGARS, CALORIES AND OTHER NUTRIENTS.

A contribution from the sale of this product has been made to American Diabetes Association.

0 70905 11929 9

K

Guilt Free®

NONFAT FROZEN YOGURT

NO FAT • NO SUGAR ADDED • GREAT TASTE

SEE SIDE PANEL FOR INFORMATION ABOUT SUGARS, CALORIES AND OTHER NUTRIENTS.

DIABETIC EXCHANGE: 1/2 CUP SERVING = 1 STARCH

NUTRASWEET® BRAND SWEETENER

HALF GALLON (1.89 L)

Nutrition Facts

Serving Size 1/2 cup (71g)
Servings Per Container 16

Amount Per Serving	% Daily Value*
Calories 90 Calories from Fat 0	
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 5mg	2%
Sodium 85mg	4%
Potassium 200mg	6%
Total Carbohydrate 21g	7%
Dietary Fiber Less than 1g	1%
Sugars 6g	
Sugar Alcohol 5g	
Protein 4g	8%

Vitamin A 4% • Vitamin C 0%
Calcium 15% • Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: NONFAT MILK, CARAMEL SYRUP (SORBITOL, NONFAT MILK, MALTODEXTRIN, GLYCERIN, FOOD STARCH-MODIFIED, NATURAL FLAVOR, PECTIN, CARRAGEENAN, SALT, DISODIUM PHOSPHATE, SODIUM CITRATE, CARAMEL COLOR, ASPARTAME, ARTIFICIAL FLAVORS, FD&C YELLOW NO. 5, FD&C RED NO. 40), CULTURED NONFAT MILK, POLYDEXTROSE, MALTODEXTRIN, MILK†, SORBITOL, WHEY PROTEIN CONCENTRATE, EGGS†, ARTIFICIAL FLAVOR, MICROCRYSTALLINE CELLULOSE, POLYSORBATE 80, CARRAGEENAN, VITAMIN A PALMITATE.
†ADDS A TRIVIAL AMOUNT OF FAT.

DIST. BY DEAN FOODS COMPANY,
FRANKLIN PARK, IL 60131
PLANT NO. 17-81

DEAN FOODS

PHENYLKETONURICS: CONTAINS PHENYLALANINE.

SWEETENED WITH ASPARTAME

SWEETENED WITH NUTRITIVE (SORBITOL - A SUGAR ALCOHOL) AND NONNUTRITIVE (ASPARTAME) SWEETENERS. PRODUCT CONTAINS CARBOHYDRATES FROM LACTOSE (A NATURALLY OCCURRING SUGAR IN NONFAT MILK), POLYDEXTROSE, AND MALTODEXTRIN.

DIABETICS: THIS PRODUCT MAY BE USEFUL IN YOUR DIET ON THE ADVICE OF A PHYSICIAN.

A contribution from the sale of this product has been made to American Diabetes Association.

NUTRASWEET AND THE NUTRASWEET SYMBOL ARE REGISTERED TRADEMARKS OF THE NUTRASWEET COMPANY FOR ITS BRAND OF SWEETENING INGREDIENT.

GUILT FREE® IS A REGISTERED TRADEMARK OF YARNELL ICE CREAM COMPANY, INC.

VANILLA CARAMEL SWIRL
ARTIFICIALLY FLAVORED

VANILLA CARAMEL SWIRL
ARTIFICIALLY FLAVORED

VANILLA CARAMEL SWIRL
ARTIFICIALLY FLAVORED

Class 30

Exhibit

17

Int. Cls.: 29, 30, and 32

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 2,181,580

United States Patent and Trademark Office **Registered Aug. 11, 1998**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143 YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)

205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: DAIRY-BASED SPREADS AND CHEESE, IN CLASS 29 (U.S. CL. 46).

FIRST USE 9-26-1997; IN COMMERCE 9-26-1997.

FOR: CHEESE CAKES; SYRUP, NAMELY, CHOCOLATE SYRUP AND TABLE SYRUP, CAKE FROSTINGS, SUGAR SUBSTITUTES, PIZZA, SALAD DRESSING, MAYONNAISE, AND CHOCOLATE TOPPINGS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 8-5-1996; IN COMMERCE 8-5-1996.

FOR: SOFT DRINKS, NAMELY, LOW CALORIE SOFT DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 9-26-1997; IN COMMERCE 9-26-1997.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-977,385, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 7 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: dairy-based spreads and cheese. FIRST USE: 19970926. FIRST USE IN COMMERCE: 19970926 IC 030. US 046. G & S: cheese cakes; syrup, namely, chocolate syrup and table syrup, cake frostings, sugar substitutes, pizza, salad dressing, mayonnaise, and chocolate toppings. FIRST USE: 19960805. FIRST USE IN COMMERCE: 19960805 IC 032. US 045 046 048. G & S: soft drinks, namely, low calorie soft drinks. FIRST USE: 19970926. FIRST USE IN COMMERCE: 19970926
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75977385
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2181580
Registration Date	August 11, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy

	ARKANSAS 721436730 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081219.
Renewal	1ST RENEWAL 20081219
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| .HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY


Guilt Free
Light
Cream
Cheese
SPREAD
NET WT 8 OZ (226 g)

100% Natural
100% N
Guilt Free
Pizza Sauce
SMUCKER'S
Guilt Free
No Sugar Added
Fat Free
CHOCOLATE
SYRUP


GuiltFree
Great Taste! No Guilt!
Classic
SUPREME PIZZA
SAUSAGE, PEPPERONI, MUSHROOMS, GREEN AND RED PEPPERS AND ONIONS
COOK BEFORE SERVING
NET WT. 24.2 OZ. (1 LB. 8.2 OZ.) 686g


Guilt Free
Sugar Free
LOW CALORIE
Syrup
WITH NATURAL & ARTIFICIAL MAPLE FLAVOR
NUTRITIONAL INFORMATION ON BACK
12 FL OZ (355mL)

Y-1212


Guilt Free
Sugar Free
COLA
20 fl oz (591mL)

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Trademarks, 2900 Crystal Dr., Arlington, VA 22202-3514 on 8/10/2004

Russell H. Walker

Russell H. Walker Reg. No.: 35,401

Date: 8/10/2004

Nutrition Facts
Serving Size: 2 Tbs (38g)
Servings Per Container: about 15

Amount Per Serving	
Calories 50	Calories From Fat 0
	% Daily Value*
Total Fat 0g	0%
Sat. Fat 0g	0%
Sodium 35mg	1%
Cholesterol 0mg	0%
Total Carbohydrate 12g	4%
Dietary Fiber 0g	0%
Sugars 10g	
Protein 0g	
Vitamin A 0% •	Vitamin C 0%
Calcium 0% •	Iron 0%

* Percent Daily Values (DV) are based on a 2,000 calorie diet.

MARKETED BY:
YARNELL'S ICE CREAM CO.
205 S. SPRING ST • SEARCY, AR 72143 • © 1995

INGREDIENTS: WATER, SUGAR, FRUCTOSE, COCOA, CARAMEL COLOR, XANTHAN GUM, SALT, CITRIC ACID, POTASSIUM SORBATE (A PRESERVATIVE), VANILLIN AN ARTIFICIAL FLAVORING, SODIUM BENZOATE (A PRESERVATIVE), ACESULFAME POTASSIUM A NON-NUTRITIVE SWEETENER, ARTIFICIAL COLORING INCLUDES RED #40, AND SULFUR DIOXIDE.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Trademarks, 2900 Crystal Dr., Arlington, VA 22202-3514 on 8/10/2004

Russell H. Walker
Russell H. Walker Reg. No.: 35,401
Date: 8/10/2004

Nutrition Facts

Serving Size: 8 oz
Servings Per Container: 2.5

Amount Per Serving	
Calories 0	Calories From Fat 0
	% Daily Value*
Total Fat 0g	0%
Sat. Fat 0g	0%
Sodium 25mg	1%
Cholesterol 0mg	0%
Total Carbohydrate 20g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0% •	Vitamin C 0%
Calcium 0% •	Iron 0%

* Percent Daily Values (DV) are based on a 2,000 calorie diet.

MARKETED BY
YARNELL'S ICE CREAM CO.
205 S. SPRING ST • SEARCY, AR 72143 • ©1999

INGREDIENTS: CARBONATED WATER, CARAMEL COLOR, ASPARTAME, PHOSPHORIC ACID, POTASSIUM BENZOATE (PRESERVES FRESHNESS), CAFFEINE, CITRIC ACID AND NATURAL FLAVORS.

0 70905 80011

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Trademarks, 2900 Crystal Dr., Arlington, VA 22202-3514 on 8/10/2004

Russell H. Walker

Russell H. Walker Reg. No.: 35,401

Date: 8/10/2004

GuiltFree

Sparkling TROPICAL Flavored Beverage

Calorie Free / Fat Free

Nutrition Facts	
Serving Size 8 fl oz. (240 mL)	
Servings About 4	
Amount per serving	
Calories	0
	%Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Sugars 0g	
Protein 0g	
Not a significant source of other nutrients	
*Percent Daily Values are based on a 2,000 calorie diet	

NET WT. 33.8 FL OZ
(1 QT 1.8 FL OZ) 1L

INGREDIENTS: CARBONATED WATER, CITRIC ACID, NATURAL FLAVOR, POTASSIUM CITRATE, ASPARTAME, POTASSIUM BENZOATE (A PRESERVATIVE).

PHENYLKETONURICS: CONTAINS PHENYLALANINE

Distributed by:
Yarnell Ice Cream Co., Inc.
Searcy, AR

75977385

ATED
FREE CREAM
TED SKIM
SS THAN 2%
SODIUM
URIZED MILK
OB BEAN GUM
LOR
FICIAL
ENAN
E*, AND
TE* (TO
EESE
A PALMITATE)
TEIN
PLESSE®
LIC POWDER
ANTHAN GUM
EVENT MOLD)
DEHYDRATED
IN REGULAR
T OF FAT
OZ (170g)

75977385

GuiltFree

Sparkling TROPICAL Flavored Beverage

Calorie Free / Fat Free

Nutrition Facts
Serving Size 8 fl oz. (240 mL)
Servings About 4
Amount per serving
Calories 0
%Daily Value*
Total Fat 0g 0%
Sodium 0mg 0%
Total Carbohydrate 0g 0%

INGREDIENTS: CARBONATED WATER, CITRIC ACID, NATURAL FLAVOR, POTASSIUM CITRATE, ASPARTAME, POTASSIUM BENZOATE (A PRESERVATIVE).

PHENYLKETONURICS: CONTAINS PHENYLALANINE

RIGERATED
TS: FAT FREE CREAM
CENTRATED SKIM
MILK, LESS THAN 2%
STARCH*, SODIUM
PASTEURIZED MILK
CAROB BEAN GUM,
CIAL COLOR*,
M, ARTIFICIAL
ARRAGEENAN,
SORBATE*, AND
OPIONATE* (TO
OLD), CHEESE
TAMIN A PALMITATE),

Sugars 0g
Protein 0g
Not a significant source of other nutrients
*Percent Daily Values are based on a 2,000 calorie diet

NET WT 33.8 FL OZ
(1 QT 1.8 FL OZ) 1L

Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR

ATE (SIMPLESSE®
LT, GARLIC POWDER,
R AND XANTHAN GUM,
D (TO PREVENT MOLD),
AN GUM, DEHYDRATED

NT NOT IN REGULAR
EESE
, SOURCE OF FAT

by
Cream Co., Inc.

T 6 OZ (170g)

5

Exhibit

18

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,189,581

United States Patent and Trademark Office

Registered Sep. 15, 1998

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: NON-DAIRY DIPS, IN CLASS 29 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NO. 1,644,104.

SN 74-702,036, FILED 7-17-1995.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 18 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: non-dairy dips. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74702036
Filing Date	July 17, 1995
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 4, 1996
Registration Number	2189581
Registration Date	September 15, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 721436730 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090116.
Renewal	1ST RENEWAL 20090116
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY


Guilt Free
Bean Dip
NET WT 9 OZ (255.1 g)
ree
hicken

Guilt Free

100% Dairy Free *Smoked Dip*

Nutrition Facts

Serving Size 2 tbsp (28g)

Servings Per Container 8

Amount per serving	
Calories 40 Calories from Fat 15	
	%Daily
Total Fat 2g	**3%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 135mg	**6%**
Total Carbohydrate 3g	**1%**
Protein 3g	

Not a significant source of dietary fiber, sugars, Vitamin A, Vitamin C, calcium, and iron

Percent Daily Values are based on a 2,000 calorie diet.

No Cholesterol/Lactose Free

Made with Organic Soybeans

No milk protein/No oil added

Keep refrigerated.

INGREDIENTS: TOFU (ORGANIC* SOY MILK, CALCIUM SULFATE), NATURAL FLAVORS, SMOKED SOY BITS (SOY FLOUR, NATURAL COLOR, SOY OIL, SALT, NATURAL FLAVOR), TAPIOCA, LACTIC ACID, CAROB BEAN GUM, XANTHAN GUM, SEA SALT, ANNATTO (NATURAL COLOR).

*Organic Ingredients are grown and processed in accordance with the California Organic Foods Act of 1990.

DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC.
SEARCY, AR
NET WT 8 OZ (227g)

GuiltFree

100% Dairy Free *Smoked Dip*

Nutrition Facts

Serving Size 2 tbsp (28g)

Servings Per Container 8

Amount per serving

Calories 40 Calories from Fat 15

	%Daily
Total Fat 2g	3%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 3g	1%
Protein 3g	

Not a significant source of dietary fiber, sugars, Vitamin A, Vitamin C, calcium, and iron

Percent Daily Values are based on a 2,000 calorie diet.

No Cholesterol/Lactose Free

Made with Organic Soybeans

No milk protein/No oil added

Keep refrigerated.

INGREDIENTS: TOFU (ORGANIC* SOY MILK, CALCIUM SULFATE), NATURAL FLAVORS, SMOKED SOY BITS (SOY FLOUR, NATURAL COLOR, SOY OIL, SALT, NATURAL FLAVOR), TAPIOCA, LACTIC ACID, CAROB BEAN GUM, XANTHAN GUM, SEA SALT, ANNATTO (NATURAL COLOR).

*Organic Ingredients are grown and processed in accordance with the California Organic Foods Act of 1990.

DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC.
SEARCY, AR
NET WT 8 OZ (227g)

GuiltFree

100% Dairy Free *Smoked Dip*

Nutrition Facts

Serving Size 2 tbsp (28g)

Servings Per Container 8

Amount per serving

Calories 40 Calories from Fat 15

	%Daily
Total Fat 2g	3%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 3g	1%
Protein 3g	

Not a significant source of dietary fiber, sugars, Vitamin A, Vitamin C, calcium, and iron

Percent Daily Values are based on a 2,000 calorie diet.

No Cholesterol/Lactose Free

Made with Organic Soybeans

No milk protein/No oil added

Keep refrigerated.

INGREDIENTS: TOFU (ORGANIC* SOY MILK, CALCIUM SULFATE), NATURAL FLAVORS, SMOKED SOY BITS (SOY FLOUR, NATURAL COLOR, SOY OIL, SALT, NATURAL FLAVOR), TAPIOCA, LACTIC ACID, CAROB BEAN GUM, XANTHAN GUM, SEA SALT, ANNATTO (NATURAL COLOR).

*Organic Ingredients are grown and processed in accordance with the California Organic Foods Act of 1990.

DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC.
SEARCY, AR

NET WT 8 OZ (227g)

Exhibit

19

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,189,588

United States Patent and Trademark Office **Registered Sep. 15, 1998**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: ROLLS, DOUGHNUTS, MUFFINS AND COOKIES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NO. 1,644,104.

SN 74-713,833, FILED 8-10-1995.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 17 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: rolls, doughnuts, muffins and cookies. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74713833
Filing Date	August 10, 1995
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 11, 1996
Registration Number	2189588
Registration Date	September 15, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 721436730 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090116.
Renewal	1ST RENEWAL 20090116
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY


GuiltFree
Great Taste!
No Guilt!
Low Fat
No Sugar Added
Chocolate Chip
Size
Cookies
Chocolate
Rich
Taste
NET WT 7½ OZ (213g)

Guilt Free

Blueberry Muffins - *FAT FREE*

Nutrition Facts

Serving Size 1 muffin (71g)
Servings Per Container 1

Amount per serving
Calories 180 Fat Calories 0

	%Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 290mg	12%
Total Carb. 38g	13%
Dietary Fiber 2g	8%
Sugars 15g	
Protein 3g	

Vitamin A 0% - Vitamin C 0%
Calcium 6% - Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: SUGAR, WATER, BAKING POWDER, NONFAT MILK SOLIDS, OAT FIBER, BLUEBERRIES (FROZEN), SALT, ENRICHED BLEACHED AND UNBLEACHED WHEAT FLOUR (NIACIN, IRON, THIAMINE MONONITRATE, RIBOFLAVIN), CONTAINS LESS THAN 2% OF: EGG WHITE POWDER, CALCIUM PROPIONATE, SODIUM STEAROYL LACTYLATE, XANTHAN GUM, NATURAL FLAVORS, GUAR GUM, HIGH FRUCTOSE CORN SYRUP, MALTODEXTRIN (FROM CORN), SOY LECITHIN, MODIFIED FOOD STARCH (FROM TAPIOCA), MODIFIED OAT FIBER, MONOGLYCERIDES.

KEEP FROZEN –
DO NOT REFREEZE

NET WT. 2.5 OZ (71g)
DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC.
SEARCY, AR

Guilt Free

Blueberry Muffins - *FAT FREE*

Nutrition Facts

Serving Size 1 muffin (71g)
Servings Per Container 1

Amount per serving	
Calories 160 Fat Calories 0	
	%Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 290mg	**12%**
Total Carb. 38g	**13%**
Dietary Fiber 2g	**8%**
Sugars 15g	
Protein 3g	

Vitamin A 0% - Vitamin C 0%
Calcium 6% - Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: SUGAR, WATER, BAKING POWDER, NONFAT MILK SOLIDS, OAT FIBER, BLUEBERRIES (FROZEN), SALT, ENRICHED BLEACHED AND UNBLEACHED WHEAT FLOUR (NIACIN, IRON, THIAMINE MONONITRATE, RIBOFLAVIN), CONTAINS LESS THAN 2% OF: EGG WHITE POWDER, CALCIUM PROPIONATE, SODIUM STEAROYL LACTYLATE, XANTHAN GUM, NATURAL FLAVORS, GUAR GUM, HIGH FRUCTOSE CORN SYRUP, MALTODEXTRIN (FROM CORN), SOY LECITHIN, MODIFIED FOOD STARCH (FROM TAPIOCA), MODIFIED OAT FIBER, MONOGLYCERIDES.

KEEP FROZEN –
DO NOT REFREEZE

NET WT. 2.5 OZ (71g)
DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC.
SEARCY, AR

Guilt Free

Blueberry Muffins FAT FREE

Nutrition Facts

Serving Size 1 muffin (71g)
Servings Per Container 1

Amount per serving	
Calories 160 Fat Calories 0	
	%Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 290mg	**12%**
Total Carb. 38g	**13%**
Dietary Fiber 2g	**8%**
Sugars 15g	
Protein 3g	

Vitamin A 0% - Vitamin C 0%
Calcium 6% - Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: SUGAR, WATER, BAKING POWDER, NONFAT MILK SOLIDS, OAT FIBER, BLUEBERRIES (FROZEN), SALT, ENRICHED BLEACHED AND UNBLEACHED WHEAT FLOUR (NIACIN, IRON, THIAMINE MONONITRATE, RIBOFLAVIN), CONTAINS LESS THAN 2% OF: EGG WHITE POWDER, CALCIUM PROPIONATE, SODIUM STEAROYL LACTYLATE, XANTHAN GUM, NATURAL FLAVORS, GUAR GUM, HIGH FRUCTOSE CORN SYRUP, MALTODEXTRIN (FROM CORN), SOY LECITHIN, MODIFIED FOOD STARCH (FROM TAPIOCA), MODIFIED OAT FIBER, MONOGLYCERIDES.

KEEP FROZEN –
DO NOT REFREEZE

NET WT 2.5 OZ (71g)
DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC.
SEARCY, AR

Exhibit

20

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,192,459

United States Patent and Trademark Office

Registered Sep. 29, 1998

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: PROCESSED MEAT, IN CLASS 29 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 74-608,023, FILED 12-7-1994.

HOWARD FRIEDMAN, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 19 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: processed meat. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74608023
Filing Date	December 7, 1994
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	September 19, 1995
Registration Number	2192459
Registration Date	September 29, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 721436730 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090116.
Renewal	1ST RENEWAL 20090116
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY


Guilt Free
Premium
Chunk Chicken
WT 9.75 OZ (269 g)
BREAS

Guilt Free

Smoked Turkey Breast

Nutrition Facts

Serving Size 6 slices (57g)
Servings Per Container 3

Amount per serving	
Calories 50	Calories from Fat 5
	%Daily Value*
Total Fat 0.5g	**1%**
Saturated Fat 0g	**0%**
Cholesterol 25mg	**9%**
Sodium 600mg	**25%**
Total Carbohydrate 2g	**1%**
Dietary Fiber 0g	**0%**
Sugars 2g	
Protein 10g	**20%**
Vitamin A 0% -	Vitamin C 0%
Calcium 0% -	Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet.

99% Fat Free
Thin Sliced

INGREDIENTS: WATER, MODIFIED FOOD STARCH, SALT, DEXTROSE, CORN SYRUP, CARRAGEENAN, FLAVORINGS, SODIUM PHOSPHATE, SODIUM NITRITE.

Keep Refrigerated
(at 40° F or below)

NET WT. 6 OZ (170g)

Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR.

Exhibit

21

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,200,081

United States Patent and Trademark Office **Registered Oct. 27, 1998**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: PROCESSED NUTS, IN CLASS 29 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 74-802,214, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 15 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: processed nuts. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74802214
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2200081
Registration Date	October 27, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 721436730 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081203.
Renewal	1ST RENEWAL 20081203
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY


Guilt Free
Dry Roasted
Peanu
NET WT 16 OZ (1lb)

GuiltFree

Reduced Fat

Honey Roasted Peanuts

Nutrition Facts

Serving Size 1/3 cup (28g)
Servings Per Container About 9

Amount per serving	
Calories 130 Calories from Fat 60	
	%Daily Value*
Total Fat 7g	**11%**
Saturated Fat 1.5g	**8%**
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 3g	
Cholesterol 0mg	**0%**
Sodium 150mg	**6%**
Potassium 160mg	**5%**
Total Carbohydrate 12g	**4%**
Dietary Fiber 2g	**7%**
Sugars 9g	
Protein 7g	

Vitamin A 0% • Vitamin C 0%
Calcium 2% • Iron 4% • Niacin 15%
Folate 15% • Magnesium 10%
Copper 15%

*Percent Daily Values are based on a 2,000 calorie diet.

45% Less Fat than Regular Peanuts

INGREDIENTS: PARTIALLY DEFATTED PEANUTS, SUGAR, PEANUT AND/OR COTTONSEED OIL, CORN SYRUP, HONEY, SALT, GELLAN GUM, XANTHAN GUM (VEGETABLE GUM), NATURAL FLAVOR, AUTOLYZED YEAST EXTRACT (CONTAINS GLUTAMATE), TBHQ AND CITRIC ACID ADDED TO PRESERVE FRESHNESS.

CONTAINS 7G OF FAT PER 28G SERVING COMPARED TO 13G OF FAT PER 28G SERVING IN REGULAR PEANUTS.

Distributed by:
Yarnell Ice Cream Co., Inc.
Searcy, AR

NET WT 8.0 OZ. (227g)

GuiltFree

Reduced Fat

Honey Roasted Peanuts

Nutrition Facts

Serving Size 1/3 cup (28g)
Servings Per Container About 9

Amount per serving	
Calories 130 Calories from Fat 60	
	%Daily Value*
Total Fat 7g	**11%**
Saturated Fat 1.5g	**6%**
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 3g	
Cholesterol 0mg	**0%**
Sodium 150mg	**6%**
Potassium 160mg	**5%**
Total Carbohydrate 12g	**4%**
Dietary Fiber 2g	**7%**
Sugars 9g	
Protein 7g	

Vitamin A 0% • Vitamin C 0%
Calcium 2% • Iron 4% • Niacin 15%
Folate 15% • Magnesium 10%
Copper 15%

*Percent Daily Values are based on a 2,000 calorie diet.

46% Less Fat than Regular Peanuts

INGREDIENTS: PARTIALLY DEFATTED PEANUTS, SUGAR, PEANUT AND/OR COTTONSEED OIL, CORN SYRUP, HONEY, SALT, GELLAN GUM, XANTHAN GUM (VEGETABLE GUM), NATURAL FLAVOR, AUTOLYZED YEAST EXTRACT (CONTAINS GLUTAMATE), TBHQ AND CITRIC ACID ADDED TO PRESERVE FRESHNESS.

CONTAINS 7G OF FAT PER 28G SERVING COMPARED TO 13G OF FAT PER 28G SERVING IN REGULAR PEANUTS.

Distributed by:
Yarnell Ice Cream Co., Inc.
Searcy, AR

NET WT 8.0 OZ. (227g)

GuiltFree

Reduced Fat

Honey Roasted Peanuts

Nutrition Facts

Serving Size 1/3 cup (28g)
Servings Per Container About 9

Amount per serving
Calories 130 Calories from Fat 60

	%Daily Value*
Total Fat 7g	11%
Saturated Fat 1.5g	8%
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 3g	
Cholesterol 0mg	0%
Sodium 150mg	6%
Potassium 160mg	5%
Total Carbohydrate 12g	4%
Dietary Fiber 2g	7%
Sugars 9g	
Protein 7g	

Vitamin A 0% • Vitamin C 0%
Calcium 2% • Iron 4% • Niacin 15%
Folate 15% • Magnesium 10%
Copper 15%

*Percent Daily Values are based on a 2,000 calorie diet.

45% Less Fat than Regular Peanuts

INGREDIENTS: PARTIALLY DEFATTED PEANUTS, SUGAR, PEANUT AND/OR COTTONSEED OIL, CORN SYRUP, HONEY, SALT, GELLAN GUM, XANTHAN GUM (VEGETABLE GUM), NATURAL FLAVOR, AUTOLYZED YEAST EXTRACT (CONTAINS GLUTAMATE), TBHQ AND CITRIC ACID ADDED TO PRESERVE FRESHNESS.

CONTAINS 7G OF FAT PER 28G SERVING COMPARED TO 13G OF FAT PER 28G SERVING IN REGULAR PEANUTS.

Distributed by:
Yarnell Ice Cream Co., Inc.
Searcy, AR

NET WT 8.0 OZ. (227g)

Exhibit

22

Int. Cls.: 29 and 30

Prior U.S. Cl.: 46

Reg. No. 2,200,109

United States Patent and Trademark Office **Registered Oct. 27, 1998**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: PEANUT BUTTER, IN CLASS 29 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

FOR: CATSUP, AND BARBEQUE SAUCE, IN CLASS 30 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-039,213, FILED 1-2-1996.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 14 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: peanut butter. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528 IC 030. US 046. G & S: catsup, and barbeque sauce. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75039213
Filing Date	January 2, 1996
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 11, 1996
Registration Number	2200109
Registration Date	October 27, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72143 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of	Daniel Kegan

Record	
Prior Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081203.
Renewal	1ST RENEWAL 20081203
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| .HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY


Guilt Free
Reduced Fat
Peanut Butte
NET WT 18oz
CONTAINS 25% LESS FAT HAN PEANU
PEANUT BUTTER SPREAD 60% PEANU
SEE NUTRITION INFORM TION FOR FAT


Guilt Free
Fat Free • No Sugar Added
Barbeque Sauce
Great Taste! No Guilt!
Guilt Free
Fat Free • No Sugar Added
Ketchup
Great Taste! No Guilt!

GuiltFree

Peanut Butter Spread

Nutrition Facts

Serving Size 2 Tbsp. (36g)
Servings Per Cont. about 14

Amount per serving	
Calories 190 Fat Cal. 110	
	%Daily Value*
Total Fat 12g	**18%**
Sat. Fat 2.5g	**12%**
Cholest. 0mg	**0%**
Sodium 250mg	**10%**
Total Carb. 15g	**5%**
Dietary Fiber 2g	**8%**
Sugars 4g	
Protein 8g	

Iron 4% • Niacin 25% • Vit B_6 6%
Folic Acid 6% • Magnesium 15%
Zinc 6% • Copper 10%

Percent Daily Values are based on a 2,000 calorie diet.

Not a significant source of vitamin A, vitamin C, and calcium.

REDUCED FAT

60% Peanuts

25% Less Fat than Peanut Butter

INGREDIENTS: PEANUTS, CORN SYRUP SOLIDS, SUGAR AND SOY PROTEIN. CONTAINS 2 PERCENT OR LESS OF: FULLY HYDROGENATED VEGETABLE OILS (RAPESEED AND SOYBEAN) SALT, MONO- AND DIGLYCERIDES, MOLASSES, NIACINAMIDE, FOLIC ACID, PYRIDOXINE HYDROCHLORIDE, MAGNESIUM OXIDE, ZINC OXIDE, FERRIC ORTHOPHOSPHATE, AND COPPER SULFATE.

CONTAINS NO PRESERVATIVES

NO REFRIGERATION REQUIRED

NET WT. 18 OZ (1 LB 2 OZ) 510g

Distributed by:
Yarnell Ice Cream Co., Inc.
Searcy, AR

C1.29

GuiltFree

Peanut Butter Spread

Nutrition Facts

Serving Size 2 Tbsp. (36g)
Servings Per Cont. about 14

Amount per serving	
Calories 190 Fat Cal. 110	
	%Daily Value*
Total Fat 12g	**18%**
Sat. Fat 2.5g	**12%**
Cholest. 0mg	**0%**
Sodium 250mg	**10%**
Total Carb. 15g	**5%**
Dietary Fiber 2g	**8%**
Sugars 4g	
Protein 8g	

Iron 4% • Niacin 25% • Vit B_6 6%
Folic Acid 6% • Magnesium 15%
Zinc 6% • Copper 10%

Percent Daily Values are based on a 2,000 calorie diet.

Not a significant source of vitamin A, vitamin C, and calcium.

REDUCED FAT

60% Peanuts

25% Less Fat than Peanut Butter

INGREDIENTS: PEANUTS, CORN SYRUP SOLIDS, SUGAR AND SOY PROTEIN. CONTAINS 2 PERCENT OR LESS OF: FULLY HYDROGENATED VEGETABLE OILS (RAPESEED AND SOYBEAN) SALT, MONO- AND DIGLYCERIDES, MOLASSES, NIACINAMIDE, FOLIC ACID, PYRIDOXINE HYDROCHLORIDE, MAGNESIUM OXIDE, ZINC OXIDE, FERRIC ORTHOPHOSPHATE, AND COPPER SULFATE.

CONTAINS NO PRESERVATIVES

NO REFRIGERATION REQUIRED

NET WT. 18 OZ (1 LB 2 OZ) 510g
Distributed by:
Yarnell Ice Cream Co., Inc.
Searcy, AR

GuiltFree

Peanut Butter Spread

Nutrition Facts

Serving Size 2 Tbsp. (36g)
Servings Per Cont. about 14

Amount per serving

Calories 190 Fat Cal. 110

	%Daily Value*
Total Fat 12g	**18%**
Sat. Fat 2.5g	**12%**
Cholest. 0mg	**0%**
Sodium 250mg	**10%**
Total Carb. 15g	**5%**
Dietary Fiber 2g	**8%**
Sugars 4g	
Protein 8g	

Iron 4% • Niacin 25% • Vit B_6 6%
Folic Acid 6% • Magnesium 15%
Zinc 6% • Copper 10%

Percent Daily Values are based on a 2,000 calorie diet.

Not a significant source of vitamin A, vitamin C, and calcium.

REDUCED FAT

60% Peanuts

25% Less Fat than Peanut Butter

INGREDIENTS: PEANUTS, CORN SYRUP SOLIDS, SUGAR AND SOY PROTEIN. CONTAINS 2 PERCENT OR LESS OF: FULLY HYDROGENATED VEGETABLE OILS (RAPESEED AND SOYBEAN) SALT, MONO- AND DIGLYCERIDES, MOLASSES, NIACINAMIDE, FOLIC ACID, PYRIDOXINE HYDROCHLORIDE, MAGNESIUM OXIDE, ZINC OXIDE, FERRIC ORTHOPHOSPHATE, AND COPPER SULFATE.

CONTAINS NO PRESERVATIVES

NO REFRIGERATION REQUIRED

NET WT. 18 OZ (1 LB 2 OZ) 510g

Distributed by:
Yarnell Ice Cream Co., Inc.
Searcy, AR

GuiltFree

Unsweetened BBQ Sauce

Nutrition Facts

Serving Size 1 tbsp (15g)
Servings 24

Amount per serving
Calories 5 Calories from Fat 0

	%Daily Value*
Total Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 60mg	**3%**
Total Carb 1g	**1%**
Sugars 0g	
Protein 0g	

Vitamin A 2% - Vitamin C 2%

Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: WATER, TOMATO PASTE MADE FROM RED RIPE TOMATOES, APPLE CIDER VINEGAR, SALT, ONION, SPICES, MUSTARD, NATURAL FLAVOR.

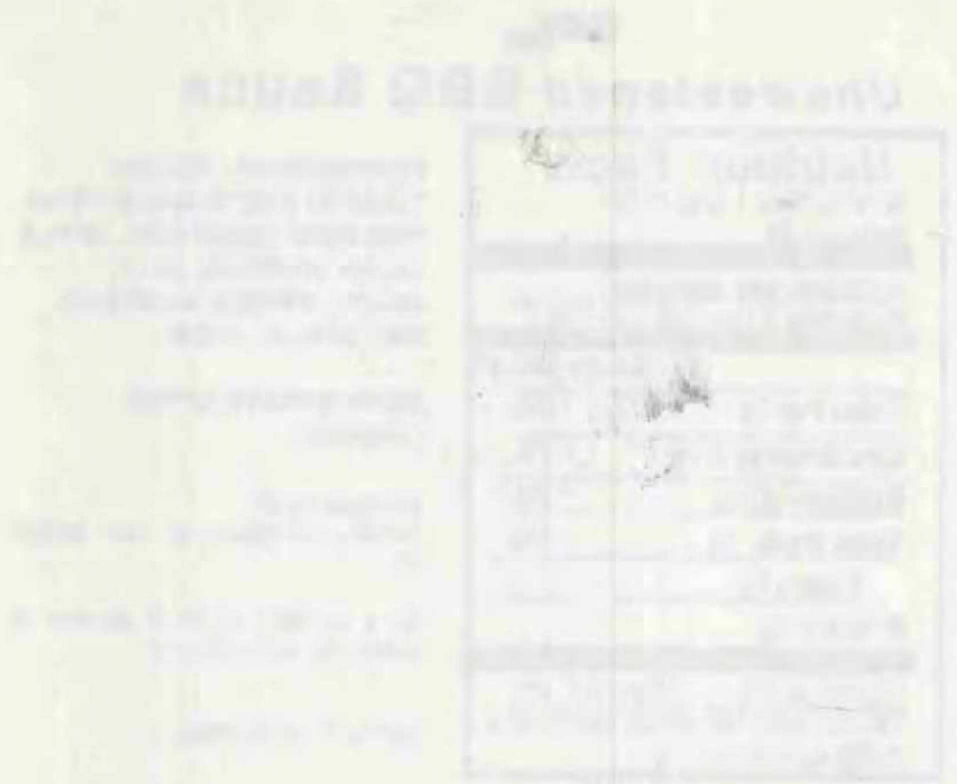
REFRIGERATE AFTER OPENING

DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC. SEARCY, AR

Not a significant source of saturated fat, dietary fiber, calcium and iron.

NET WT 13 OZ (368g)

C1.30



Uncensored BBQ Sauce

Nutrition Facts

Guilt Free

Unsweetened BBQ Sauce

Nutrition Facts

Serving Size 1 tbsp (15g)
Servings 24

Amount per serving	
Calories 5 Calories from Fat 0	
	%Daily Value*
Total Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 60mg	**3%**
Total Carb 1g	**1%**
Sugars 0g	
Protein 0g	

Vitamin A 2% - Vitamin C 2%

Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: WATER, TOMATO PASTE MADE FROM RED RIPE TOMATOES, APPLE CIDER VINEGAR, SALT, ONION, SPICES, MUSTARD, NATURAL FLAVOR.

REFRIGERATE AFTER OPENING

DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC. SEARCY, AR

Not a significant source of saturated fat, dietary fiber, calcium and iron.

NET WT 13 OZ (368g)

GuiltFree

Unsweetened BBQ Sauce

Nutrition Facts

Serving Size 1 tbsp (15g)
Servings 24

Amount per serving	
Calories 5 Calories from Fat 0	
	%Daily Value*
Total Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 60mg	**3%**
Total Carb 1g	**1%**
Sugars 0g	
Protein 0g	

Vitamin A 2% - Vitamin C 2%

Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: WATER, TOMATO PASTE MADE FROM RED RIPE TOMATOES, APPLE CIDER VINEGAR, SALT, ONION, SPICES, MUSTARD, NATURAL FLAVOR.

REFRIGERATE AFTER OPENING

DISTRIBUTED BY:
YARNELL ICE CREAM CO., INC. SEARCY, AR

Not a significant source of saturated fat, dietary fiber, calcium and iron.

NET WT 13 OZ (368g)

Exhibit

23

Int. Cls.: 29, 30, and 32

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 2,205,913

United States Patent and Trademark Office **Registered Nov. 24, 1998**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: JAMS, JELLIES, BUTTER, MARGARINE, EGGS, AND TOPPINGS, NAMELY, DAIRY-BASED WHIPPED TOPPINGS AND NON-DAIRY BASED WHIPPED TOPPINGS , IN CLASS 29 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

FOR: COCOA, GRAVIES, PUDDINGS AND DAIRY-BASED DESSERTS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

FOR: SOFT DRINKS, NAMELY, NON-CARBONATED SOFT DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 74-347,058, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 20 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: jams, jellies, butter, margarine, eggs, and toppings, namely, dairy-based whipped toppings and non-dairy based whipped toppings. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528 IC 030. US 046. G & S: cocoa, gravies, puddings and dairy-based desserts. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528 IC 032. US 045 046 048. G & S: soft drinks, namely, non-carbonated soft drinks. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74347058
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2205913
Registration Date	November 24, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy

	ARKANSAS 72143 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090224.
Renewal	1ST RENEWAL 20090224
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY


GuiltFree
GuiltFree
12 Large
Grade A Eggs
12 Large
Grade A Eggs
Nutritious Eggs


Guilt Free
FAT FREE
NO SUGAR ADDED
Grape Jelly
Nutrition Facts
Splenda

Nutrition Facts

Serving Size 2 Tbsp (5g)
Servings About 37
Calories 10
Not a significant source of other nutrients.

Amount/Serving	%DV*
Total Fat 1g	2%
Saturated Fat 1g	5%
Cholesterol <5mg	1%
Sodium 0mg	0%
Total Carb 1g	0%
Sugars 1g	0%
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

*Percent Daily Values (DV) are based on a 2,000 calorie diet.


Nutrition Facts
Serving Size 1/4 of Package (11g)
Servings Per Container About 4
Calories 80 Calories from Fat 0
Amount/Serving %DV*
Total Fat 0g 0%
Saturated Fat 0g
Cholesterol 0mg 0%
Sodium 500mg 23%
Total Carb 8g 5%
Sugars 0g 0%
Protein 0g
Vitamin A 4%
Vitamin C 2%
Calcium 15%
Iron 2%
* Percent Daily Values are based on a 2,000 calorie diet
INGREDIENTS:
Mixing Directions:
FAT FREE
NO SUGAR ADDED
GuiltFree
CHOCOLATE
Instant
Pudding
Net Wt. 1.5 oz. (43g.)
Instant


Guilt Free
FAT FREE
NO SUGAR ADDED
LEMONADE
Natural Fruit
Flavoring!
Nutrition Facts
Guilt Free

GuiltFree

Light Butter Reduced Fat

Nutrition Facts

Serving Size 1 tbsp. (14g)
Servings Per Cont. about 32

Amount per serving	
Calories 50 Calories from Fat 50	
	%Daily Value*
Total Fat 6g	**9%**
Saturated Fat 4g	**19%**
Cholesterol 20mg	**6%**
Sodium 70mg	**3%**
Total Carb. 0g	**0%**
Protein Less than 1g	
Vitamin A 8%	

Not a significant source of dietary fiber sugars, vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet

47% LESS CALORIES, 50% LESS FAT THAN BUTTER
NOT RECOMMENDED FOR BAKING OR FRYING
INGREDIENTS: BUTTER (GRADE AA SWEET CREAM) WATER* PASTEURIZED SKIM MILK*, GELATIN*, SALT, VEGETABLE MONO & DIGLYCERIDES*, POTASSIUM SORBATE* AND SODIUM BENZOATE* (ADDED AS PRESERVATIVES), LACTIC ACID* NATURAL FLAVOR, VITAMIN A PALMITATE*, BETA CAROTENE* ADDED FOR COLOR
*INGREDIENTS NOT FOUND IN REGULAR BUTTER
REGULAR BUTTER 100 CALORIES AND 11.3g FAT
LIGHT BUTTER 50 CALORIES AND 5.6g FAT
KEEP REFRIGERATED
Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR
NET WT 1LB (453g)

GuiltFree
Light Butter Reduced Fat
Nutrition Facts
Serving Size 1 tbsp. (14g)
Servings Per Cont. about 32
Amount per serving
Calories 50 Calories from Fat 50
%Daily Value*
Total Fat 6g 9%
Saturated Fat 4g 19%
Cholesterol 20mg 6%
Sodium 70mg 3%
Total Carb. 0g 0%
Protein Less than 1g
Vitamin A 8%
Not a significant source of dietary fiber sugars, vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet
47% LESS CALORIES, 50% LESS FAT THAN BUTTER
NOT RECOMMENDED FOR BAKING OR FRYING
INGREDIENTS: BUTTER (GRADE AA SWEET CREAM) WATER* PASTEURIZED SKIM MILK*, GELATIN*, SALT, VEGETABLE MONO & DIGLYCERIDES*, POTASSIUM SORBATE* AND SODIUM BENZOATE* (ADDED AS PRESERVATIVES), LACTIC ACID* NATURAL FLAVOR, VITAMIN A PALMITATE*, BETA CAROTENE* ADDED FOR COLOR
*INGREDIENTS NOT FOUND IN REGULAR BUTTER
REGULAR BUTTER 100 CALORIES AND 11.3g FAT
LIGHT BUTTER 50 CALORIES AND 5.6g FAT
KEEP REFRIGERATED
Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR
NET WT 1LB (453g)

GuiltFree
Light Butter Reduced Fat
Nutrition Facts
Serving Size 1 tbsp. (14g)
Servings Per Cont. about 32
Amount per serving
Calories 50 Calories from Fat 50
%Daily Value*
Total Fat 6g 9%
Saturated Fat 4g 19%
Cholesterol 20mg 6%
Sodium 70mg 3%
Total Carb. 0g 0%
Protein Less than 1g
Vitamin A 6%
Not a significant source of dietary fiber sugars, vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet
47% LESS CALORIES, 50% LESS FAT THAN BUTTER
NOT RECOMMENDED FOR BAKING OR FRYING
INGREDIENTS: BUTTER (GRADE AA SWEET CREAM) WATER* PASTEURIZED SKIM MILK*, GELATIN*, SALT, VEGETABLE MONO & DIGLYCERIDES*, POTASSIUM SORBATE* AND SODIUM BENZOATE* (ADDED AS PRESERVATIVES), LACTIC ACID* NATURAL FLAVOR, VITAMIN A PALMITATE*, BETA CAROTENE* ADDED FOR COLOR
*INGREDIENTS NOT FOUND IN REGULAR BUTTER
REGULAR BUTTER 100 CALORIES AND 11.3g FAT
LIGHT BUTTER 50 CALORIES AND 5.6g FAT
KEEP REFRIGERATED
Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR
NET WT 1LB (453g)

C1.29

GuiltFree

LOWFAT BEEF GRAVY

Nutrition Facts

Serving Size 1/4 cup (60g)

Servings Per Container about 5

Amount per serving	
Calories 30 Calories from Fat 10	
	%Daily
Total Fat 1g	**2%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 300mg	**12%**
Total Carbohydrate 4g	**1%**
Dietary Fiber 0g	**0%**
Sugars 1g	
Protein 1g	
Vitamin A 0% - Vitamin C 0%	
Calcium 0% - Iron 2%	

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: WATER, SEASONING (BLEACHED ENRICHED WHEAT FLOUR [NIACIN, FERROUS SULFATE, THIAMIN MONONITRATE, RIBOFLAVIN], BEEF FAT, WHEY, HYDROLYZED CORN PROTEIN, DRIED BEEF STOCK, MONOSODIUM GLUTAMATE, BEEF FLAVOR [HYDROLYZED SOY PROTEIN, AUTOLYZED YEAST EXTRACT, MONOSODIUM GLUTAMATE, DISODIUM INOSINATE, DISODIUM GUANYLATE], ONION POWDER, MALTODEXTRIN, SALT, CARAMEL COLOR, CITRIC ACID), MODIFIED FOOD STARCH, COOKED BEEF SEASONING (HYDROLYZED SOY AND CORN GLUTEN, AUTOLYZED YEAST EXTRACT AND WHEY PROTEIN, HYDROGENATED SOYBEAN OIL), SUGAR, SEASONING (DEXTROSE, MODIFIED FOOD STARCH AND NATURAL FLAVORING), NATURAL FLAVOR, SPICE, GARLIC POWDER, SEASONING (DEXTROSE AND NATURAL FLAVORING).

SERVING INSTRUCTION: STOVE: Heat until simmering while stirring. **MICROWAVE OVEN:** Place contents into microwave-safe ware. Cover and heat on HIGH for 2-3 minutes or until hot. Stir and serve.

REFRIGERATE ANY UNUSED PORTION IN SEPARATE CONTAINER

DISTRIBUTED BY: YARNELL ICE CREAM CO., INC. SEARCY, AR NET WT 10.25 OZ (290g)

GuiltFree

LOWFAT BEEF GRAVY

Nutrition Facts

Serving Size 1/4 cup (60g)

Servings Per Container about 5

Amount per serving

Calories 30 Calories from Fat 10

%Daily

Total Fat 1g 2%

Saturated Fat 0g 0%

Cholesterol 0mg 0%

Sodium 300mg 12%

Total Carbohydrate 4g 1%

Dietary Fiber 0g 0%

Sugars 1g

Protein 1g

Vitamin A 0% - Vitamin C 0%

Calcium 0% - Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: WATER, SEASONING (BLEACHED ENRICHED WHEAT FLOUR [NIACIN, FERROUS SULFATE, THIAMIN MONONITRATE, RIBOFLAVIN], BEEF FAT, WHEY, HYDROLYZED CORN PROTEIN, DRIED BEEF STOCK, MONOSODIUM GLUTAMATE, BEEF FLAVOR [HYDROLYZED SOY PROTEIN, AUTOLYZED YEAST EXTRACT, MONOSODIUM GLUTAMATE, DISODIUM INOSINATE, DISODIUM GUANYLATE], ONION POWDER, MALTODEXTRIN, SALT, CARAMEL COLOR, CITRIC ACID), MODIFIED FOOD STARCH, COOKED BEEF SEASONING (HYDROLYZED SOY AND CORN GLUTEN, AUTOLYZED YEAST EXTRACT AND WHEY PROTEIN, HYDROGENATED SOYBEAN OIL), SUGAR, SEASONING (DEXTROSE, MODIFIED FOOD STARCH AND NATURAL FLAVORING), NATURAL FLAVOR, SPICE, GARLIC POWDER, SEASONING (DEXTROSE AND NATURAL FLAVORING).

SERVING INSTRUCTION: STOVE: Heat until simmering while stirring. MICROWAVE OVEN: Place contents into microwave-safe ware. Cover and heat on HIGH for 2-3 minutes or until hot. Stir and serve.

REFRIGERATE ANY UNUSED PORTION IN SEPARATE CONTAINER

DISTRIBUTED BY: YARNELL ICE CREAM CO., INC. SEARCY, AR NET WT 10.25 OZ (290g)

GuiltFree

LOWFAT BEEF GRAVY

Nutrition Facts

Serving Size 1/4 cup (60g)

Servings Per Container about 5

Amount per serving

Calories 30 Calories from Fat 10

%Daily

Total Fat 1g 2%

Saturated Fat 0g 0%

Cholesterol 0mg 0%

Sodium 300mg 12%

Total Carbohydrate 4g 1%

Dietary Fiber 0g 0%

Sugars 1g

Protein 1g

Vitamin A 0% - Vitamin C 0%

Calcium 0% - Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: WATER, SEASONING (BLEACHED ENRICHED WHEAT FLOUR [NIACIN, FERROUS SULFATE, THIAMIN MONONITRATE, RIBOFLAVIN], BEEF FAT, WHEY, HYDROLYZED CORN PROTEIN, DRIED BEEF STOCK, MONOSODIUM GLUTAMATE, BEEF FLAVOR [HYDROLYZED SOY PROTEIN, AUTOLYZED YEAST EXTRACT, MONOSODIUM GLUTAMATE, DISODIUM INOSINATE, DISODIUM GUANYLATE], ONION POWDER, MALTODEXTRIN, SALT, CARAMEL COLOR, CITRIC ACID), MODIFIED FOOD STARCH, COOKED BEEF SEASONING (HYDROLYZED SOY AND CORN GLUTEN, AUTOLYZED YEAST EXTRACT AND WHEY PROTEIN, HYDROGENATED SOYBEAN OIL), SUGAR, SEASONING (DEXTROSE, MODIFIED FOOD STARCH AND NATURAL FLAVORING), NATURAL FLAVOR, SPICE, GARLIC POWDER, SEASONING (DEXTROSE AND NATURAL FLAVORING).

SERVING INSTRUCTION: STOVE: Heat until simmering while stirring. MICROWAVE OVEN: Place contents into microwave-safe ware. Cover and heat on HIGH for 2-3 minutes or until hot. Stir and serve.

REFRIGERATE ANY UNUSED PORTION IN SEPARATE CONTAINER

DISTRIBUTED BY: YARNELL ICE CREAM CO., INC. SEARCY, AR NET WT 10.25 OZ (290g)

Cl. 30

GuiltFree

FRUIT PUNCH

LOW CALORIE SOFT DRINK

Fat Free / No Caffeine

5 Calories Per Serving

Nutrition Facts

Serving Size 8 fl oz. (240mL)

Servings 2

Amount per serving	
Calories	**5**
	%Daily Value*
Total Fat 0g	**0%**
Sodium 20mg	**1%**
Total Carb 0g	**0%**
Protein 0g	

Not a significant source of fat cal, sat fat, cholest, fiber, sugars, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

Artificial Flavor

INGREDIENTS: WATER, CITRIC ACID, POTASSIUM CITRATE (CONTROLS ACIDITY), ASPARTAME (SWEETENER), SODIUM BENZOATE AND POTASSIUM SORBATE (PRESERVE FRESHNESS), RED 40, NATURAL FLAVOR, GLYCERYL ESTER OF WOOD ROSIN, ARTIFICIAL FLAVOR, BHA (PRESERVES FRESHNESS)

PHENYLKETONURICS CONTAINS PHENYLALANINE

REFRIGERATE AFTER OPENING

Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR

16 FL OZ (1 PT) 473 mL

GuiltFree

FRUIT PUNCH

LOW CALORIE SOFT DRINK

Fat Free / No Caffeine

5 Calories Per Serving

Nutrition Facts

Serving Size 8 fl oz. (240mL)

Servings 2

Amount per serving
Calories 5
%Daily Value*
Total Fat 0g 0%
Sodium 20mg 1%
Total Carb 0g 0%
Protein 0g

Not a significant source of fat cal, sat fat, cholest, fiber, sugars, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

Artificial Flavor

INGREDIENTS: WATER, CITRIC ACID, POTASSIUM CITRATE (CONTROLS ACIDITY), ASPARTAME (SWEETENER), SODIUM BENZOATE AND POTASSIUM SORBATE (PRESERVE FRESHNESS), RED 40, NATURAL FLAVOR, GLYCERYL ESTER OF WOOD ROSIN, ARTIFICIAL FLAVOR, BHA (PRESERVES FRESHNESS)

PHENYLKETONURICS CONTAINS PHENYLALANINE

REFRIGERATE AFTER OPENING

Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR

16 FL OZ (1 PT) 473 mL

GuiltFree

FRUIT PUNCH

LOW CALORIE SOFT DRINK

Fat Free / No Caffeine

5 Calories Per Serving

Nutrition Facts

Serving Size 8 fl oz. (240mL)

Servings 2

Amount per serving
Calories 5
%Daily Value*
Total Fat 0g 0%
Sodium 20mg 1%
Total Carb 0g 0%
Protein 0g

Not a significant source of fat cal, sat fat, cholest, fiber, sugars, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

Artificial Flavor

INGREDIENTS: WATER, CITRIC ACID, POTASSIUM CITRATE (CONTROLS ACIDITY), ASPARTAME (SWEETENER), SODIUM BENZOATE AND POTASSIUM SORBATE (PRESERVE FRESHNESS), RED 40, NATURAL FLAVOR, GLYCERYL ESTER OF WOOD ROSIN, ARTIFICIAL FLAVOR, BHA (PRESERVES FRESHNESS)

PHENYLKETONURICS CONTAINS PHENYLALANINE

REFRIGERATE AFTER OPENING

Distributed by
Yarnell Ice Cream Co., Inc.
Searcy, AR

16 FL OZ (1 PT) 473 mL

a.32

Exhibit

24

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,215,013

United States Patent and Trademark Office Registered Dec. 29, 1998

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: TOPPINGS, NAMELY, FRUIT TOPPINGS, IN CLASS 29 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 75-128,159, FILED 7-1-1996.

KAREN M. STRZYZ, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 13 out of 22**

TSDR | ASSIGN Status | TTAB Status *(Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 029. US 046. G & S: toppings, namely, fruit toppings. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75128159
Filing Date	July 1, 1996
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 15, 1997
Registration Number	2215013
Registration Date	December 29, 1998
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72143 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090112.
Renewal	1ST RENEWAL 20090112
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY


REAL CHERRIES - MAY CON
Sweetened with
Splenda
Guilt Free
No Fat • No Sugar Added
Maraschino Cherries

Guilt Free

Light Cherry Fruit Topping

Nutrition Facts

Serving Size 1/3 cup (85g)
Servings Per Container About 7

Amount per serving	
Calories 60	Calories from Fat 0
	%Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Sugars 14g	
Protein 0g	

Vitamin A	6%	Vitamin C	0%
Calcium	0%	Iron	0%

*Percent Daily Values are based on a 2,000 calorie diet.

1/3 Fewer Calories than Regular Cherry Topping

INGREDIENTS: CHERRIES, WATER, CORN SYRUP, MODIFIED FOOD STARCH, ERYTHORBIC ACID (TO RETAIN COLOR), AND ARTIFICIAL COLOR (RED 40).

Ready to use right from the can. Not necessary to cook or heat.

Light Cherry Topping
60 calories, 0g Fat
Regular Cherry Topping
90 calories, 0g Fat

Distributed By
Yarnell Ice Cream Co., Inc.
Searcy, AR

NET WT 20 OZ (1 LB 4 OZ)
567g

Exhibit

25

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,226,444

United States Patent and Trademark Office

Registered Feb. 23, 1999

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: CHOCOLATE PIES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 5-28-1998; IN COMMERCE 5-28-1998.

OWNER OF U.S. REG. NOS. 1,644,104 AND 1,735,084.

SN 74-801,792, FILED 1-11-1993.

ROBERT J. CROWE, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** OR Jump **to record:** **Record 16 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

Typed Drawing

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: chocolate pies. FIRST USE: 19980528. FIRST USE IN COMMERCE: 19980528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74801792
Filing Date	January 11, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 1995
Registration Number	2226444
Registration Date	February 23, 1999
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 721436730 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior	

Registrations	1644104;1735084
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090303.
Renewal	1ST RENEWAL 20090303
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY


GuiltFree
Chocolate Cream Pie
SUGAR FREE
Nutrition Facts
Calories 210
Total Fat 10g 16%
Saturated Fat 6g 29%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 110mg 5%
Total Carbohydrate 31g 10%
Dietary Fiber 1g 3%
Sugars 0g
Protein 1g
Vitamin A 0% • Vitamin C 0%
Calcium 0% • Iron 2%
INGREDIENTS

GuiltFree

LOWFAT CHOCOLATE PIE

With Reduced Fat Graham Cracker Crust

Nutrition Facts

Serving Size 1 slice (69g)
Servings Per Container 8 slices

Amount per serving	
Calories 80	Fat Calories 10
	%Daily Value*
Total Fat 1g	1%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 210mg	9%
Total Carb. 16g	5%
Dietary Fiber 1g	2%
Sugars 13g	
Protein 2g	

Vitamin A 2% · Vitamin C 0%
Calcium 6% · Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet

INGREDIENTS:
FILLING: 1% LOWFAT MILK, VITAMIN A PALMITATE, VITAMIN D3, SUGAR, CORNSTARCH MODIFIED, COCOA PROCESSED WITH ALKALI, SODIUM PHOSPHATES (FOR THICKENING), SALT, CALCIUM SULFATE, TITANIUM DIOXIDE (FOR COLOR), ARTIFICIAL FLAVOR, MONO- AND DIGLYCERIDES (PREVENT FOAMING), RED 40, YELLOW 5, NATURAL FLAVOR, BLUE 2, BHA (PRESERVATIVE).
PIE CRUST: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), FOLIC ACID), SUGAR, VEGETABLE SHORTENING (PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTONSEED OILS), GRAHAM FLOUR, CORN SYRUP, MOLASSES, CONTAINS TWO PERCENT OR LESS OF SALT, LEAVENING (SODIUM BICARBONATE, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE), EMULSIFIERS (SODIUM STEAROYL LACTYLATE, SOY LECITHIN), ANNATTO (COLOR), TURMERIC (COLOR), CARAMEL COLOR, CORNSTARCH.

NET WT. 19.5 OZ (552g)

DISTRIBUTED BY: YARNELL ICE CREAM CO., INC. SEARCY, AR

Exhibit

26

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,316,804

United States Patent and Trademark Office **Registered Feb. 8, 2000**

TRADEMARK
PRINCIPAL REGISTER

GUILT FREE

YARNELL ICE CREAM CO., INC. (ARKANSAS CORPORATION)
205 SOUTH SPRING STREET
SEARCY, AR 72143

FOR: FROZEN DAIRY CONFECTIONS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-22-1991; IN COMMERCE 11-22-1991.

OWNER OF U.S. REG. NOS. 1,644,104, 2,096,125 AND OTHERS.

SER. NO. 75-683,376, FILED 4-15-1999.

GI HYUN AN, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 5 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

GUILT FREE

Word Mark	GUILT FREE
Goods and Services	IC 030. US 046. G & S: Frozen Dairy Confections. FIRST USE: 19911122. FIRST USE IN COMMERCE: 19911122
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75683376
Filing Date	April 15, 1999
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 16, 1999
Registration Number	2316804
Registration Date	February 8, 2000
Owner	(REGISTRANT) **Yarnell Ice Cream** Co., Inc. CORPORATION ARKANSAS 205 South Spring Street Searcy ARKANSAS 72143 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 1133

	W 35th St % Schulze & Burch Chicago ILLINOIS 60609
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Prior Registrations	1644104;2065990;2096125;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20190321.
Renewal	2ND RENEWAL 20190321
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY


HEALTHY LIFESTYLE CHOICE
innocence never tasted so good!
GUILT FREE®
NO SUGAR ADDED
ICE CREAM
90 calories
6g net carbs*
3g fat
Good Source of Calcium & Fiber
HOMEMADE VANILLA
NATURAL & ARTIFICIAL FLAVORS
diabetic friendly
Sweetened with Splenda®
1.75 QTS (1.66 L)
1.75 QUARTS


innocence never tasted so good!
GUILT FREE®
NO SUGAR ADDED
80 calories
4g net carbs*
5g fat
Reduced Fat
Ooh-Vanilla-la!
ICE CREAM BARS
Creamy, No Sugar Added, Vanilla Flavored Ice Cream Surrounded by Rich Milk Chocolate Flavored Coating
HEALTHY LIFESTYLE CHOICE
ⓊD
diabetic friendly
Sweetened with
Splenda® Brand
Natural & Artificial Flavors
12-1.75 FL OZ (51.7 mL) BARS - 21 FL OZ (621 mL)

INGREDIENTS: SKIM MILK, POLYDEXTROSE, MALTODEXTRIN, SORBITOL, WHEY PROTEIN CONCENTRATE, COCOA (PROCESSED WITH ALKALI), LOCUST BEAN GUM, CELLULOSE GUM, GUAR GUM, CARRAGEENAN, ASPARTAME, MONO AND DIGLYCERIDES, POLYSORBATE 80.

PHENYLKETONURICS: CONTAINS PHENYLALANINE

This package to be sold intact and contents are not to be sold individually.

0 70905 04500 0

Yarnell's
ICE CREAM

From The Makers Of
Down-Home Goodness®
Yarnell Ice Cream Company, Inc.
P.O. Box 78, Searcy, AR 72145

We welcome your comments and inquiries.
Call us toll free at 1-800-666-2431.

6 Guilt Free NONFAT FUDGE BARS

A Frozen Dairy Dessert K

See Nutrition Facts for Information on Sugar and Calories.

Yarnell's®
ICE CREAM

6 Bars
2.5 FL OZ (15 FL OZ)
74mL (444mL)

NutraSweet
BRAND SWEETENER

75683376
SER206

Nutrition Facts

Serving Size 1 Bar (69g)
Servings Per Container 6

Amount Per Serving	
Calories 70	Calories from Fat 0
	% Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 70mg	**3%**
Total Carbohydrate 17g	**6%**
Dietary Fiber 1g	**3%**
Sugars 5g	
Sugar Alcohol 2g	
Protein 4g	

Vitamin A 0% • Vitamin C 2
Calcium 10% • Iron 0

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		000	000
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram
Fat 9 • Carbohydrate 4 • Protein 4

Contains nutritive and non-nutritive sweeteners. NutraSweet and the NutraSweet symbol are registered trademarks of the NutraSweet Company for its brand of sweetening ingredient. Product contains carbohydrates from lactose (a naturally occurring sugar in nonfat milk, whey), polydextrose, maltodextrin, and sorbitol. Guilt Free is a registered trademark of Yarnell Ice Cream Company, Inc.

18814 1/98
G

Down-Home Goodness® Since 1932

Since our founding in 1932, we have worked hard to make the best Fudge Bar you can find. Now, with this Guilt Free Bar, we've figured out how to keep that great original Fudge Bar taste with no fat and no added sugar. We know you'll enjoy it. Thanks for serving it in your home. Albert R. Yarnell

1 2 3 4 5
1 1 1 1
2 2 2 2
3 3 3 3 3

6

Guilt Free®

NONFAT FUDGE BARS

A Frozen K

Yarnell's®
ICE CREAM

Yarnell's®
ICE CREAM

See Nutrition Facts for Information on Sugar and Calories.

odness.®

Dairy Dessert

See Nutrition Facts for
Information on Sugar and Calories.

NO SUGAR ADDED

6 Bars
2.5 FL OZ (15 FL OZ)
74mL (444mL)

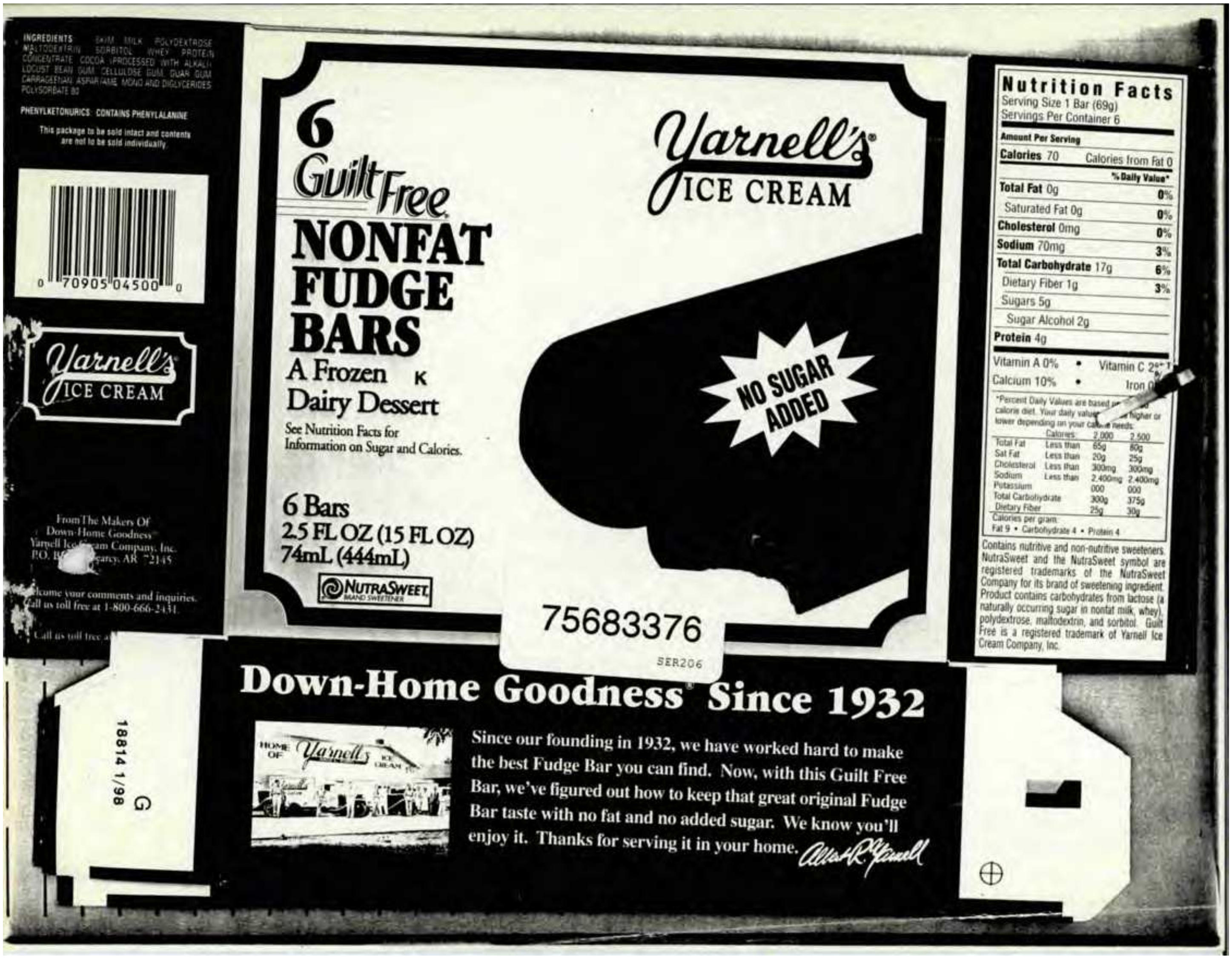
NUTRASWEET BRAND SWEETENER

6 GuiltFree
FUDGE BARS
From The Makers Of Down-Home Go

NO SUG ADD

5

51422-003



INGREDIENTS SKIM MILK POLYDEXTROSE MALTODEXTRIN SORBITOL WHEY PROTEIN CONCENTRATE COCOA (PROCESSED WITH ALKALI) LOCUST BEAN GUM CELLULOSE GUM GUAR GUM CARRAGEENAN ASPARTAME MONO AND DIGLYCERIDES POLYSORBATE 80

PHENYLKETONURICS: CONTAINS PHENYLALANINE

This package to be sold intact and contents are not to be sold individually.

0 70905 04500 0

Yarnell's® ICE CREAM

From The Makers Of
Down-Home Goodness®
Yarnell Ic[illegible]am Company, Inc.
P.O. B[illegible]earcy, AR 72145

[illegible]lcome your comments and inquiries.
Call us toll free at 1-800-666-2431.

Call us toll free a

6 Guilt Free® NONFAT FUDGE BARS

A Frozen Dairy Dessert K

See Nutrition Facts for Information on Sugar and Calories.

6 Bars
2.5 FL OZ (15 FL OZ)
74mL (444mL)

NUTRASWEET® BRAND SWEETENER

Yarnell's® ICE CREAM

NO SUGAR ADDED

75683376

SER206

Nutrition Facts

Serving Size 1 Bar (69g)
Servings Per Container 6

Amount Per Serving	
Calories 70	Calories from Fat 0
	% Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 70mg	**3%**
Total Carbohydrate 17g	**6%**
Dietary Fiber 1g	**3%**
Sugars 5g	
Sugar Alcohol 2g	
Protein 4g	

Vitamin A 0% • Vitamin C 2
Calcium 10% • Iron 0

*Percent Daily Values are based [illegible] calorie diet. Your daily value[illegible] higher or lower depending on your ca[illegible]e needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		000	000
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Contains nutritive and non-nutritive sweeteners. NutraSweet and the NutraSweet symbol are registered trademarks of the NutraSweet Company for its brand of sweetening ingredient. Product contains carbohydrates from lactose (a naturally occurring sugar in nonfat milk, whey), polydextrose, maltodextrin, and sorbitol. Guilt Free is a registered trademark of Yarnell Ice Cream Company, Inc.

Down-Home Goodness® Since 1932

Since our founding in 1932, we have worked hard to make the best Fudge Bar you can find. Now, with this Guilt Free Bar, we've figured out how to keep that great original Fudge Bar taste with no fat and no added sugar. We know you'll enjoy it. Thanks for serving it in your home. Allen R. Yarnell

18814 1/98

G

Exhibit

27

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,367,307

United States Patent and Trademark Office

Registered July 18, 2000

SERVICE MARK
PRINCIPAL REGISTER

GUILT FREE

QUAINTANCE-WEAVER, INC. (NORTH CAROLINA CORPORATION)
P. O. BOX 29228
GREENSBORO, NC 27429

FOR: RESTAURANT SERVICES, NAMELY THE OFFERING, PREPARATION AND SERVING OF ENTREES, APPETIZERS, SOUPS, SALADS, BREADS AND SIDE ITEMS EXCLUDING FROZEN DAIRY CONFECTIONS IN SUCH MANNER AS TO CONTAIN LESS FAT, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-23-1991; IN COMMERCE 7-23-1991.

SER. NO. 74-309,288, FILED 8-26-1992.

NANCY L. HANKIN, EXAMINING ATTORNEY

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 18 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 21 out of 22**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

GUILT FREE

Word Mark	GUILT FREE
Goods and Services	IC 042. US 100 101. G & S: restaurant services, namely the offering, preparation and serving of entrees, appetizers, soups, salads, breads and side items excluding frozen dairy confections in such manner as to contain less fat. FIRST USE: 19910723. FIRST USE IN COMMERCE: 19910723
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74309288
Filing Date	August 26, 1992
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 25, 1995
Registration Number	2367307
Registration	July 18, 2000

Date	
Owner	(REGISTRANT) Quaintance-Weaver, Inc. CORPORATION NORTH CAROLINA P. O. Box 29228 Greensboro NORTH CAROLINA 27429 (LAST LISTED OWNER) **YARNELL ICE CREAM**, LLC LIMITED LIABILITY COMPANY DELAWARE 205 SOUTH SPRING ST. SEARCY ARKANSAS 72143
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel Kegan
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100716.
Renewal	1ST RENEWAL 20100716
Live/Dead Indicator	**LIVE**

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| .HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Boxed Lunches

Boxed lunches for twelve and fewer may be ordered by 10 a.m. with same day service. When ordering for more than twelve, please give 24 hours advance notice. We request that box lunches be picked up between 11 and 11:30 a.m.

Hot Ham and Havarti Sandwich 9
with spicy brown mustard and Creole mayonnaise, served with chips and a brownie

Weaver Tuna Salad 9
made with lemon-mustard vinaigrette over mixed greens, served with a brownie G

Family Dinners

Serves four

Salt & Pepper Ribeye 98
with Texas Pete® fried onions; two sides H&E

Stew Beef & Rice 60
all-natural filet mignon tips slow cooked in brown gravy over white rice H&E

Meatloaf 58
wrapped in bacon with mushroom gravy; two sides H&E

Shrimp & Grits 60
a low country favorite with shrimp, andouille sausage, onions and tasso gravy over Old Mill of Guilford grits

Chicken & Dumplings 52
pulled all-natural chicken and hand-rolled buttermilk dumplings in a peppery broth H&E

Mixed Green Salad 12
with sunflower seeds and crackers

Housemade Salad Dressings
Blue Cheese, Caesar, Buttermilk Herb, Creamy Balsamic G, Bacon Vinaigrette, Lemon-Mustard Vinaigrette G, Honey Mustard

A la Carte

Artichoke Dip uncooked H&E pint 11 quart 22

Collard Greens pint 6 quart 12

Corn Relish ½ pint 4 pint 8

Pimento Cheese ½ pint 5.5 pint 11

Trademark Dressings ½ pint 4 pint 8

Voodoo Glaze ½ pint 4 pint 8

Black Bean Cakes uncooked H&E ½ doz 14 doz 28
with sour cream & corn relish

Get Lucky & Go

Now it's possible to get the same great Lucky 32 hospitality, quality, value and convenience when you order take-out. Here's how Get Lucky & Go works:

- Call us to place your order.
- Pull into one of our designated parking spaces.
- We'll bring your order to you in your car.

Get Lucky at home, in the office, on a picnic... you can take us anywhere!

Heat & Eat H&E
Lucky's favorites. Any time. Any place. Heat & Eat selections can be prepared in our kitchen and cooked in yours. We'll even provide cooking instructions. Say "Heat & Eat" when ordering and we'll leave the cooking up to you.

ICON LEGEND

Ⓛ Indicates selections available only during Lunch
Ⓓ Indicates selections available only during Dinner
Ⓥ Vegetarian Recipes
Items with two prices display the lunch price first.
H&E Say "Heat & Eat" when ordering and we'll leave the cooking up to you.
G Say "Guilt Free®" and we'll modify the recipe to reduce sodium and fat. For other special dietary needs, please inform your server.

Desserts

Whole pies available. May require 24 hours notice.

North Carolina Apple Pie slice 6 whole 26
with caramel sauce and vanilla ice cream
Lemon Chess Pie slice 6 whole 26
with local berry sauce
Chocolate Chess Pie slice 6 whole 26
with fresh whipped cream
Chocolate Peanut Butter Cream Pie slice 6 whole 33
with chocolate sauce, whipped cream and dry roasted peanuts
Brownie Sundae 6
house-made brownie topped with hot fudge sauce, vanilla ice cream and whipped cream

One Stop Wines

Our other wine lists are also available.

Whites

101	*Chardonnay*, Wolf Blass, Australia '03	15
102	*Chardonnay*, William Hill, Napa '03	17
103	*Pinot Grigio*, Danzante, Italy '03	13

Reds

150	*Cabernet Sauvignon*, Robert Mondavi Coastal, California '03	16
151	*Cabernet Sauvignon*, Charles Krug, California '04	18
152	*Merlot*, Hogue, Washington State '04	14

GET LUCKY & GO

LUCKY 32
SOUTHERN KITCHEN

CARY 7307 TRYON ROAD | 919-233-1632 | FAX 919-858-0888
GREENSBORO 1421 WESTOVER TERRACE | 336-370-0707 | FAX 336-574-0037

Visit **lucky32.com** for seasonal menus.

Appetizers

"Mac & Cheese" 4
Gemelli pasta with creamy four cheese sauce

Flash-Fried Chunky Dill Pickles 6
with voodoo glaze and buttermilk herb dipping sauce

Sweet Potato Hushpuppies 7
with country ham cream sauce

Artichoke Dip 8
with crisp crackers

Bayou Shrimp Cakes 8
with spicy voodoo glaze and pickled mirliton chowchow

Pan-Fried Green Tomatoes 8
with blue cheese sauce, served with bacon and voodoo glaze

Chicken Tomato Basil Soup cup 3 bowl 5
add star pasta 1.5

Sandwiches & Salads

Cheese Burger 10
available with cheddar, blue or pimento cheese,
served with potato chips

Southern Crescent Chicken Sandwich 11
grilled all-natural chicken breast with bacon, pimento cheese
and Texas Pete® fried onions, served with potato chips

Pulled Pork Sandwich 9
on a challah bun with slaw, served with potato chips Ⓛ

Hot Ham and Havarti Sandwich 9
with spicy brown mustard and Creole mayonnaise,
served with potato chips Ⓛ

Grilled All-Natural Corned Beef Sandwich 10
with onions, mushrooms, provolone, Creole mayonnaise and green
tomato chowchow, served with potato chips Ⓛ

Grilled Salmon Salad 11
with fresh tomatoes, carrots, red onions, capers and egg over
mixed greens with lemon-mustard vinaigrette 🄶

Southern Cobb Chopped Salad 11
with blackened chicken, tasso ham, blue cheese, avocado
and egg served with buttermilk herb dressing

Roasted Chicken Salad 10
with baby spinach, Goat Lady chèvre, fresh seasonal fruit
and spiced pecans served with Jeanne Edward's
poppyseed vinaigrette

Weaver Tuna Salad 9
made with lemon-mustard vinaigrette over mixed greens 🄶

Roasted Chicken Caesar 10
with Parmesan and crisp croutons

Housemade Salad Dressings

Blue Cheese, Caesar, Buttermilk Herb, Creamy Balsamic 🄶,
Bacon Vinaigrette, Lemon-Mustard Vinaigrette 🄶, Honey Mustard

DOG DAYS OF SUMMER

AUGUST 12 – OCTOBER 6

Half-Pound of Peel & Eat Carolina Shrimp 14
with cocktail sauce, slaw and skillet cornbread

Crab-Stuffed Roma Tomatoes 9
with Creole sauce and pickled mirliton chowchow

Granny's Relish Tray 9
of candied Benton's bacon, butterbean pâté, deviled eggs
and cheese straws

Salmon Croquettes 9
with herb-cucumber sauce

Crab and Corn Soup cup 4 bowl 6
Elizabeth Wiegand's, *The Outer Banks Cookbook*

Backroads Bibb Salad 10
with pimento cheese, pickled watermelon rind,
candied pecans and warm bacon vinaigrette

New Orleans Poboy 10
all-natural roast beef in brown gravy on a French roll;
dressed with lettuce, tomato and mayonnaise;
served with hand-cut fries Ⓒ

Country Fried Steak lunch 13 dinner 19
buttermilk marinated, pan fried round steak served with brown
gravy. Lunch portion served with two sides. Dinner portion
served with three sides.

Stuffed Bell Peppers lunch 11 dinner 17
bell pepper halves stuffed with dirty rice and topped with
Creole sauce. *Vegetarian option; ask your server.*
Lunch portion served with two sides. Dinner portion
served with three sides.

Grilled Pork Medallions lunch 12 dinner 19
with bourbon stewed apples. Lunch portion served with
two sides. Dinner portion served with three sides.

Campfire Trout 20
blackened Carolina trout with blackeyed pea vinaigrette,
goat chèvre, and candied pecans; 2 sides Ⓑ

Sides

$3 each

Creamy Grits Ⓥ
Whipped Sweet Potatoes Ⓥ
Mashed Potatoes Ⓥ
Fried Grit Cake
Hand-Cut Fries Ⓥ
Vegetable of the Day Ⓥ
Collard Greens
Beans & Kale Greens Ⓥ
Buttered Green Beans Ⓥ
Cucumber-Tomato Salad Ⓥ
Mixed Green Salad Ⓥ
Chicken Tomato-Basil Soup
Pot Liquor & Skillet Cornbread

Entrées

Jambalaya lunch 11 dinner 17
with Cajun spiced rice, shrimp, chicken and andouille sausage.
Dinner portion served with one side.

Shrimp & Grits lunch 11 dinner 17
with wild American shrimp and andouille sausage, onions
and tasso ham gravy over Old Mill of Guilford grits.
Dinner portion served with one side.

Lemon Chicken Bowties lunch 10 dinner 13
tossed with roasted tomatoes and pesto 🄶

Stew Beef & Rice lunch 13 dinner 17
all-natural filet mignon tips slow cooked in brown gravy
over white rice. Dinner portion served with one side.

Chicken and Dumplings lunch 10 dinner 14
pulled all-natural chicken and hand-rolled buttermilk
dumplings in a peppery broth

Black Bean Cakes lunch 9 dinner 12
with sour cream & corn relish; two sides 🄶Ⓥ

Chef's Selection of Fresh Fish market price
(please ask your server) 🄶

Cornmeal Crusted Carolina Catfish lunch 13 dinner 19
with Creole mayonnaise. Lunch portion served with two sides.
Dinner portion served with three sides.

Grilled Salmon lunch 13 dinner 19
available with Texas Pete® glaze. Lunch portion served with
two sides. Dinner portion served with three sides. 🄶

Russian River Chicken lunch 13 dinner 16
grilled all-natural chicken breast topped with Goat Lady chèvre
and fried spinach; two sides

Suffolk Chicken lunch 12 dinner 15
grilled all-natural chicken breast smothered with country ham
cream sauce; two sides

Salt & Pepper Ribeye lunch 15 dinner 26
with Texas Pete® fried onions. Lunch portion served with
one side. Dinner portion served with three sides.

Kentucky Ribeye 27
bourbon marinated and grilled; two sides Ⓑ

Blue Cheese and Herb Crusted Sirloin 21
three sides Ⓑ

Meatloaf lunch 10 dinner 16
wrapped in bacon with mushroom gravy. Lunch portion served
with two sides. Dinner portion served with three sides.

Pulled Pork on Johnny Cakes lunch 12 dinner 17
with voodoo glaze. Lunch portion served with two sides.
Dinner portion served with three sides.

Vegetable Plate lunch 8 dinner 11
Lunch portion; choice of three sides
Dinner portion; choice of four sides

GET LUCKY & GO

CARY
7307 Tryon Road
(between US I-64 & Kildaire Farm)
Phone: 919-233-1632
Fax: 919-858-0888

RALEIGH
832 Spring Forest Road
(just off Falls of the Neuse)
Phone: 919-876-9932
Fax: 919-876-1744

GREENSBORO
1421 Westover Terrace
(just off Wendover Avenue)
Phone: 336-370-0707
Fax: 336-574-0037

WINSTON-SALEM
109 South Stratford Road
(just off Business 40)
Phone: 336-777-0032
Fax: 336-777-0887

LUCKY32

LUNCH, DINNER & LATE NIGHT. SEVEN DAYS

Visit lucky32.com for seasonal menus.

APPETIZERS

Sized to share

Fried Green Tomatoes 6.95
with local goat cheese, bacon and red tomato gravy

Flash Fried Oyster Fritters 8.50
with Creole mayonnaise

Artichoke Dip 6.95
with toasted flat bread

Deep Grits 6.50
crispy, creamy Old Mill of Guilford grit cakes
with country ham cream sauce

Roasted Portabello & Fresh Mozzarella Appetizer Ⓓ 7.95
with basil mayonnaise

Pan Fried Crab Cakes Appetizer Ⓓ 8.95
with tasso gravy, Creole mayonnaise and Texas Pete® fried onions

SALADS & SOUPS

Lucky's Kitchen Grilled Chicken Salad 8.95
with pimento cheese, toasted pecans and green onions

Spinach Chicken Salad 8.50
with local goat cheese, apples and warm bacon vinaigrette

Southern Cobb Chopped Salad 🅻 8.95
with blackened chicken, tasso ham, blue cheese, avocado,
egg and buttermilk herb dressing

Weaver Tuna Salad 🅻 .... GF 7.95
made with Lemon Mustard Vinaigrette

Mixed Green Salad 3.25
Lemon Mustard Vinaigrette GF, Buttermilk Herb, Honey Mustard,
Warm Bacon Vinaigrette, Creamy Balsamic GF, Blue Cheese

Caesar Salad 3.25/5.50

Black Bean Soup 2.95/3.95

Chicken Tomato Basil Soup 2.95/3.95

All soups available over star pasta

VEGETARIAN

Black Bean Cakes .... GF 7.95/8.50
with sour cream, corn relish, star pasta and seasonal vegetable

Blackeye Pea Cake "Burger" 7.95
with sliced avocado, sour cream and seasonal vegetable

Roasted Vegetable Ravioli 8.95
tossed in a bourbon cream sauce

Toasted Pimento Cheese Sandwich 6.95
with sliced tomato served with seasonal vegetable

Portabello Sandwich 8.50
with asparagus, mozzarella and basil mayonnaise
on a baguette, served with seasonal vegetable

LOWER CARB

Pimento Cheese Melt 8.95
with a Niman Ranch® beef burger on a grilled onion
with seasonal vegetable

Lemon-Caper Glazed Salmon 11.95/18.95
with roasted seasonal vegetable. Dinner portion served
with a mixed green salad.

Blue Cheese Crusted Beef Tenderloin Medallions 12.95/23.95
with grilled onions and asparagus. Dinner portion
served with a mixed green salad.

Farmer's Market

Every month or so our special menu changes.
From July 13 through **August 23** we're featuring the explosive flavors
of locally-grown, freshly-harvested fruits and vegetables. Enjoy!

FARMER'S MARKET SELECTIONS

Fried Okra "Popcorn" with creamy buttermilk sauce	6.50
Tomato Mozzarella Salad, heirloom tomatoes, Chapel Hill Creamery fresh mozzarella and reduced balsamic	7.95
Heirloom Tomato and Fresh Basil Crostini	6.95
Seared Chicken Salad with blueberry-bourbon vinaigrette	9.95
Farmer's Market Mixed Grill, fresh local vegetables, Silver Queen corn relish and roasted red pepper sauce	9.50
BLT v2.0 with local tomatoes, Old Smokehouse bacon, slaw and basil mayonnaise	7.95
Summertime Penne local vegetables, smoked chicken and a light roasted tomato sauce tossed with penne	9.95/11.95
Chicken Mozzarella with roasted tomato sauce, Chapel Hill Creamery fresh mozzarella and Silver Queen corn relish, served with creamy mashed potatoes and seasonal vegetable	9.95/12.95
Cornmeal Crusted Catfish with Silver Queen corn relish, slaw and tartar sauce, served with creamy mashed potatoes and seasonal vegetable. Dinner portion served with a mixed green salad.	10.95/17.95
Gazpacho Baked Scallops with Silver Queen corn relish, served with creamy mashed potatoes and seasonal vegetable. Dinner portion served with a mixed green salad.	12.95/18.95
Niman Ranch® Pork Loin with peach BBQ sauce, served with creamy mashed potatoes and seasonal vegetable. Dinner portion served with a mixed green salad.	11.95/18.95
Beef Tenderloin Medallions Ⓓ with red wine reduction sauce and Silver Queen corn relish, served with creamy mashed potatoes, seasonal vegetables and a mixed green salad	23.95

SEAFOOD

Dinner portions served with a mixed green salad

Grilled Salmon with creamy grits and seasonal vegetable	GF	11.95/18.95
Today's Fish	GF	11.95/18.95

Toppings for fish:

- Tomato & Fresh Basil Relish
- Bourbon Butter
- Silver Queen Relish
- Herbed Cucumber Sauce GF
- Lemon Caper Butter
- Roasted Red Pepper Vinaigrette

Shrimp & Grits Lucky's Kitchen's take on this low country favorite with shrimp, Giacomo's Andouille sausage, onions and tasso gravy over Old Mill of Guilford Grits	9.95/16.95
Pan Fried Crab Cakes with tasso gravy, Texas Pete® fried onions, corn relish, star pasta and seasonal vegetable	11.95/18.95

PASTA & PIZZA

Delta Penne shrimp, smoked chicken and tasso ham with bourbon cream sauce and toasted pecans	10.95/14.95
Chicken & Roasted Vegetable Penne tossed with red tomato gravy	8.95/11.95
Lemon Chicken Bowties GF tossed with roasted tomatoes and pesto	8.95/11.95
Smoked Chicken Bowties roma tomatoes, roasted vegetables, spinach, extra virgin olive oil and goat cheese	8.95/12.95
Traditional Cheese Pizza H&E	6.95
Herb Chicken and Goat Cheese Pizza H&E with red onions	8.95
Oakville Pizza H&E with tomatoes, fresh basil, pesto and local cheese	8.95

SANDWICHES & BURGERS

Served with potato chips

Lucky Club baked on a baguette with dill mayonnaise	8.95
Grilled Chicken Sandwich with bacon and aged cheddar	8.50
Bourbon Marinated Grilled Chicken Sandwich L	8.50
Turkey & Havarti L GF with dill mayonnaise on wheatberry toast	7.50
Grilled Steak Sandwich L on a baguette with Creole mayonnaise	9.95
Cheddar Burger Niman Ranch® beef	8.50
Bacon Cheddar Burger Niman Ranch® beef with cheddar and Old Smokehouse Bacon	8.95
Carlisle Black & Blue Burger blackened Niman Ranch® beef burger with blue cheese	8.50

CHICKEN

Served with seasonal seasonal vegetable

Southern Crescent Chicken with bacon, pimento cheese and two-onion mashed potatoes	9.95/12.95
Mrs. Robinson's Grill GF ♪ par-sley sage rose-ma-ry and thyme ♪ chicken with two-onion mashed potatoes	8.95/11.95
Suffolk Chicken country ham cream sauce over grilled chicken and deep grits	9.50/12.95
Roast Half Chicken with two-onion mashed potatoes	10.95/12.95
Texas Pete® Roast Chicken with two-onion mashed potatoes	10.95/12.95

BEEF

Dinner portion served with a mixed green salad

Grilled Niman Ranch® Ribeye served with two-onion mashed potatoes. Lunch portion served with fries.	lunch 12.95/10oz. cut 16.95/25.95
Kentucky Ribeye D H&E bourbon marinated Niman Ranch® ribeye grilled, served with two-onion mashed potatoes	26.95
Grilled Hanger Steak D with Texas Pete® fried onions, served with fries	19.95

BOXED LUNCHES

Boxed lunches for twelve or fewer may be ordered by 10 a.m., with same day service. When ordering for more than twelve, please give 24 hours advance notice. We request that box lunches be picked up between 11 and 11:30 a.m.

Turkey & Havarti with dill mayonnaise on wheatberry toast, served with chips and a brownie	GF	8.95
Lucky Club baked on a baquette with dill mayonnaise, served with chips and a brownie		8.95
Weaver Tuna Salad made with Lemon Mustard Vinaigrette, served with a brownie	GF	8.95

FAMILY DINNERS

Complete meals for four. Served with bread & butter.

Roast Half Chicken with two-onion mashed potatoes and seasonal vegetable		47.95
Texas Pete® Roast Chicken with two-onion mashed potatoes and seasonal vegetable		47.95
Kentucky Ribeye H&E bourbon marinated Niman Ranch® ribeye grilled, served with two-onion mashed potatoes		95.95
Chicken & Roasted Vegetable Penne tossed with red tomato gravy	GF	36.95
Delta Penne shrimp, smoked chicken and tasso ham with bourbon cream sauce and toasted pecans		38.95
Shrimp & Grits Lucky's Kitchen's take on this low country favorite with shrimp, Giacomo's Andouille sausage, onions and tasso gravy over Old Mill of Guilford Grits		46.95
Mixed Green Salad Lemon Mustard Vinaigrette GF, Buttermilk Herb, Honey Mustard, Warm Bacon Vinaigrette, Creamy Balsamic GF, Blue Cheese	GF	9.95

Á LA CARTE

Artichoke Dip uncooked	pint	9.95	quart	19.95
Black Bean Soup	pint	5.50	quart	10.95
Chicken Tomato Basil Soup	pint	5.50	quart	10.95
Seasonal Vegetable	pint	5.95	quart	11.50
Two-Onion Mashed Potatoes	pint	5.95	quart	11.50
Star Pasta	pint	3.50	quart	6.95
Trademark Dressings	1/2 pint	3.50	pint	6.95
Herbed Cucumber Sauce	1/2 pint	3.50	pint	6.95
Pesto Sauce	1/2 pint	4.95	pint	9.95
Lemon Caper Butter	1/2 pint	4.95	pint	9.95
Bourbon Butter	1/2 pint	4.95	pint	9.95
Corn Relish	1/2 pint	3.95	pint	7.95
Black Bean Cakes uncooked with sour cream & corn relish	1/2 doz.	11.95	doz.	23.95

Get Lucky & Go

Now it's possible to get the same great Lucky 32 hospitality, quality, value and convenience when you order take-out. Here's how Get Lucky & Go works:

- Call us to place your order.
- Pull into one of our designated parking spaces.
- We'll bring your order to you in your car.

Get Lucky at home, in the office, on a picnic...you can take us anywhere!

HEAT & EAT H&E

Lucky's favorites. Any time. Any place. Heat & Eat selections can be prepared in our kitchen and cooked in yours. We'll even provide cooking instructions. Say "Heat & Eat" when ordering and we'll leave the cooking up to you.

ICON LEGEND

L	Indicates selections available only during LUNCH
D	Indicates selections available only during DINNER
	Items with two prices display the lunch price first.
H&E	SAY "HEAT & EAT" when ordering and we'll leave the cooking up to you.
GF	SAY "GUILT FREE™" and we'll modify the recipe to conform with the Heart Center Dining Program of Wake Forest University Baptist Medical Center.

DESSERTS

Sized to share. Whole cakes & pies available. May require 24 hours notice.

	slice/whole
Sour Cream Apple Pie slice only with vanilla ice cream	4.95/24.95
Chocolate Peanut Butter Cream Pie	4.50/24.95
Maker's Mark Bourbon Chocolate Pecan Pie slice only with vanilla ice cream	4.95/24.95
Capuccino Cheesecake layered with crumbled Oreo cookies, served with fresh whipped cream and nutmeg	4.95
Rich Bread Pudding with Southern Comfort Hard Sauce	4.50
Apple Spice Cake with vanilla ice cream	4.95
Featured Dessert	Seasonal Price

ONE STOP WINES

Our other wine lists are also available.

WHITES

101	Chardonnay, RH Phillips, California '02	12.95
102	Chardonnay, Wolf Blass, Australia '02	14.95
103	Chardonnay, William Hill, Napa '01	16.95
104	Pinot Grigio, Danzante, Italy '02	12.95
105	Sauvignon Blanc, Jepson, Mendocino '01	13.95

REDS

150	Cabernet Sauvignon, Robert Mondavi Coastal, California '01	15.95
151	Cabernet Sauvignon, Charles Krug, California '00	17.95
152	Merlot, Hogue, Washington State '01	13.95

DESSERTS AND FOUNTAIN

SOUR CREAM APPLE PIE *made with fresh Granny Smith apples*	2.95
CHOCOLATE PECAN PIE *made with Makers Mark Bourbon*	3.25
with Ben & Jerry's Ice Cream add	.95
BLACKBERRY COBBLER *with Ben & Jerry's Vanilla Ice Cream*	3.50
SOUTHERN BREAD PUDDING *with* HARD SAUCE	2.50
PEANUT BUTTER CREAM PIE *with* CHOCOLATE SAUCE	2.95
HOT FUDGE SUNDAE	2.95
CARAMEL SUNDAE	2.95
TURTLE SUNDAE	3.50
GHOST SUNDAE	2.95
BEN & JERRY'S ICE CREAM, *chocolate & French vanilla*	1.95
BEN & JERRY'S STRAWBERRY-BANANA YOGURT *(98% fat free)* GF	1.95
WHITE COW, *vanilla shake*	2.50
CHOCOLATE SHAKE	2.50
CAPPUCCINO MILK SHAKE	2.95
MALTS, *chocolate & vanilla*	2.50
BURN ONE ALL THE WAY, *double malted chocolate*	2.50
BLACK COW, *I.B.C. Root Beer float*	2.50
BROWN COW, *Coca-Cola float*	2.50
ICE CREAM COCKTAILS	
Toasty Almond	4.50
Brandy Alexandria	4.50
Cream Sicle	4.50
Frozen Grasshopper	4.75
Frozen Russian	4.75

BEVERAGES

FOUNTAIN SOFT DRINKS		1.10
TEA, ICED TEA		1.10
COFFEE		1.10
ICED COFFEE		1.10
FRESHLY SQUEEZED ORANGE & GRAPEFRUIT JUICE		1.50
BOTTLED SOFT DRINKS, *I.B.C. Root Beer, I.B.C. Diet Root Beer, I.B.C. Cream Soda, Coca-Cola, Clearly Canadian Wild Cherry & Clearly Canadian Logan Berry*		1.50
BOTTLED WATERS		
Qui-Bell & Qui-Bell Orange	*8 oz*	1.25
San Pellegrino	*16 oz*	1.95
Evian	*16 oz*	1.95
	33 oz	2.25
ESPRESSO		1.50
DOUBLE ESPRESSO		2.25
CAPPUCCINO		1.95
ICED CAPPUCCINO		1.95

*** Espresso and Cappuccino are available decaffeinated.*

APERITIFS AND AFTER DINNER

Dubonnet Red	2.50
Lillet White	2.50
Dry Sack Sherry	2.50
Harvey's Bristol Cream Sherry	2.50
Lustau Light Manzanilla Sherry	2.50
Sandeman Founders Reserve Port	2.50
Quady Essensia, 1/2 Bottle	11.95
Remy Martin VSOP	4.75
Courvoisier VS	4.25
Clear Creek Pear Brandy	4.75

COLD BEERS

MICHELOB LIGHT DRAFT	*Regular*	1.65
	Pint	1.95
ANCHOR STEAM DRAFT	*Regular*	1.95
BASS ALE DRAFT	*Pint*	2.50
GUINNESS STOUT DRAFT		
HALF & HALF, *Guinness & Bass Mixed*		

DOMESTIC BOTTLED BEERS

BUDWEISER	2.10	O'DOUL'S *(Non-Alcoholic)*	2.10
BUD DRY	2.10	SHARP'S *(Non-Alcoholic)*	2.10
BUD LIGHT	2.10	ROLLING ROCK	2.10
COORS LIGHT	2.10	MICHELOB	2.25
MILLER GENUINE DRAFT	2.10	MICHELOB LIGHT	2.25
GENUINE DRAFT LIGHT	2.10	MICHELOB DRY	2.25
MILLER LITE	2.10	SAMUEL ADAMS	2.60
NATURAL LIGHT	2.10	PETE'S WICKED ALE	2.60

IMPORTED BOTTLED BEERS

AMSTEL LIGHT	2.60	HARP LAGER	2.60
BECKS	2.60	HEINEKEN	2.60
BECKS DARK	2.60	KALIBER *(Non-Alcoholic)*	2.60
CARLSBERG	2.60	MOLSON GOLDEN	2.60
CORONA EXTRA	2.60	MOOSEHEAD	2.60
DOS EQUIS	2.60	SAPPORO DRAFT	2.60

WINES

	Glass	*Bottle*
CHARDONNAY		
Robert Mondavi Woodbridge	3.50	9.95
Sutter Home (Non-Alcoholic)		9.95
Glen Ellen, Proprietors Reserve		11.50
Hess Select		13.95
Meridian	4.50	14.95
Firestone	4.50	15.95
Sonoma-Cutrer, Russian River Ranches	4.95	17.50
Kendall-Jackson, Vintners Reserve	4.95	17.50
Cambria		20.50
Ferrari-Carano		23.50
Jordan		25.95
Grgich Hills		32.95
OTHER CALIFORNIA WHITE		
Chenin Blanc, Beringer		9.95
Riesling, J. Lohr, Bay Mist	3.50	11.95
Gewurztraminer, Clos Du Bois		13.50
Sauvignon Blanc, Raymond	3.50	13.95
Caymus "Conundrum"		23.50
IMPORTED WHITE		
Chardonnay, Louis Latour, Ardeche	3.50	11.95
Pouilly-Fuisse, Laboure Roi		17.95
Chablis, Drouhin		27.50
Meursault, Drouhin		48.00
WHITE ZINFANDEL		
Sutter Home	3.25	9.95
Glen Ellen		9.95
CABERNET SAUVIGNON		
Robert Mondavi Woodbridge	3.25	9.95
Markham, Glass Mountain	3.95	13.95
Hess Select		13.95
Firestone		15.95
Raymond	5.50	19.95
Sterling		19.95
Simi		21.95
Jordan		27.50
Grgich Hills		31.50
Duckhorn		31.50
Opus One		65.00
OTHER AMERICAN RED		
Merlot, Columbia Crest	4.50	15.95
Zinfandel, Caymus		15.95
Merlot, Wild Horse	5.25	17.95
Zinfandel, Storybook Mountain		19.50
Pinot Noir, Cambria		20.95
Pinot Noir, Chalone		31.50
IMPORTED RED		
Beaujolais-Villages, Georges Duboeuf		11.50
Cotes du Rhone, Guigal	4.50	15.50
Chateau Meyney, St. Estephe	5.50	19.95
Chateau Gloria, St. Julien		24.95
Chateauneuf-du-Pape, Guigal		26.95
Chateau Gruaud Larose, St. Julien		45.00
Chateau Beychevelle, St. Julien		59.00
SPARKLING WINES		
Domaine Chandon Brut	*split*	4.50
Gratien Brut		15.95
White Star, Moet & Chandon	*1/2 bottle*	18.95
Cuvee Napa Brut, Domaine Mumm		19.95
Blanc de Noir, Domaine Chandon		19.95
White Star, Moet & Chandon		32.00
Brut, Roederer		43.00
Dom Perignon		88.00

HOUSE WINES	*Glass*	*Carafe*
Riverside Farms White	2.50	7.50
Riverside Farms Red and White Zinfandel	2.75	8.95
Wine Cooler	2.25	

-QWI.6.17.94.L & D

LUCKY 32

Reservations & Call Ahead Seating

Greensboro:
1421 Westover Terrace
(Just off Wendover)
370-0707

Raleigh:
832 Spring Forest Road
(Just off Falls of the Neuse)
876-9932

QUAINTANCE-WEAVER, INC

Y-1327

APPETIZERS

BAKED ARTICHOKE DIP		4.95
CRISPY SALT *and* PEPPER CALAMARI		5.50
HOT CLAM DIP		4.95
SPICY TOMATO FONDUE *with warm* GOAT CHEESE		4.95
NEW ORLEANS POPCORN SHRIMP		4.95
THREE SAUCE TENDER PIG, *hickory grilled pork tenderloin with honey mustard, raspberry, and BBQ sauces*		4.95
CAJUN OYSTER FRITTERS, *(seasonal, when available)*		5.95
SEASONAL VEGETABLES, *steamed then chilled*	GF	4.95
BAKED BRIE		5.95
CHICKEN TRIO, *breast tenderloins fried and served with honey mustard, raspberry, and BBQ sauces*		5.50
CAVIAR		6.95
including a split of Chandon Brut		9.95
NACHO CHIPS *and* SALSA		4.75
DUCK LIVER PATE, *made here, with* GOAT CHEESE		5.95

GOURMET PIZZA, *share a gourmet pizza as an appetizer.*

SOUPS, SALADS, AND VEGETARIAN

BLACK BEAN SOUP	*Cup*	1.95
CHICKEN TOMATO SOUP *with* FRESH BASIL	*Bowl*	2.95
Our soups are available over riso pasta, add		1.50
"32" SALAD *with smoked ham, grilled sirloin, freshly roasted turkey, cheddar, swiss, and seasonal vegetables*		6.50
GRILLED CHICKEN *on* MIXED GREENS, *citrus marinated breast, grilled and sliced, with cheddar*	GF	6.50
WEAVER TUNA SALAD, *Albacore white tuna with a lemon mustard vinaigrette*	GF	5.95
COBB SALAD, *mixed greens with avocado, bacon, boiled egg, freshly roasted turkey, roma tomato, crumbled blue cheese, and lemon mustard vinaigrette*		6.50
MARINATED STEAK SALAD, *sirloin, [illegible]illed then sliced*		6.50

*** The above salads are on mixed greens w[illegible] Roma tomato and cheesebread.*

GRILLED CHICKEN *on* FRESH SPINACH, *with cheddar*	GF	6.50
CAESAR SALAD	*small*	2.95
	large	4.95
CAESAR SALAD *topped with* GRILLED CHICKEN		6.50
SPINACH SALAD	GF	4.95
HOUSE SALAD, *mixed greens, roma tomato and cheesebread*	GF	2.25
DOUBLE HOUSE SALAD	GF	3.95
HOUSE SPINACH SALAD	GF	2.25
VEGETARIAN CASSEROLE	GF	5.95
SEASONAL VEGETABLES, *steamed then chilled*	GF	4.95
Crumbled Blue Cheese can be added to any salad		.50

**TRADEMARK DRESSINGS, *made here: BBQ-Blue Cheese™, 32,000 Island™, Blue Cheese, Buttermilk Herb, Honey Mustard* GF, *Balsamic Vinegar & Virgin Olive Oil* GF, *Guilt Free Vinaigrettes* GF: *Creamy Balsamic, Lemon Mustard, Light Raspberry.*

***Two pasta and three pizza selections are vegetarian.*

"GUILT FREE"™ GF *Several recipes can be changed to make them better suited for special diets. Selections marked* GF *can be modified to be healthier and lower in fat by asking your server.*

FEATURED MENUS *Each month, Lucky's features a special menu of 15 to 20 selections fitting a regional, ethnic, or seasonal theme. Past Featured Menus have included the American Southwest, Route 66 -1956, Northern Italy, Napa Valley and Mom's Favorites, honoring Mother's Day.*

FRESH SEAFOOD *We feature fresh seafood. The selections are not listed on this souvenir menu because they change with the seasons to insure the freshest, best tasting fish. Past Fresh Seafood specials have included Hickory Grilled Salmon with a cucumber dill sauce, Sauteed Snapper with an onion compote, and Grilled Atlantic Swordfish with a fresh tomato-basil relish.*

TAKE AWAY MENU *With the exception of a few baked selections, we prepare menu items to "take away". Our sandwiches, salads, and pizzas are recommended for "take away". This menu includes most of our lunch and dinner selections. Some selections are available only at lunch and some only at dinner. Items with two prices display the lunch price first. The dinner portion is larger than the lunch portion. Some prices could change.*

RESERVATIONS *We will reserve a limited number of tables so that everyone can be accommodated in a reasonable amount of time.*

CALL AHEAD SEATING *For those situations when you want to dine with us but do not have reservations, and are concerned about waiting for your table we offer Call Ahead Seating. Just Call Ahead and we'll add your name to our waiting list, if we have one, so that any waiting will be kept to a minimum.*

SIDES AND MISCELLANEOUS

CHEESEBREAD *or* GARLIC BREAD	*2 pieces*	.95
FRENCH FRIES		1.50
TORTILLA CHIPS *with salsa*		2.50
MASHED POTATOES		1.50
RISO PASTA	GF	1.50
VEGETABLE	GF	.95
LOADED BAKED POTATO, *butter, sour cream, bacon, cheddar and green onions*		1.95
LUCKY 32 HAT		8.95
WEAVER CONSTRUCTION HAT		8.95
LUCKY 32 T-SHIRT		11.95
PEPPER MILL		22.95
SALT MILL		22.95
SALAD DRESSINGS	*8 ounces*	2.95

GOURMET PIZZA

ROMA TOMATO, MOZZARELLA, *and* FRESH BASIL	7.50
CREOLE PIZZA *with* TASSO HAM *and* ANDOUILLE SAUSAGE	7.95
SMOKED CHICKEN *with* GOAT CHEESE	7.95
SHRIMP *and* ARTICHOKE	7.95
BBQ PORK TENDERLOIN	7.95
ITALIAN SAUSAGE *with onions and bell peppers*	7.95
HICKORY SMOKED BBQ CHICKEN	7.75
WHITE PIZZA *with mozzarella, provolone, and parmesan*	6.95
TRADITIONAL CHEESE, *tomato sauce with mozzarella*	5.95

PASTA

TOMATO VEGETABLE SAUCE, *with seasonal vegetables*	GF	6.50 / 7.50
SEASONAL VEGETABLES, *with 4 cheese sauce*		6.50 / 7.50
RED SAUCE *with* HERB SEASONED GROUND BEEF		7.95
HICKORY GRILLED CHICKEN, *with cheese or red sauce*	GF	6.95 / 8.95
ITALIAN SAUSAGE *with tomato sauce, pepper & onion*		6.95 / 8.95
BAY SHRIMP *with a* TASSO HAM CREAM SAUCE *with pepper & onion*		9.95

***Served on semolina linguine with garlic bread.*

CHICKEN

CHICKEN SANTA FE, *sauteed with a tortilla crust, topped with cheddar, salsa, guacamole & sour cream*		6.95 / 9.50
MRS. ROBINSON'S GRILL™, *seasoned with parsley, sage, rosemary, and thyme*	GF	6.95 / 8.95
CHICKEN PIE *with* MASHED POTATO TOPPING		6.95 / 7.95
BLACK BEAN CHICKEN, *tortilla crusted, covered with spiced black beans and cheddar*		6.95 / 9.50
CITRUS MARINATED GRILLED CHICKEN, *with lemon, lime, and cilantro*		6.95 / 8.95
BBQ 1/2 CHICKEN *with mashed potatoes & gravy*		7.95 / 9.95
SMOKED HAM *and* JACK CHEESE *on a sauteed* CHICKEN BREAST		7.50 / 9.95

***Served with riso pasta and vegetable unless noted.*

SANDWICHES

LUCKY CLUB *on french bread with french fries*		5.95
PIG SANDWICH, *roast pork loin with smoked ham and swiss cheese on a whole grain bun with french fries*		6.25
GRILLED CHICKEN, *citrus marinated breast on a whole grain bun with french fries*	GF	6.25
JACK CHEESE *and* HAM *on a* GRILLED CHICKEN BREAST *served on a whole grain bun with french fries*		6.50
BLACKENED CHICKEN *on a whole grain bun with french fries*	GF	6.25
BBQ GRILLED CHICKEN *on a whole grain bun with french fries*		6.25
GRILLED PASTRAMI *and* SWISS *on rye with french fries*		5.50
TURKEY *and* HAVARTI *on wheat berry toast with potato chips*	GF	5.95
HOT TURKEY *and* HAM CASSEROLE, *turkey, ham, tomato, havarti, and bacon with a mustard cheese sauce*		6.25
MEATLOAF SANDWICH, *open face, with mashed potatoes & gravy*		6.95
STEAK SANDWICH, *a luncheon cut New York Strip steak, hickory grilled then topped with sauteed onions & provolone cheese, served on french bread with french fries*		7.95
BLACKENED STEAK SANDWICH *on french bread with french fries*		7.95

MEATS

THREE WAY RIBEYE, *seared, slow roast[illegible]easoned ribeye loin, hickory grilled to order*	8.95 / 11.95, 14.95
LUNCHEON NEW YORK STRIP, *hickory grilled, with french fries*	7.95
BONE-IN NEW YORK STRIP STEAK, *hickory grilled*	14.95
BLACKENED LUNCHEON NEW YORK STRIP, *with french fries*	7.95
BLACKENED THREE WAY RIBEYE	14.95
3 x 3 LUCKY PIG, *cooked 3 ways with 3 sauces. Braised, slow roasted, then hickory grilled pork loin with apple horseradish, BBQ, and raspberry sauces, served with mashed potatoes & gravy*	7.95 / 11.95
HICKORY GRILLED LAMB LOIN CHOPS *with mint jelly, served with riso pasta, vegetable*	8.95 / 14.95

TOP SHELF BURGERS

STANDARD BURGER	5.25
BLACKENED BURGER	5.50
CHEDDAR CHEESE BURGER	5.75
SMOTHERED BURGER *with sauteed onions and provolone cheese*	5.75
CARLISLE BLUE BURGER *with blue cheese*	5.75
BACON CHEESE BURGER	5.95

*** Served on a whole grain bun with vine-ripened tomato and lettuce, french fries, pickle, and onion on the side.*

4.95
5.50
4.95
petizer
HEESE 4.95
4.95
k tenderloin with 4.95
lable) 5.95
GF 4.95
5.95
auces 5.50
6.95
9.95
A 4.50
5.95

GETARIAN

Cup 1.95
Bowl 2.95

etables 6.50
GF 6.50
te GF 5.95
oiled egg, 6.25
sliced 6.50
omato and cheesebread
GF 6.50
GF 4.95
ebread GF 1.95
GF 3.75
GF 5.95
zza selections are vegetarian
GF 4.95
.50

"GUILT FREE"™ GF *Several recipes can be changed to make them better suited for special diets. Selections marked* GF *can be modified to be healthier and lower in fat by asking your server.*

FEATURED MENUS *Each month, Lucky's features a special menu of 15 to 20 selections fitting a regional, ethnic, or seasonal theme. Past Featured Menus have included the American Southwest, Route 66 -1956, Northern Italy, Napa Valley and Mom's Favorites, honoring Mother's Day.*

FRESH SEAFOOD *We feature fresh seafood. The selections are not listed on this souvenir menu because they change with the seasons to insure the freshest, best tasting fish. Past Fresh Seafood specials have included Hickory Grilled Salmon with a cucumber dill sauce, Sauteed Snapper with an onion compote, and Grilled Atlantic Swordfish with a fresh tomato-basil relish.*

TAKE AWAY MENU *With the exception of a few baked selections, we prepare menu items to "take away". Our sandwiches, salads, and pizzas are recommended for "take away". This menu includes most of our lunch and dinner selections. Some selections are available only at lunch and some only at dinner. Items with two prices display the lunch price first. The dinner portion is larger than the lunch portion. Some prices could change.*

SIDES AND MISCELLANEOUS

CHEESEBREAD *or* GARLIC BREAD	*2 pieces* .95 *6 pieces* 2.85
FRENCH FRIES	1.50
MASHED POTATOES	1.50
VEGETABLE	.95
LOADED BAKED POTATO	1.95
LUCKY 32 HAT	8.95
WEAVER CONSTRUCTION HAT	8.95
LUCKY 32 T-SHIRT	11.95
SALT & PEPPER MILL SET	19.95
SALAD DRESSINGS *8 ounces*	2.95

GOURMET PIZZA

ROMA TOMATO, MOZZARELLA, *and* FRESH BASIL	7.50
CREOLE PIZZA *with* TASSO HAM *and* ANDOUILLE SAUSAGE	7.95
SMOKED CHICKEN *with* GOATS CHEESE	7.95
SHRIMP *and* ARTICHOKE	7.95
BBQ PORK TENDERLOIN	7.95
ITALIAN SAUSAGE, *with onions and bell peppers*	7.95
HICKORY SMOKED BBQ CHICKEN	7.75
WHITE PIZZA, *with mozzarella, provolone, and parmesan*	6.95
TRADITIONAL CHEESE, *tomato sauce with mozzarella*	5.95

SANDWICHES

LUCKY CLUB, *on french bread with french fries*	5.95
GRILLED CHICKEN, *citrus marinated breast on a whole grain bun with french fries*	6.25
JACK CHEESE *and* HAM *on a* GRILLED CHICKEN BREAST, *served on a whole grain bun with french fries*	6.50
BLACKENED CHICKEN, *on a whole grain bun with french fries*	6.25

PASTA

TOMATO VEGETABLE SAUCE, *with seasonal vegetables, basil & rosemary,* GF	6.50 / 7.50
SEASONAL VEGETABLES, *with 4 cheese sauce*	6.50 / 7.50
RED SAUCE *with* HERB SEASONED GROUND BEEF	7.95
HICKORY GRILLED CHICKEN, *with cheese or red sauce* GF	6.95 / 8.95
ITALIAN SAUSAGE *with tomato sauce, pepper & onion*	6.95 / 8.95
BAY SHRIMP *with a* TASSO HAM CREAM SAUCE	9.50

***Made with fresh egg linguine and served with garlic bread*

CHICKEN

BBQ 1/2 CHICKEN, *with mashed potatoes & gravy*	7.50 / 9.50
MRS. ROBINSON'S GRILL™, *seasoned with parsley, sage, rosemary, and thyme* GF	6.95 / 8.95
CHICKEN PIE *with* MASHED POTATO TOPPING	6.95 / 7.95
CHICKEN SANTA FE, *sauteed with a tortilla crust, topped with cheddar, salsa, guacamole & sour cream*	6.95 / 9.50
CITRUS MARINATED GRILLED CHICKEN, *with lemon, lime, and cilantro* GF	6.95 / 8.95
CHILI CHICKEN, *tortilla crusted, covered with Lucky's chili and cheddar*	6.95 / 9.50
CHICKEN BREAST, *with smoked ham and jack cheese*	6.95 / 9.50

***Served with riso pasta and vegetable unless noted*

MEATS

LUCKY'S SPECIAL RIBEYE, *slow roasted seasoned ribeye loin, hickory grilled to order*	7.25 / 14.95
NEW YORK STRIP	6.95 / 14.95
BLACKENED PRIME RIB STEAK	14.95
BLACKENED LUNCHEON NEW YORK STRIP, *with french fries*	6.95
3 x 3 LUCKY PIG, *cooked 3 ways with 3 sauces. Braised, slow roasted, then hickory grilled pork loin with apple horseradish, BBQ, and raspberry sauces, served with mashed potatoes & gravy, and a house salad*	7.25 / 11.95
HICKORY GRILLED LAMB LOIN CHOPS *with horseradish mint sauce, served with riso pasta, vegetable, and a house salad*	8.95/ 14.95
MEATLOAF SANDWICH, *open face, with mashed potatoes & gravy*	5.95 / 7.95
LUCKY'S LIGHT SPECIAL RIBEYE, *a smaller cut, hickory grilled, served with riso pasta and vegetable, available blackened*	10.95
with a loaded baked potato add	.50

TOP SHELF BURGERS

STANDARD BURGER	5.25
BLACKENED BURGER	5.50
CHEDDAR CHEESE BURGER	5.75
SMOTHERED BURGER, *with sauteed onions and provolone cheese*	5.75
CARLISLE BLUE BURGER, *with blue cheese*	5.75
OPEN FACE CHILI BURGER	5.95
HAM *and* CHEESE BURGER, *with jack cheese*	5.95

ttermilk Herb,
Olive Oil GF,
Mustard, Light Raspberry.

BBQ GRILLED CHICKEN, *on a whole grain bun with french fries*	6.25
TURKEY *and* HAVARTI, *on whole wheat with potato chips*	5.95
STEAK SANDWICH, *a luncheon cut New York Strip steak, hickory grilled then topped with sauteed onions & provolone cheese*	6.95

BACON CHEESE BURGER	5.95

*** Served on a whole grain bun with vine-ripened tomato and lettuce, french fries, pickle, and onion on the side*

74/309,288

Exhibit

28

KIND Announces Move into Frozen Foods

Erin Cabrey | May. 20, 2019 at 5:50 PM

KIND Snacks is freezing out its nutrition bar competitors with its latest innovation. Last week, the brand announced the launch of KIND Frozen Creamy Almond Bars, the brand's first entry into the frozen category, available exclusively at Wal-Mart.

As KIND reaches across the aisle from its shelf-stable lines of bars and granola to its new sweet treat, the brand looks to break through the increasingly cluttered category of better-for-you frozen snacks with transparent ingredients.

"While the health and wellness trend has started to influence innovation, many of the aisle's best selling items still use high fructose corn syrup, artificial sweeteners, sugar alcohols that can cause digestive discomfort, and other unrecognizable ingredients," said KIND CEO Daniel Lubetzky in a in a LinkedIn post (https://www.linkedin.com/pulse/kind-expands-new-temperature-state-daniel-lubetzky/).

KIND Frozen is currently available in one flavor — Dark Chocolate Almond Sea Salt. It's made with a creamy almond base, chopped almonds, sea salt and dark chocolate, which Lubetzky said draws inspiration from the brand's popular Dark Chocolate Nuts & Sea Salt nutrition bar. The new bar does not contain artificial sweeteners, sugar alcohols or genetically engineered ingredients, according to the press release, and sets itself apart from other products in the category by counting almonds as its primary ingredient.

“Since 2004, KIND has sought to introduce products that disrupt categories, and KIND Frozen bars are no exception,” Laura Merritt, VP of innovation at KIND, told NOSH.

Merritt said the two bars have “more similarities than differences,” other than the creamy almond base, and contains 6 grams of sugar more than its nutrition bar counterpart. Single-serve bars retail for $1.97, while 6-packs are $5.97.

The refrigerated bar (https://www.nosh.com/news/2017/refrigerated-bar-set-grows-new-players) category has been a burgeoning space in recent years, led by Perfect Bar and followed by brands such as OHi, NuttZO, Wella Bar and ProBar.

Frozen nutrition bars, however, are largely uncharted territory, and KIND faces stiff competition in the growing frozen novelties category. IRI’s State of the Snack Industry report last month noted that frozen novelties is one of the snacking subcategories which saw the greatest growth last year, with dollar sales up 4.1% and unit sales up 2.4% from 2017. Nestle and Blue Bunny are among the subcategory’s leaders, while both dairy and non-dairy innovations from brands like Halo Top, Magnum and My/Mo Mochi Ice Cream have also contributed to the space’s recent growth.

In recent months ingredient transparency has been a major focus for the brand. Last month, KIND launched a “Sweeteners Uncovered” initiative (https://www.nosh.com/news/2019/kinds-battle-against-sweeteners-continues-on) and New York City pop-up installation, highlighting the sugar content of popular bars, granolas and cereals and identifying the many names brands use to identify artificial sweeteners on their product labels. In March, the brand publicly sparred (https://www.nosh.com/news/2019/kind-takes-on-the-fda-while-clif-takes-on-kind) with Clif Bar over a *New York Times* ad Clif ran urging KIND to go organic, in which Clif referred to the brand as KIND Snacks (Mars Candy). Clif launched a new ad campaign two days before the announcement of KIND Frozen, entitled “Make it good,” which focuses on the brand’ sustainability efforts.

In 2017, confectionary and snack company Mars Inc. acquired a minority stake (https://www.nosh.com/news/2017/mars-takes-minority-stake-kind) in KIND, adding it as the anchor brand of the company’s health and wellness platform. At the time of the investment, Lubetzky said the brand would use the funds to expand into new categories.

In his online post about the KIND Frozen launch, Lubetzky said KIND has developed several new products over the years that ultimately were never launched because the brand believed the products were not better than the leading items in that set.

“It takes significant discipline to be able to accept that what you’ve created is not better than the leading offerings in the set and hence should not be launched,” he said. “These experiences taught us that when you are building a long-term brand that aims to always exceed expectations, it is less costly to accept that you should not enter a new category unless you can meaningfully elevate the consumer experience.”

When asked if KIND will expand its frozen offerings, Merrit said the brand is “always exploring new flavors and new categories that would benefit from products that lead with nutrient-dense ingredients and adhere to the KIND Promise.”

Lubetzky also noted KIND’s plans to continue to expand its horizons across categories.

“Soon you will discover KIND in other unexpected places across the grocery store,” he said.

TAGGED BRANDS (1)

KIND Snacks

🔗

Learn More

Exhibit

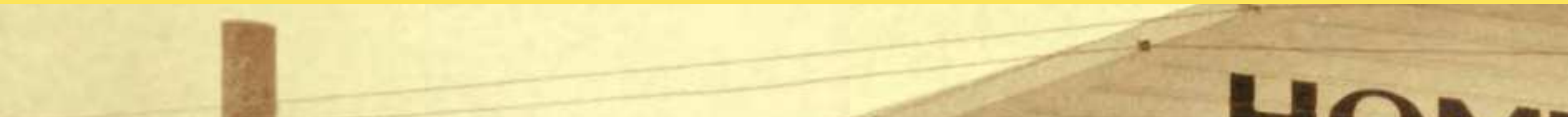
29


Flavor Kist
GUILT FREE
SERVING SUGGESTION
ENLARGED TO SHOW TEXTURE
Fruit & Grain
PER 1 CEREAL BAR
140 CALORIES
1g SAT FAT 5% DV
100mg SODIUM 4% DV
12g SUGARS
4 CEREAL BARS
Blueberry
NATURALLY & ARTIFICIALLY FLAVORED
4-1.3 OZ (37g) BARS
NET WT 5.2 OZ (148g)

Y-1337

Exhibit

31

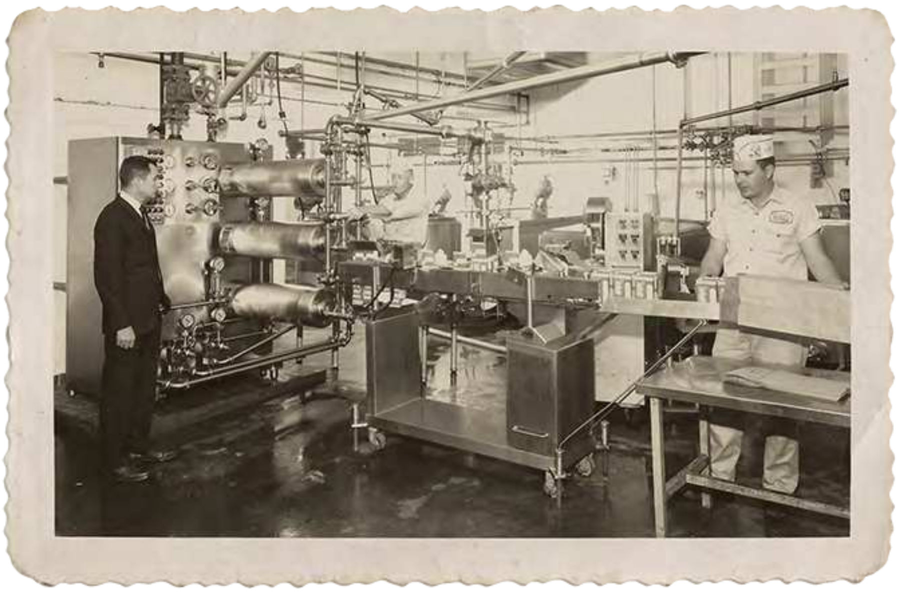


Down-Home Goodness.

Yarnell Ice Cream Company of Searcy, Arkansas traces its roots back to 1932 when Ray Yarnell purchased the assets of Southwest Dairy Products in a bankruptcy sale. Times were tough for Ray, his wife Hallie and their young son Albert during the Great Depression. Drawing no salary while keeping the company going on borrowed funds, Ray survived the Depression and steadily grew the business selling 5 gallon metal cans of ice cream to local drug stores and ice cream parlors.

In the late 1930s, the Yarnells purchased their first electronically refrigerated truck, which greatly expanded their selling territories.

Following military service in World War II, Albert rejoined the company in 1948 as sales manager. Recognizing the growing trend in ice cream consumption as more of a “take home” product, Albert focused on growing retail sales. He led a major plant expansion in 1951 and expanded sales through central



and south Arkansas.

Following his father Ray's death in 1974, Albert took over as president. A year later, after his own military career, Albert's son Rogers re-joined the family business in 1975. Under Albert and Rogers' leadership the company continued to expand through reinvestment in the manufacturing, warehousing and delivery operations. Through acquisitions, Yarnell's became the last Arkansas-based ice cream manufacturer. With an eye towards innovation, Yarnell's expanded its offerings beyond the "Premium Reds" into Frozen Yogurt and "Guilt Free" ice creams.

A fourth generation Yarnell, Christina joined the business in 2001. Christina's flair for product development lead to "Pink Promise," a strawberry-raspberry ice cream with a portion of the profits donated to the Susan G. Komen Foundation.

Closing Doors Open Up A New, Bright Future.

Faced with increasing retail price pressures, rising commodity costs and declining sales, Yarnell Ice Cream Company shut its doors on June 30, 2011. At a bankruptcy sale on November 30, 2011, Schulze & Burch Biscuit Company, with operations in Chicago, Illinois, and Searcy, Arkansas, purchased Yarnell's, including its original recipes.

Founded in 1923, Schulze & Burch is the leading manufacturer of store brand toaster pastries in the world. With over 1 million square feet of manufacturing, Schulze & Burch produces wholesome snacks and other grain based products for many of the Fortune 100 consumer products companies.

Recognizing the importance of the Yarnell's brand to Arkansans, Schulze & Burch decided to re-launch the top selling Yarnell's flavors using the same original formulas in an updated and larger carton. The outpouring of excitement and support for the re-launch has exceeded all expectations.

Here's to another 80 years of Down-Home Goodness!

ArkansasOnline
Mobile Arkansas Democrat-Gazette

Jump to nav

Login

Back to work

Yarnell’s employees talk about return to plant

BY DANIEL A. MARSH Staff Writer

Thursday, March 8, 2012

LITTLE ROCK — Ernest Skinner said he is glad to be working again at the Yarnell’s Ice Cream Co. plant. The White County native lost his job when Yarnell’s closed last year.

“It’s great,” Skinner said of being called back to work, this time helping bring the ice-cream plant back online. “I was a production supervisor when I worked here before. I dedicated my life to Yarnell’s. I always figured I’d stay until I found a good job, but then I realized I had one.”

Skinner is one of several members of the plant-reactivation team - working on getting the plant ready to reopen - who worked for Yarnell’s prior to being laid off in July, when the 80-year-old ice cream manufacturer stopped production and released about 200 employees.

Yarnell’s filed for Chapter 7 bankruptcy protection in August, but Chicago-based Schulze & Burch Biscuit Co. acquired Yarnell’s assets for $1.3 million in an auction Nov. 30. Kevin Boyle, president of Schulze & Burch, said that his company would immediatelywork to reopen the plant, using some of Yarnell’s former employees.

“It’s a unique place to work,” Skinner said. “We were always treated like family. This was the center of the universe in White County. I didn’t think it would come back.

“I grew up driving by this place. My mother and aunts and uncles would always come and get dipped cones from the dip shop years ago.”

Jeff Holtz - who worked for Yarnell’s for 22 years when it was still family-owned - said Yarnell’s products should be back in freezer sections across the state by the first of May.

“We’ll produce 17 of our previous top-selling flavors,” Holtz said. “Production will start at the end of March. We will need to build up our inventory before we begin shipping.”

Holtz, who previously worked in research and development and is now a consultant, said he is both happy and surprised that Yarnell’s is making a comeback.

"It was a shock the morning I heard we were closing," Holtz said. "You go, 'Did that really happen?' The first time I went down and filed for unemployment, that was when it hit me. 'Yeah, it happened.' I thought about what would happen to the facility and the people and, of course, me. It was such an abrupt end."

Mitch Evans, vice president of sales, said he had previously worked in sales for Yarnell's for 28 years.

"I doubted it would come back," he said of the ice-cream maker.

He said intense competition usually rules out a comeback in the frozen-foods industry.

"Now people will be able to buy our product, bring it home, pop the lid open, run a spoon around those soft edges and say, 'Wow - that's Yarnell's,'" Evans said.

He makes sales calls every day.

"The response is amazing," he said. "There's plenty of competition, but even after seven or eight months, I still get people asking when their favorite flavor will be back."

Evans called frozen-food space "valuable real estate," and said his job is to get back that real estate.

"There are a lot of new items out there, and they have moved in to fill our space," Evans said. "I've hit all four corners of the state, and not one retailer has said no. They just want to know when it will be delivered so they can set aside the space."

Plant manager Alex Bell worked for Yarnell's for 17 years before coming back recently to oversee the plant's reactivation.

"It's not many times you see something come back," Bell said. "I'm proud that we are able to bring back this product and put people back to work. A lot of times you talk about doing good? This is good allthe way around."

He said that in today's economy, "most businesses are going the other way. They are decommissioning, but we're recommissioning."

Bell said he "couldn't believe it" when he heard Yarnell's was closing. "I said, 'Wow, that is really, really sad.' I was quite emotional about it, to be honest. It's amazing what ice cream does."

He said that for the past several weeks, crews have been "taking the plant apart and putting it back together. When you take a plant down for a few months, you have equipment and electronics that don't want to restart."

Fifteen people, some with prior experience with Yarnell's, have been working to restore the plant since the end of January.

"The plant is coming along," Bell said. "There is a lot of work yet to be done, but we are within days of our schedule."

He said crews work six-day weeks and extended days.

“Some work 10 hours a day, some 12 or more,” he said.

Bell said employees from the nearby Schulze & Burch bakery are also helping.

“It is an outstanding group,” Bell said. “They’re dedicated. This equipment was out of operation for several months, but you can see the dedication of these people from top to bottom.”

Marcus Williams said he had worked for Yarnell’s since graduating from Augusta HighSchool in 1993. He lost his job last year but is now back in the same position.

“I don’t know anything else,” Williams said. “This was my first job out of highschool. I was very glad to be called back.”

Joel May said he has been with the company four years and managed to avoid getting laid off when the company shuttered last year.

“I spent four weeks in here cleaning up,” May said. “You could walk through this whole place and not even see the floor, but now it looks good.”

Bell and Holtz agreed that bringing the plant back online has been a gratifying experience so far.

“It’s a lot more fun to be on this end of the work,” Bell said. “I’ve had long days where I’ve seen my family very little, but they know it is fulfilling to be part of this.”

Holtz said the ice cream will be exactly the same as before, with one difference: the shape of the containers.

“You’ll have less ‘knuckle yuck,’” he said of the new “nested” containers, which areshorter than the original barrel-shaped packages. “They’re more useable, and we hope people like them. Otherwise, it’s the same product.”

Evans said certain Yarnell’s memories will never fade.

“It’s been a part of Searcy for 80 years,” he said. “A lot of folks still remember when it was just a parlor, and people going to Spring Park would come in and get a dip of ice cream. I was raised on Yarnell’s Ice Cream. My grandparents bought Neapolitan, and I remember us sitting down and eating it together. Ice cream is a good-times event.”

Bell said he looks forward to the first products rolling off the line.

“That will be a day,” Holtz agreed, smiling.

Staff writer Daniel A. Marsh can be reached at (501) 399-3688, or dmarsh@arkansasonline.com.

Three Rivers, Pages 45 on 03/08/2012

Log in to comment

- Click here to login

Yarnell's Ice Cream Selling Like Hotcakes

By: KARK 4 News
Updated: April 23, 2012

Send 15 people 0 Tweet 8

Yarnell's ice cream is back in some stores and it's already selling like hotcakes.

The ice cream maker reported on its Twitter page today that the freezer supply was quickly depleted at the Searcy Walmart and more deliveries were expected.

Walmart stores in Little Rock, Fayetteville and Conway also received deliveries today.

Pictures posted by Yarnell's on Facebook and Twitter showed the price for the "sqround" containers is $5.28.

On its Facebook page, Yarnell's says:

Delivery update: Mountain View will be in Walmart stores tomorrow afternoon. Mountain Home, Cabot and Bryant will be in Walmart stores tomorrow by noon! Will post as we hear more updates from our delivery company.

Another post reads:
FYI, we are only talking about Walmart right now because they are the only ones that have Yarnell's at this moment. Kroger and Harps will also carry all flavors, but distribution will be in a couple of weeks. Same goes for the independents; they will be putting us on their shelves over the next couple of weeks.

Comments

Log in to comment on this article

Readers Feel...

55%
Thrilled
36% Happy
9% Bored
0% Furious
0% Intrigued
0% Sad

I am...

Related Content

Bus Stop: Park Hill Elementary 1st graders
1st graders, Park Hill Elementary...

Nutrition for Men
Getting in shape is about more than just working out....

National AM Buzz: Five GOP Primaries Being Held Today, Gabrielle Giffords Being Honored with Award in DC
...

Seacrest Staying with "Idol"
Ryan Seacrest announced Monday that he will continue to host "American Idol" after agreeing to a contract with Fox. "Variety" reports it is a two year extension....

Consumer Warning: Portable Pools
They're an inexpensive way to add some fun to the backyard, but the nation's

EDITORS' PICKS: Rand Paul: Problem is ‘we try to agree to too much’

CONNECT:

Searcy-based Yarnell’s grows under new owners

0 SIZE: + / - PRINT

By MARK FRIEDMAN - Associated Press Monday, January 27, 2014

LITTLE ROCK, Ark. (AP) - Two years after successfully reviving the Yarnell’s ice cream brand from bankruptcy, Schulze & Burch Biscuit Co. of Chicago is still cautious.

“We want to avoid any of the problems with bringing in projects that don’t have a profitable component to it,” said Kevin Boyle, the president and CEO of Schulze & Burch, which bought nearly all of the assets of Yarnell Ice Cream Co. of Searcy for $1.34 million in 2012.

Schulze & Burch has reason to be cautious. Acquiring the Yarnell’s brand was the Chicago company’s first entry into the ice cream market. Founded in 1923, Schulze & Burch produces items such as toaster pastries and granola bars.

And buying a business (#) out of bankruptcy can either be a bargain or a headache for buyers.

“I think for the most part it would be a burden to most people to buy a bankrupt business (#) ,” said Bob Cantrell, executive broker at Cantrell-Griffin Business Brokers of Springdale. “There’s a lot of dreamers” who think they can turn around a business that’s been in bankruptcy and make it successful, Cantrell said. But it’s not easy, he said, because there’s a reason the company landed in bankruptcy in the first place.

Boyle, though, told Arkansas Business (http://bit.ly/19Sm9Z7) that he doesn’t suffer from buyer’s remorse. The Yarnell’s brand has seen “double-digit growth in our same-store sales over the last year,” he said, though he declined to give revenue numbers.

Boyle also said that Schulze & Burch will push to get private-label contracts to produce ice cream for other companies under their brand names. But he didn’t have a timetable for when that might happen. “We’re looking to fill some capacity at the plant with some strategic manufacturing partnerships,” he said.

Part of the success of the relaunch of the brand, Boyle said, can be tied to the ice cream guru who helped build Yarnell’s: Albert Yarnell, an inductee into the University (#) of Arkansas’ Business Hall of Fame.

“He has been a tremendous resource (#) ,” Boyle said. “He’s provided invaluable counsel to us as we’ve brought the brand back.”

Even though Yarnell is not an employee, he has made sure the ice cream is “the same high quality that the brand had enjoyed,” Boyle said.

Yarnell, 90, told Arkansas Business last week that he has “nothing but good feelings” toward Schulze & Burch. “I’m happy to do whatever I can for them,” he said.

Yarnell also said that offering advice t to do” for
a company (#) that is located in his ho

Yarnell, a past president of the Searcy d to do my
whole life.”

Boyle wasn’t in the market to buy an ice 2011 that
Yarnell’s had suddenly shut its doors 00 people
were out of work.

Since 2008, Schulze & Burch has ope yle thought
there might be some workers with food terest was
really just getting some employees to co

AdChoices

Story Continues →(?page=2)

View Entire Story(?page=all#pagebreak)

‹‹ previous **1** 2(?page=2) 3(?page=3) next ››(?page=2)

/popup?template=colorbox&taboola_utm_source=thewashingtontimes&taboola_utm_medium=bytaboola&taboola_utm_content=autosized-generated-2r:Bottom Main Column:)

/popup?template=colorbox&taboola_utm_source=thewashingtontimes&taboola_utm_medium=bytaboola&taboola_utm_content=autosized-generated-2r:Bottom Main Column:)

From the Web

(http://education.yahoo.net/auto-insurance/articles/10_tips_to_avoid_losing_money_on_auto_insurance.htm?kid=1O1MI)
Why You Should Reevaluate Your Auto Insurance Plan
Yahoo!

(http://education.yahoo.net/auto-insurance/articles/10_tips_to_avoid_losing_money_on_auto_insurance.htm?kid=1O1MI)
(http://www.washingtonpost.com/sf/brand-connect/wp/2013/06/26/breaking-the-cycle-of-poverty-how-milk-can-help/)
Read How Good Nutrition Is A Key To Success For Children
The Washington Post

(http://www.washingtonpost.com/sf/brand-connect/wp/2013/06/26/breaking-the-cycle-of-poverty-how-milk-can-help/)
(http://www.dishwashersinfo.com/Features/The-Magic-Mineral-in-Boschs-New-Dishwasher.htm?utm_source=taboola&utm_medium=cpc)
The Magic Mineral in Bosch's New Dishwasher
Reviewed.com

(http://www.dishwashersinfo.com/Features/The-Magic-Mineral-in-Boschs-New-Dishwasher.htm?utm_source=taboola&utm_medium=cpc)
(http://health1st.com/2013/07/how-a-101-year-old-marathon-runner-discovered-the-secret-behind-limitless-energy/?utm_source=taboola&utm_medium=thewashingtontimes)
101 Year Old Marathon Runner Shares His Secret to Never Ending Energy
Health 1st

(http://health1st.com/2013/07/how-a-101-year-old-marathon-runner-discovered-the-secret-behind-limitless-energy/?utm_source=taboola&utm_medium=thewashingtontimes)
(http://www.multivu.com/mnr/63298-aristocrat-unleashes-the-walking-dead-slot-game?utm_source=taboola&utm_medium=referral)
Zombies Are Taking Over Casinos Across America
MultiVu

(http://www.multivu.com/mnr/63298-aristocrat-unleashes-the-walking-dead-slot-game?utm_source=taboola&utm_medium=referral)
(http://m231g.osnb12.hop.clickbank.net/?p=5steps/index-m.php&tid=taboolaosnb)
The #1 Exercise that Accelerates AGING (Stop Doing It!)
Old School New Body

(http://m231g.osnb12.hop.clickbank.net/?p=5steps/index-m.php&tid=taboolaosnb)
(http://dailyhealthpost.com/top-10-inflammatory-foods-you-should-avoid/)
Top 10 Inflammatory Foods You Should Avoid
Daily Health Post

(http://dailyhealthpost.com/top-10-inflammatory-foods-you-should-avoid/)
(http://tanphysics.com/articles/review1.php?utm_source=USA&utm_medium=TAB&utm_content=T2I1&utm_campaign=TAB&keyword=TAB-T2I1)

EDITORS' PICKS: Stamp price hikes yet again to 49 cents

CONNECT:

Searcy-based Yarnell's grows under new owners

0 SIZE: + / - PRINT

continued from page 1

Yarnell's blamed the closing on rising fuel costs and a difficult dessert industry. The company also was burdened with debt. When Yarnell's filed for Chapter 7 liquidation in August 2011, its debts were $15.7 million against assets(#) of only $8 million.

Boyle said Arkansas' economic development officials encouraged him to consider buying Yarnell's.

"We were kind of lukewarm on that," he said. "We really didn't want to get into the ice cream business(#) ."

But the more he considered it, the more he realized there were a number of pluses with the Yarnell's brand. And a big advantage to buying through the bankruptcy process was that Schulze & Burch wouldn't be responsible for Yarnell's debt(#) .

It also wouldn't have the expense of Yarnell's truck fleet, which delivered ice cream for other companies.

Yarnell's facility also was modern, Boyle said, and because it was close to the existing Schulze & Burch's plant "we figured there were some good synergies in personnel."

When employees weren't needed to make ice cream, they could be transferred to the bakery and vice versa, he said. A number of Yarnell's employees wanted to go back to work for Yarnell's. "So we thought that was a real positive," Boyle said.

An asset that came free(#) was the love Arkansans had for the product. Arkansans referred to Yarnell's as "the Arkansas ice cream," Boyle said. "And we said, 'Well, there's probably something here in terms of the value of that brand.'"

But there were just as many concerns.

One was the cost of operating the 50,000-SF ice cream plant. The utility bills, which included operating an ammonia system to freeze the ice cream, ran about $50,000 a month, Boyle said.

And if anything goes wrong with the ammonia system, "it's a very bad thing," he said.

Boyle said Schulze & Burch made sure there would be enough insurance coverage(#) for the mechanical system if the ammonia system failed. The company also brought in ammonia experts to inspect the system as a precaution.

Another issue: After acquiring the property, generating sales would take time. "When you buy something out of bankruptcy, typically you have zero sales," Boyle said.

In addition, the plant is operational, "so it's expensive right after the acquisition(#) without a sales base," Boyle said.

And he didn't know if the public had cooled toward Yarnell's after the product was unavailable for more than six months. "When something is off the shelf for a period of time, it tends to be forgotten," he said.

Story Continues →(?page=3)

View Entire Story(?page=all#pagebreak)

‹‹ previous(?page=1) 1(?page=1) **2** 3(?page=3) next ››(?page=3)

/popup?template=colorbox&taboola_utm_source=thewashingtontimes&taboola_utm_medium=bytaboola&taboola_utm_content=autosized-generated-2r:Bottom Main Column:)

/popup?template=colorbox&taboola_utm_source=thewashingtontimes&taboola_utm_medium=bytaboola&taboola_utm_content=autosized-generated-2r:Bottom Main Column:)

From the Web

(http://www.legalzoom.com/planning-your-estate/estate-planning-basics/will-vs-living-trust-whats?
cm_mmc_o=az_BBkzCjC18aCjC8bGkljayAlflCjCmfBgL8bkk&utm_medium=display&utm_source=taboo
Wills vs. Trusts – Do You Know The Difference?
LegalZoom

(http://www.legalzoom.com/planning-your-estate/estate-planning-basics/will-vs-living-trust-whats?
cm_mmc_o=az_BBkzCjC18aCjC8bGkljayAlflCjCmfBgL8bkk&utm_medium=display&utm_source=taboo
(http://www.haircolorforwomen.com/color-hair-fb/?
utm_source=Taboola&utm_medium=V44&utm_campaign=Taboola&utm_source=taboola&utm_medium
Hair Salons Are Scrambling To Keep This Secret
Hair Color For Women

(http://www.haircolorforwomen.com/color-hair-fb/?
utm_source=Taboola&utm_medium=V44&utm_campaign=Taboola&utm_source=taboola&utm_medium
(http://seeforyourself.com/keeping-your-eyes-healthy/eye-care-age/?
encSource=13516&cmpid=con_01&utm_source=taboola&utm_medium=referral)
Tips for Preventing Age-Related Vision Issues
See For Yourself

(http://seeforyourself.com/keeping-your-eyes-healthy/eye-care-age/?
encSource=13516&cmpid=con_01&utm_source=taboola&utm_medium=referral)
(http://video.healthination.com/taboola/ms-alt.html?utm_source=taboola&utm_medium=referral)
Multiple Sclerosis Videos - HealthiNation
HealthiNation

(http://video.healthination.com/taboola/ms-alt.html?utm_source=taboola&utm_medium=referral)
(http://www.lonny.com/photos/Windows?utm_source=tabo&utm_medium=cpc&utm_campaign=tabo-Lonny-1)
Stunning Window Designs To incorporate Into Your Home De'cor
Lonny

(http://www.lonny.com/photos/Windows?utm_source=tabo&utm_medium=cpc&utm_campaign=tabo-Lonny-1)
(http://www.appfolio.com/blog/2013/10/the-benefits-and-risks-of-renting-to-college-students/?
ls=Web&campaign=701800000012GVJ&utm_source=taboola&utm_medium=content-rec&utm_campaign=appfolio-blog)
The Benefits (and Risks) of Renting to College Students
AppFolio

(http://www.appfolio.com/blog/2013/10/the-benefits-and-risks-of-renting-to-college-students/?
ls=Web&campaign=701800000012GVJ&utm_source=taboola&utm_medium=content-rec&utm_campaign=appfolio-blog)
(http://videos.huffingtonpost.com/the-list-0065-drive-the-bonneville-salt-flats-518034138?
icid=taboolabcboaconsumer)
What's the Difference Between "Secured" and "Unsecured" Credit? (VI…
Huffington Post

(http://videos.huffingtonpost.com/the-list-0065-drive-the-bonneville-salt-flats-518034138?
icid=taboolabcboaconsumer)
(http://ad.doubleclick.net/clk;278160620;105302164;p)
Create habits to stick to your 2014 budget
Better Money Habits

(http://ad.doubleclick.net/clk;278160620;105302164;p)
(http://buzzlamp.com/17-awesome-gifs-people-falling?utm_source=taboola&utm_medium=referral)
17 Awesome GIFs of People Falling
BUZZLAMP

NEWS | OPINION | VIDEO | SPORTS | LIFE | MEDIA | SPECIALS | COMMUNITIES | STORE

Search

EDITORS' PICKS: U.S. denounces Afghanistan's order to free 37 Taliban-tied inmates

CONNECT:

Searcy-based Yarnell's grows under new owners

0 SIZE: + / - PRINT

continued from page 2

Also a concern: Would retailers give Yarnell's another shot after being left without inventory during the crucial Fourth of July week in 2011? "The retailers were told during the busiest ice cream-selling week of the year that Yarnell's was closing," Boyle said. "And that left them in a real bind."

In December 2011, Schulze & Burch won the auction to buy Yarnell's property (#) , which included its plant, factory and warehouse equipment, for $1.301 million. It also bought Yarnell's intellectual property, which included its ice cream recipes, for $38,940. After Bankruptcy Judge James Mixon approved the sale on Jan. 9, 2012, Schulze & Burch began preparing the factory to turn out ice cream.

But there was an immediate emergency. Schulze & Burch had to locate a supplier for a 48-ounce ice cream container.

"We're trying to get back on the shelf and make presentations and we didn't have this equipment to package it," Boyle said.

Boyle said he thought he had a supplier lined up, but the supplier said the equipment was no longer available. So he ended up using a 56-ounce package, which "turned out to be a real plus for us." Not only does it have a better display in a retailer's freezer case than the previous round container, but it's also easier to scoop ice cream out of.

Schulze & Burch also rehired as many former Yarnell's employees as were needed. It now has about 25 workers.

In April 2012, nine flavors of Yarnell's ice cream hit the shelves of retailers in Arkansas, southern Missouri, Tulsa and northern Mississippi. The reborn Yarnell's also offered five yogurt flavors and three flavors with no added sugar. Since then, Yarnell's has added seasonal flavors: Blackberry Cobbler and Lemon Ice Box Pie and retailers in Memphis.

Boyle also said that when the brand was relaunched, he wanted to target younger consumers. He hired the Little Rock advertising (#) firm Eric Rob & Isaac, which launched a campaign that includes sponsoring Arkansas high school football games. "So that has raised awareness with the younger generation about the Yarnell's brand," Boyle said.

After two years in the ice cream business (#) , Boyle still enjoys it. "It is a fun category because ice cream makes people smile," he said.

But it's not an easy industry. "They're tight margins and distribution costs are high," Boyle said.

Yarnell's is competing (#) for customers against such ice cream giants as Nestlé and Blue Bell Creameries. But even that is exciting, Boyle said.

"We like the challenge (#) ," he said. "It's a lot of fun to go up against the big boys."

Exhibit

32

Yarnell's Ice Cream

Daniel Home Find Friends Create 4 91

Yarnell's Ice Cream

@yarnellspremiumicecream

- Home
- About
- Videos
- Photos
- Events
- Instagram
- **Posts**
- Community
- Reviews

Create a Page

Like Follow Share

Send Message

Yarnell's Ice Cream
April 19, 2012 ·

Here's the full news release from today:

Yarnell's Ice Cream Celebrates Arkansas Comeback with Gov. Mike Beebe
Company unveils new carton size, flavors, and availability of product

SEARCY, ARK. (April 19, 2012) – In a "sqroundbreaking" ceremony at the Arkansas State Capitol Rotunda today, Arkansas' beloved Yarnell's Ice Cream announced plans for its comeback, including a new carton size – the sqround – flavors, and distribution dates and locations.
Yarnell's, which was acquired in November by Schulze & Burch Biscuit Co., a Chicago-based wholesome snack manufacturer with a plant in Searcy, will be back on the shelves as early as Monday, in a larger, 56-ounce sqround container – square container with rounded edges. Yarnell's fans will find the same great recipes and flavors, but just more of it — exactly 16.7 percent more.

Gov. Mike Beebe was the first to sample Yarnell's Homemade Vanilla, right off the line. He was served by Scoop, the new Yarnell's ice cream delivery truck driver, who will travel the state this summer visiting with consumers and giving away Yarnell's samples.
"All of this could not have happened without the help of Gov. Mike Beebe and his staff," said Kevin Boyle, CEO, Schulze & Burch Biscuit Company. "From the very beginnings of our interest in Yarnell's, Gov. Beebe made it known his door was open and his staff was ready and willing to help us make this happen. We are privileged to have him here today to help us celebrate."

The "Premium Red" ice cream line will include many of the Yarnell's customer favorites and bestsellers: Butter Pecan, Cookies & Cream, Death By Chocolate, Homemade Chocolate, Homemade Strawberry, Homemade Vanilla, Real Vanilla, Ozark Black Walnut and Rocky Road.

The yogurt line, which has been very popular since it first debuted, will include Blueberries 'N Cream, Chocolate, Peaches 'N Cream, Strawberry and Vanilla. It will continue to have the same great taste with five live active cultures that are good for your health.

Flavors in the Yarnell's Guilt Free line of ice cream, which offers full flavored, real ice cream that is low fat with no sugar added, will include Butter Pecan, Chocolate and Vanilla.

4.8 **4.8 out of 5** · Based on the opinion of 185 people

ABOUT YARNELL'S ICE CREAM

Our Story

Our story is as rich as our ice cream. It all began in 1932 with founder Ray Yarnell. Thanks to borr...

See More

Community See All

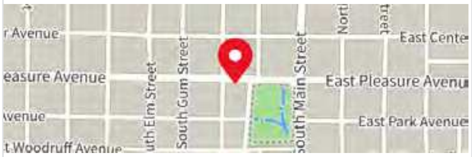
Invite your friends to like this Page

18,077 people like this

17,573 people follow this

296 check-ins

About See All



205 S Spring St
Searcy, Arkansas 72143

Get Directions

(501) 268-6355

Send Message

www.yarnells.com

Food & Beverage · Business Service

Price Range $

Suggest Edits

Ice cream sandwiches in both the original chocolate and homemade vanilla will also be available.
Distribution of Yarnell's begins next week, so Arkansans will find Yarnell's on the shelves as early as Monday. All 80 Arkansas Walmart stores will have Yarnell's by Wednesday. By May 18, most of the grocery locations will have all of these flavors back on their shelves.

Yarnell's will be sold at Walmart, Kroger and Harps stores across the state and at many independent grocers throughout the state. It will also be available in some stores in southern Missouri; the Tulsa, Okla., area; and northern Mississippi.

"We have been busy over the past few months meeting with buyers and helping them understand that we are committed to bringing back the Yarnell's brand and putting the needed marketing efforts into place to drive sales to the stores," Boyle said. "We are excited to officially be back and on the shelves and making premium ice cream again."

Yarnell's is continuing its long tradition of sponsoring Riverfest May 25-27 with the Yarnell's Family Stage. Its newest member of the team, Scoop, the delivery guy, will travel in a vintage ice cream truck to festivals and events across the state.

Today's event concluded with an ice cream social for news conference attendees, Yarnell's employees, fifth-grade students from Fort Smith, and State Capitol employees.

For more information about Yarnell's, visit www.yarnells.com or facebook.com/yarnellspremiumicecream or twitter.com/yarnells.

About Schulze & Burch Biscuit Co.
Schulze & Burch Biscuit Co., based in Chicago, has been manufacturing quality baked goods since 1923. The company is recognized as a pioneer and innovator in baking technology. The company processes and packages toaster pastries, granola bars, formed bars, cookies/crackers and cereals. Schulze & Burch has a full-service research and development lab, which can assist or lead in the development of new products, from concept to bench top and from bench top to production. The company's Food Technology and Development Center is a one-of-a-kind pilot plant available for testing, sampling and initial production needs. For more information, visit www.schulzeburch.com.

YARNELLS.COM
http://www.yarnells.com/

126 44 Comments 26 Shares

Like Comment Share

Kris Cockrell Apple What bout woo pig chewy??? PLEASE!
Like · Reply · 7y 8

Jodi Lonnie Haggard Sooo Happy! I missed having yarnell's in our local grocery and walmart stores.
Like · Reply · 7y

Jan Cooksey yum!
Like · Reply · 7y

Kristie Eden What about Lemon Ice Box Pie ?
Like · Reply · 7y

Rodney Hendrix I am ready!!!!!!!!!!
Like · Reply · 7y

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - August 11, 2009

Related Pages

First Security Bank Commercial Bank Like

Eric Rob & Isaac Advertising Agency Like

The Mixing Bowl Caterer Like

Pages Liked by This Page

Pocahontas School Di... Like

First National Bank Like

Jonesboro High School Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More
Facebook © 2019

Exhibit

33

200363 TJU

TRADEMARK MAILROOM RECD
SEP 19 1996
63
US PATENT & TRADEMARK OFFICE

Re: Trademark Application

[illegible] UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Yarnell Ice Cream Co., Inc.
Mark: GUILT FREE
Serial No.: [redacted] 75976038
Filed: January 11, 1993
Classes: 29 and 30
Notice of Allowance Mailing Date: October 10, 1995
Attorney Docket No.: 92,221 Div 4

ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 CRYSTAL DRIVE
ARLINGTON, VA 22202-3513

STATEMENT OF USE UNDER 37 C.F.R. § 2.88

Applicant requests registration of the above-identified trademark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. § 1051 et. seq., as amended).

Also, a Request to Divide under 37 C.F.R. § 2.87 is being submitted concurrently with this Statement.

Applicant is using the mark in commerce through a related company as hereinafter set forth on or in connection with the following goods in class 29: cottage cheese; sour cream; and milk.

Sou

Applicant is using the mark in commerce through said related company on or in connection with the following goods in class 30: frozen yogurt.

Applicant is using the mark in commerce on all of the above-identified goods (15 U.S.C. § 1051(a) as amended), through a related company, Dean Foods Company, whose use inures to the benefit of Applicant. Applicant controls the nature and quality of the goods by a trademark license agreement between applicant, Yarnell Ice Cream Co., Inc., and licensee, Dean Foods Company, signed January 18, 1994, as to Dean Foods Company and January 17, 1994, as to Yarnell Ice

0 363 200.00 CK

090 SA 10/21/96 74347058

75976033

Cream Co., Inc., which license agreement among other things includes the following provisions:

"RECITALS:

1. Yarnell is the owner and holder of the Registered Trademark, 'GUILT FREE®' (U. S. Patent and Trademark Office Reg. No. 1,735,084) for use in connection with frozen dairy confections in Class 30 (U. S. Cl. 46). ...

*5. Dean desires to obtain an exclusive license from Yarnell for the use of the **'Guilt Free®'** Trademark within certain geographical areas of the United States, Mexico and the Caribbean Islands. ...*

***NOW THEREFORE,** in consideration of the mutual covenants and agreements of the respective parties hereto, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:*

*1. __Grant of License.__ Subject to the terms and conditions hereof, Yarnell hereby grants unto Dean an exclusive license for the use of **'Guilt Free®'** Trademark (the 'Mark') within the United States, (except as provided in Section 2 hereof) and in Mexico and the Caribbean Islands in connection with the production, manufacture, distribution and sale of 'low fat and non-fat' (as defined in the National Labeling Education Act) goods and products of the following types and descriptions (the 'Dean Products'):*

(i) ...
(v) cotttage cheese
(vi) sour cream
(vii) milk and other fluid dairy products ...
(xi) frozen yogurt

Print [The Applicant is the owner of U.S. Registration No. 1735084]

...Dean acknowledges and agreed that such use by Dean or any use whatsoever of the Mark by Dean under this Trademark License Agreement or by any sublicensees, assignees, etc., under Section 11 herein, will inure to the benefit of Yarnell as owner thereof and for purposes of securing registration of the Mark for use with the particular goods or products through the U. S. Patent and Trademark Office and/or states, and Dean agrees to execute any and all documents or instruments and furnish dates of use, specimens or facsimiles, etc., as shall be necessary for that purpose. ...

*7. **Additional obligations of Dean.** ...*

*(c) **Quality Control.** Dean shall maintain such quality control standards and protocols with respect to Dean Products bearing the Mark as it maintains with respect to its other comparable products manufactured by Dean.*

*(d) **Maintenance of Manufacturing Facilities.** Dean shall maintain its manufacturing facilities and all equipment used in manufacturing the Dean Products which bear the Mark in the same manner as it has maintained them in the past.*

*(e) **Inspection of Facilities.** Dean shall permit Yarnell representatives to inspect Dean's manufacturing facilities, at Yarnell's expense, from time to time during normal business hours, after reasonable notice, to assure that the Dean Products bearing the Mark are being manufactured, stored and distributed in accordance with the terms hereof, and to permit Yarnell representatives to investigate and verify Dean's compliance with the terms of this Agreement. Yarnell agrees to keep and maintain all information which it may learn during any such inspection of Dean's manufacturing facilities confidential, and not disclose such information to any third party.*

75976038

Applicant has made sure that the nature and quality of the goods produced by Dean Foods Company bearing the Mark has been maintained in accordance with the provisions of said agreement between applicant and Dean Foods Company.

CL The trademark was first used on the goods in class 29 at least as early as April 1995 and was first used on the goods in interstate commerce at least as early as April 1995. The date of first use and the date of first use in commerce pertain to cottage cheese and sour cream, and such use was by licensee Dean Foods.

Milk 9/95
Use Anywhere & interstate by Dean Foods

Sou?

The trademark was first used on the goods in class 30 at least as early as March 1993 and was first used on the goods in interstate commerce at least as early as March 1993, and such use was by licensee Dean Foods.

The mark is used by applying it to containers of the goods and in other ways customary in the trade.

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom, declares that he is President of applicant corporation and is authorized to execute this instrument on behalf of said corporation; that he believes the applicant to be the owner of the trademark sought to be registered; that the trademark is now in use in commerce; and that all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

YARNELL ICE CREAM CO., INC.

Date: 16 Sept 96

By: ______________________
A. ROGERS YARNELL, II
PRESIDENT

Exhibit

34

Schulze & Burch Biscuit Co.

About Us / Products & Capabilities / Our Brands / Contact Us

Homepage > About Us

ABOUT US VISION & MISSION HISTORY

SCHULZE AND BURCH IS A PREMIER SUPPLIER OF WHOLESOME SNACK FOODS.

- Schulze & Burch is a privately held manufacturer of quality wholesome snacks.
- Our 85+ years of experience includes more than 45 years experience in contract manufacturing, and more than 40 years experience in private label.
- Our quality and food safety systems match the strictest of global standards and are independently verified.
- We have three facilities which can produce a variety of baked, formed, and blended products.

Products we make:

Bars - formed, baked, chewy and crunchy

Filled products - toaster pastries and fruit bars

Cookies and crackers - wire cut, laminated, extruded, or rotary molded

Cereal and ingredients - blended, coated or bases

about us / products & capabilities / our brands / contact us / private / site map

About Us / Products & Capabilities / Our Brands / Contact Us

Homepage > Toaster Pastries

FLAVOR KIST TOAST'EM

TOAST'EM®
The Original Toaster Pastry

In 1964 Schulze and Burch Biscuit Company produced the first toaster pastry - Toast'em® - for General Foods®. Then in 1971, recognizing the consumer appeal and market value of this food line, Schulze and Burch acquired the Toast'em® brand and continued manufacturing and marketing this popular snack and breakfast item.

Schulze and Burch's commitment to this category can be seen in our continual improvements in the product and the manufacturing process. Real fruit filling, proprietary flavor system, a moister jam, and tender, flakier crust all contribute to a higher quality product. We believe our toaster pastries are the highest quality available, and our customers tend to agree.

The Toast'em® Pop-ups toaster pastry is a superior product with...

- ZERO TRANS FAT
- MORE fruit filling
- BETTER tasting filling and crust in every pastry
- Multiple variety pack configurations
- The benefit of our 85+ years of baking experience and state of the art production facility.

Schulze and Burch Biscuit Co., the true pioneer of the toaster pastry, is very proud of its Flavor Kist Toast'em® product offerings. We offer a top quality product at a competitive price.

about us / products & capabilities / our brands / contact us / private / site map

S&B Schulze & Burch Biscuit Co.

About Us / Products & Capabilities / Our Brands / Contact Us

Homepage > Flavor Kist

FLAVOR KIST TOAST'EM

FLAVOR KIST

The Flavor Kist name is known for high quality wholesome snack food. Over the years the Flavor Kist brand produced hundreds of delicious, innovative products. Launched shortly after the Second World War, the Flavor Kist brand embodied Paul Schulze's motto "there is one best in everything".

In the forties, Flavor Kist launched a new kind of cracker-thinner than the typical soda type cracker available at the time and called it a 'saltine'. The saltine was wildly popular and soon copied. Many packaging innovations ensued. The first to introduce the 1/4 pack, the Flavor Kist saltine's convenient packaging was also soon copied. At the same time a premium line of cookies was developed. Everything from a delicious chocolate chip to exotic coconut macaroons was available.

By the seventies the Flavor Kist cracker business had shifted-no longer producing saltines, the brand had advanced into flavored snack crackers such as Mucho Macho Nachos, topped crackers and an ahead of its time "all natural" graham cracker. Shifts in the market place, "the cookie wars" and other factors lead up to the evolution into different product lines, in which the Flavor Kist brand thrives today.

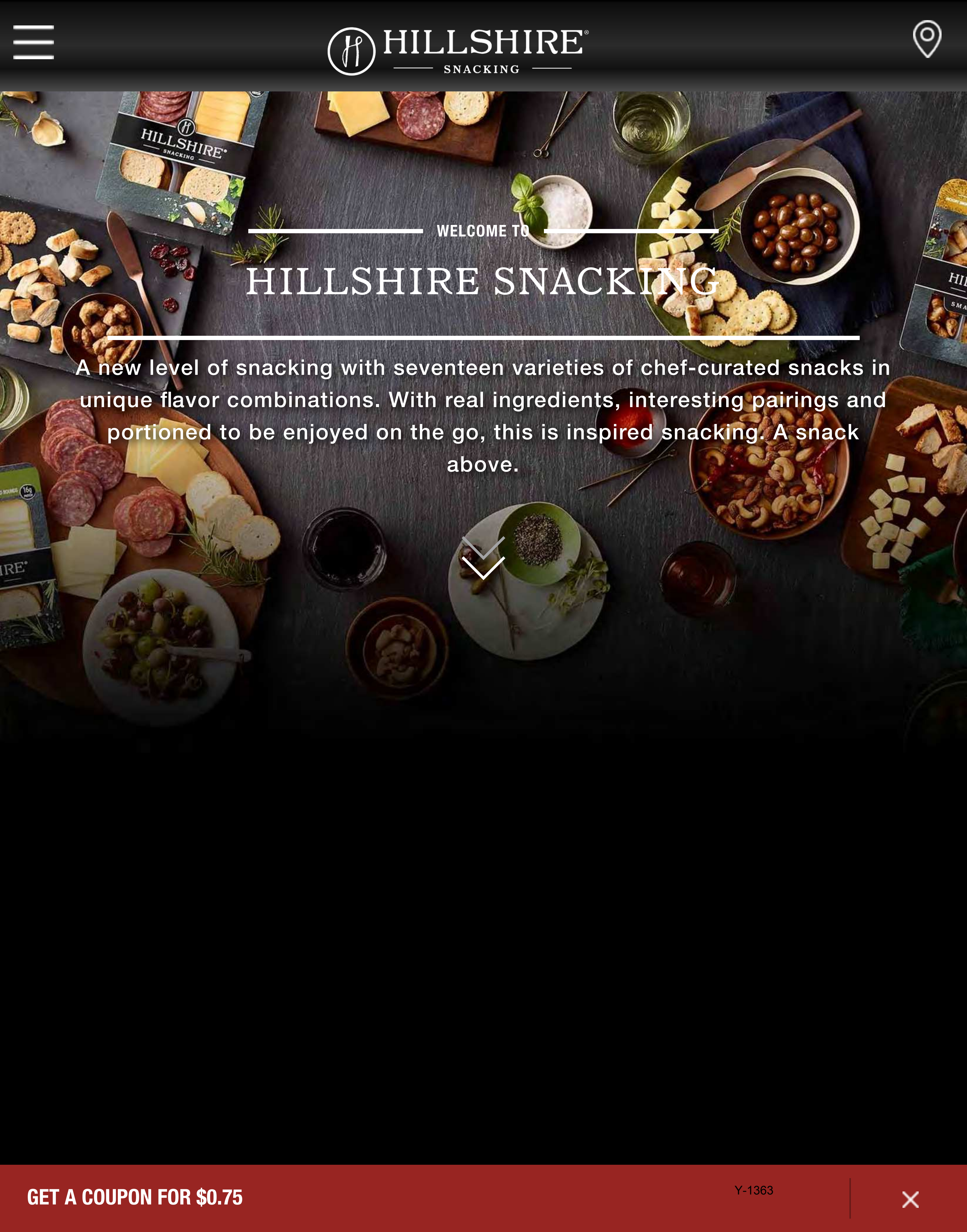
Currently available in the Flavor Kist lineup is:

- Toast'em® Pop Ups® toaster pastry-the original toaster pastry
- A nutritious and convenient trail mix bar
- Wholesome granola bars

The Flavor Kist brand is a familiar name to American consumers, known and trusted. Produced exclusively by Schulze & Burch, Flavor Kist features premier quality snack foods available in grocery, drug and convenience stores.

Exhibit

35



WELCOME TO

HILLSHIRE SNACKING

A new level of snacking with seventeen varieties of chef-curated snacks in unique flavor combinations. With real ingredients, interesting pairings and portioned to be enjoyed on the go, this is inspired snacking. A snack above.

GET A COUPON FOR $0.75

Exhibit

36

BMJ. 2001 Apr 14; 322(7291): 883. PMCID: PMC1120062

FDA targets snack foods industry over allergens

Debbie Josefson

San Francisco

The US Food and Drug Administration (FDA) is stepping up its drive to improve labelling of snack foods that contain allergens after a study found undisclosed traces of peanuts in a quarter of all snacks tested.

About seven million Americans are estimated to have food allergies, and they rely on product labels to avoid ingredients that could trigger an anaphylactic reaction. Roughly half the 30000 annual emergency room admissions for food allergies are due to peanuts, and about 200 people a year die of anaphylaxis from food allergies. Even trace amounts of allergens can provoke fatal reactions in susceptible individuals. Such trace amounts may be due to cross contamination, where utensils used in making one product are used in another.

The study was commissioned by the FDA in response to an increase in product recalls by snacks manufacturers related to food allergy involving peanut and egg products. FDA investigators examined 85 companies in two states, Wisconsin and Minnesota. The companies were manufacturers of snack foods, biscuits, sweets, and ice creams. Some 25% of the companies failed to list all ingredients on their products, and about half did not check the labels to make sure that all ingredients used in a product were listed on the product label. Of the products sampled, 25% had undisclosed traces of peanuts and 11% had unlisted traces of eggs, another common food allergen.

In recent years peanut allergy has been recognised as a major food allergy, affecting up to 8% of US children and 2% of the US adult population. Many US airlines have stopped supplying peanut snacks on flights because of the prevalence of the allergy. In children the allergy presents early, and recent evidence points to exposure to allergens in breast milk as the trigger (JAMA 2001;285:1746-8). Up to 80% of children with peanut allergy have a reaction with their first apparent exposure, indicating that sensitisation through mothers' milk may be occurring.

Although adults have lower rates of peanut allergy, children do not readily lose peanut allergy during childhood, and accidental reactions are common and often require emergency treatment. Current FDA rules require food manufacturers to list all product ingredients on their labels with the exception of trace “natural” ingredients. The new study may prompt tighter regulations, but it is unlikely that the FDA will be able to inspect all food manufacturers to enforce such rules. However, the administration is issuing new guidelines to its investigators to help them pinpoint and tackle problem manufacturers.

Nine states, including New York and Wyoming, have introduced legislation in Congress that would require food companies to warn consumers that their products may contain food allergens.

Open in a separate window

PRIVATE COLLECTION

Figure

Cookie alert: many snacks contain undisclosed allergens

Articles from The BMJ are provided here courtesy of **BMJ Publishing Group**

Exhibit

37

Obesity (Silver Spring). Author manuscript; available in PMC 2014 Jan 1.
Published in final edited form as:
Obesity (Silver Spring). 2013 Jan; 21(1): 164–169.
doi: 10.1002/oby.20185

PMCID: PMC3605747
NIHMSID: NIHMS424333
PMID: 23505182

Food Label Accuracy of Common Snack Foods

Reiner Jumpertz,[1] Colleen A Venti,[1] Duc Son Le,[2] Jennifer Michaels,[1] Shannon Parrington,[1] Jonathan Krakoff,[1] and Susanne Votruba[1]

[1]Obesity and Diabetes Clinical Research Section, National Institute of Diabetes, Digestive and Kidney Diseases, National Institutes of Health, Phoenix, AZ 85016, USA
[2]Nutrition Center of Ho Chi Minh City, Phu Nhuan District, Ho Chi Minh City, Vietnam
Correspondence to: Susanne Votruba, PhD, NIH/NIDDK/DHHS, 4212 North 16th Street, Phoenix, AZ 85016, Tel: 602-200-5336, Fax: 602-200-5335, votrubas@niddk.nih.gov

Abstract

Nutrition labels have raised awareness of the energetic value of foods, and represent for many a pivotal guideline to regulate food intake. However, recent data have created doubts on label accuracy. Therefore we tested label accuracy for energy and macronutrient content of prepackaged energy-dense snack food products. We measured “true” caloric content of 24 popular snack food products in the U.S. and determined macronutrient content in 10 selected items. Bomb calorimetry and food factors were used to estimate energy content. Macronutrient content was determined according to Official Methods of Analysis. Calorimetric measurements were performed in our metabolic laboratory between April 20th and May 18th and macronutrient content was measured between September 28th and October 7th of 2010. Serving size, by weight, exceeded label statements by 1.2% [median] (25th percentile −1.4, 75th percentile 4.3, p=0.10). When differences in serving size were accounted for, metabolizable calories were 6.8 kcal (0.5, 23.5, p=0.0003) or 4.3% (0.2, 13.7, p=0.001) higher than the label statement. In a small convenience sample of the tested snack foods, carbohydrate content exceeded label statements by 7.7% (0.8, 16.7, p=0.01); however fat and protein content were not significantly different from label statements (−12.8% [−38.6, 9.6], p=0.23; 6.1% [−6.1, 17.5], p=0.32). Carbohydrate content explained 40% and serving size an additional 55% of the excess calories. Among a convenience sample of energy-dense snack foods, caloric content is higher than stated on the nutrition labels, but overall well within FDA limits. This discrepancy may be explained by inaccurate carbohydrate content and serving size.

Introduction

During the past three decades the obesity epidemic has spread at a tremendous pace in both adults and children (1;2). Simultaneously, available food in the U.S. population increased by 16% and this has been estimated to continue to accelerate in coming years (3;4). Consumption of food outside the home increased between the 1970s and 1990s with one study suggesting that nearly all increase in calorie consumption during this time was due to increased snack food consumption (5). Furthermore, a national multicity study demonstrated that the ubiquity of energy-dense snack foods was alarmingly high in retail stores throughout the U.S., with candy being the most commonly offered snack food mostly within arms reach of the cash register queue (6). Cohen et al. identified consumption of these snack foods as a primary target for obesity prevention in low-income U.S. communities (7).

Food labels can be helpful for individuals to monitor caloric intake and ensure successful weight loss or maintenance (8). Nutrition labels have been developed specifically to help consumers identify foods that will comprise a healthful diet (9). As specified by the Code of Federal Regulations (10), calories on food labels represent metabolizable energy, i.e. total (gross) calories minus calories that are excreted in stool and urine. However, doubts regarding the accuracy of energy content labeling of packaged foods have been expressed. A study from the early 1990s showed that measured energy in packaged food differed by approximately 25% from the label (11). Additionally, a recent study investigated the food label accuracy of reduced-energy restaurant foods and frozen ready-to-eat meals and reported that some restaurant foods contained up to 200% of stated calories and the average energy content of frozen meals was 8% higher than originally stated (12).

This report investigates the accuracy of label-stated caloric contents of energy-dense snack food products in the United States. Using bomb calorimetry and food factors, we measured the energy content of 24 types of snack foods and in a subset determined the macronutrient content for comparison with label statements.

Methods and Procedures

To investigate label accuracy of popular energy-dense snack foods in North America, we used a convenience sample of well-known snack food brands from the following eight categories: 1) candy bars, 2) chips, 3) cereal bars and pastries, 4) cookies, 5) crackers, 6) ice cream, 7) nuts & nut mixes and 8) yogurt. The full list of purchased and analyzed snack foods including nutrition facts is given in Supplemental Table 1. Snack products were purchased from a single chain of grocery stores in the Phoenix metropolitan area (Safeway Inc.). Snack products were purchased on three different occasions (April 4th, 27th and May 10th of 2010) and analyzed during three subsequent periods (April 20th-23rd, April 30th-May 10th and May 10th-18th of 2010), except Lays Potato Chips (see Legend of Supplemental Figure 1). Lot numbers varied at least once in 18 of the 24 analyzed snack products.

Sample preparation for bomb calorimetry

One serving size was determined by the amount of food as given on the nutrition label, for example: crackers, chips or packages and not by weight. This food weight was measured and compared to serving size weight on the nutrition label. Then for preparation for bomb calorimetry a variable amount of water (between 50 and 200 g) was added to the sample to make an evenly distributed slurry. To further ensure homogeneity, samples with a high amount of nut content were soaked in water for 24 hours prior to processing. Processed samples were frozen at −20 °C and subsequently underwent lyophilization at −77°C using a Freezemobile 12XL (Virtis, Gardina N.Y., U.S.A.). After completion of the drying process, the samples were weighed and 1 g pellets were produced with a pellet press (PARR Instrument Co, Moline, IL U.S.A.).

Bomb calorimetry

To measure the energy content of each snack food sample, a pellet was combusted using the Isoperibol Calorimeter 6200 with a model 1108 oxygen bomb (Parr Instrument Co, Moline IL). Details about this method are described elsewhere (13). Benzoic acid standards run once every 10 burns were within acceptable limits of the known heat of combustion. Energy content of the pellet (E_S) was calculated as follows: $E_S = W \times \Delta T/\text{exact weight of pellet}$. Each sample was run in duplicate taking the mean of both runs as final energy content. However, if the difference in energy content between first and second pellet exceeded 0.05 kcal, the samples were run in quadruplets.

Macronutrient Content

In a post-hoc analysis, macronutrient content (carbohydrate, fat and protein) was determined in a subset of the analyzed snack foods (n=10) between September 28th and October 7th of 2010. Due to the limited availability of left-over freeze-dried material (pooled from all three bomb calorimetry runs) the following snack items were analyzed for macronutrient content: Doritos Nacho Cheese Flavored Tortilla Chips, Dreyer's Dibs Vanilla Ice Cream with Crunch Coating, Kellogg's Strawberry Frosted Pop Tarts, Klondike Vanilla Ice Cream Sandwiches, Little Debbie Fudge Brownies with Walnuts, Nabisco Chips Ahoy Chocolate Chip Cookies, Nabisco Ritz Crackers, Snickers Bar, Tostitos White Corn Tortilla Chips, Yoplait Smoothie Triple Berry. This analysis was performed by Covance Inc., Madison, Wisconsin, USA. Number-coded freeze-dried pellets were sent out for macronutrient measurements and the identity of the material was at no time released to Covance Inc. to ensure blinding. Fat content was quantified by acid hydrolysis as described in detail elsewhere (14). Protein quantification was accomplished by multiplying the amount of nitrogen in the sample by 6.25 (15). Carbohydrate content was calculated as total weight subtracting weight of fat, protein, moisture and ash. Moisture and ash were determined by methods explained in (16;17).

Calculations used to determine energy content

In addition to gross calories from bomb calorimetry, we calculated gross calories of the snack foods based on macronutrient weights as reported on the food labels using specific heats of combustion (fat: 9.4 kcal/g, carbohydrate 4.1, protein 5.65) and metabolizable calories applying general factors to label macronutrients (fat: 9 kcal/g, carbohydrate 4, protein, 4) as specified in the Code of Federal Regulations (18).

Statistical analyses

Variables are shown as mean (95% confidence interval). Statistical data analysis was carried out using SAS Enterprise Guide Version 4.1. Variables were tested for normal distribution using the Kolmogorov-Smirnov Test and visual evaluation of histograms and quantile plots. For comparison with label data, differences in serving size and caloric content (Δ in total and percent) were evaluated using Wilcoxon signed rank sum tests. Data in the text are presented as median (25th, 75th percentile) independent of the distribution for reasons of consistency. General linear models were used to determine whether calorie deviation from label (dependent variable) can be explained by differences in serving size (covariate 1) and/or macronutrient content (covariate 2). Alpha was set at $p<0.05$ (2-sided).

Results

Median serving size weight (g) of the tested snack foods deviated from the weights per serving given on the label by 0.5g (25th percentile: −0.6, 75th percentile: 2.0, p=0.12) or 1.2% (−1.4, 4.3, p=0.10). The deviation of actual serving size from the stated serving size for each snack is shown in Figure 1. When accounting for the deviation in serving size, median estimated metabolizable energy was 6.8 kcal (0.5, 23.5, p=0.0003) or 4.3% (0.2, 13.7, p=0.001) higher than the label calories. Data for individual snack foods and groups are shown in Figure 2. Gross calories did not significantly deviate from calories estimated using specific heats of combustion (−5.1 kcal [−15.6, 5.7]; p=0.18) or −3.3 % [−6.7, 2.8]; p=0.18), see Supplemental Figure 1.

Open in a separate window

Figure 1

Serving Size Deviation from Label

Error bars represent 95% confidence interval. The y-axis depicts serving size deviation in total grams and as % of label statements. Serving size was determined by weights of item count as shown on nutrition labels (for example: *Tostitos Tortilla Chips* - serving size 24 chips) and compared to the label serving size weight. Serving size was not determined for *Dreyer's Grand Vanilla Ice Cream* due to the difficulty of ascertaining exactly how 1/2 cup (as the stated serving size) of ice cream should be determined. Serving size by weight (28g) as stated on the label was therefore used for further analysis. *In other parts of the country Dreyer's Ice Cream is sold under the name Edy's. † During the first purchase of snack products, a large bag (containing 11 serving by label) of Lays Potato Chips was purchased. Due to the difficulty of choosing 15 equally sized chips (=serving size), we excluded the data from the first run and henceforth purchased smaller bags (1 bag = 1 serving size), thus only data from the last two runs were included in the analysis. ‡ Two different flavors (Strawberry Banana Burst & Watermelon) with identical macronutrient and caloric content (by label) were used for analysis (2 each: n=4). # Product was measured 4 times (2 unprepared, 2 prepared), all data were used for analysis.

Open in a separate window

Figure 2

Deviation of metabolizable calories from label calories

Diamonds represent mean values and error bars 95% confidence interval. The Y-axis shows the difference from label calories. Open diamonds represent mean difference in total calories and closed triangles represent mean difference in % from label calories. Group means are gray shaded. The Food and Drug Administration (FDA) allows calorie content to exceed label calories by up to 20%, shown here as dashed lines. *In other parts of the country Dreyer's Ice Cream is sold under the name Edy's. † During the first purchase of snack products, a large bag (containing 11 serving by label) of Lays Potato Chips was purchased. Due to the difficulty of choosing 15 equally sized chips (=serving size), we excluded the data from the first run and henceforth purchased smaller bags (1 bag = 1 serving size), thus only data from the last two runs were included in the analysis. ‡ Serving size was not determined for *Dreyer's Grand Vanilla Ice Cream* due to the difficulty of ascertaining exactly how 1/2 cup (as the stated serving size) of ice cream should be determined. § Two different flavors (Strawberry Banana Burst & Watermelon) with identical macronutrient and caloric content (by label) were used for analysis (2 each: n=4). # Product was measured 4 times (2 unprepared, 2 prepared), all data were used for analysis.

In a post-hoc analysis, macronutrients were measured in a subgroup (n=10) of the snack foods. As shown in Table 1, median carbohydrate content was significantly higher than stated on the label in total grams and as a percentage (2.2g [0.2, 5.2], p=0.03; 7.7% [0.8, 16.7], p=0.01), while fat and protein content were not significantly different from the label statements (fat: −1.4g [−2.4, 0.8], p=0.11; −12.8% [−38.6, 9.6], p=0.23; protein: 0.1g [−0.1, 0.7], p=0.28; 6.1% [−6.1, 17.5], p=0.32). In a general linear model, the difference in carbohydrate content accounted for 40% of the caloric difference from the label. Adding the difference in serving size to the model almost completely explained the calorie deviation from the label as shown in Table 2.

Table 1

Deviation of macronutrient content from label statements

Macronutrient content was measured in a subgroup (n=10) of all snack foods. Total difference in g and difference from label in % are shown for carbohydrates (CARB), fat (FAT) and protein (PROT). CI: confidence interval. P-values derive from Wilcoxon signed rank sum tests.

Open in a separate window

Table 2

Caloric deviation from label is explained by carbohydrate and serving size deviation

Caloric deviation from label statements in % is the dependent variable. Δ carbohydrates is the deviation of carbohydrates from the label statement and Δ serving size is the deviation of serving size from the label statement (both in %).

Open in a separate window

Discussion

This report demonstrates that the caloric content in a sample of the most commonly consumed energy-dense snack foods in the United States is overall slightly higher than stated on the nutrition label. As determined by more detailed testing of macronutrient content in a subset of these foods the carbohydrate content was measurably higher compared to the label statements. Together, carbohydrate and serving size deviation from the label explained 95% of the excess calories.

Measured energy values exceeded label statements by 8% on average in pre-packaged convenience meals (12), which is slightly higher but consistent with the label disparity of 4.3% in packaged snack foods. Also consistent with this study, most products in our sample fell within the allowable limit of 20% over the label calories per Food and Drug Administration (FDA) regulations (19). In an earlier study by Allison et al., while caloric content of items described as regionally distributed substantially exceeded label statements, the caloric content of nationally advertised items was more accurate with no statistical difference from the label (11). This is further supported by our data, showing that, although there was a large variability in label accuracy between items, the total calorie difference from the label (6.8 kcal) was relatively small. The discrepancy of label accuracy between restaurant foods or locally prepared food items and nationally distributed products may indicate that the more standardized procedures of large scale food manufacturers may lead to lower error margins in food labeling.

Energy-dense savory snack food products are preferentially consumed by overweight and obese pre-pubertal children who are already at risk for obesity-associated co-morbidities in young adulthood (20). Specifically, individuals who use nutrition label calories as their guideline to control caloric intake could be affected by inaccurate calorie reporting. Furthermore, Rolls et al. have shown that an increase in portion size of snack foods also leads to an increase in overall caloric intake (21). Although the discrepancies between nutrient content or serving size and label statements appear minor, there was considerable variation between the tested products. This needs to be taken into consideration and may represent an underestimated source of excess calories.

Of note, it is important to distinguish that food label calories actually represent metabolizable energy, which is total caloric content minus calories that are presumably not absorbed by the body and excreted as waste. Therefore, the absolute amount of calories in food is higher than the calories stated on the label and this was evident in our sample of snack food items (6.7 kcal [−4.9, 31.9], $p<0.05$). Since nutrient absorption has a high inter-individual variability in humans (22), it may be of more value to report gross calories on food labels as a more reproducible measure of caloric content in prepackaged snack food items.

We also show that 40% of the excess calories were explained by higher carbohydrate content compared to the label. This observation underscores previous criticism on the accuracy of carbohydrate content measurements (by subtraction, as stated above) and factorial values that determine energy derived from carbohydrates (23). Therefore, more precise regulations of analytical procedures regarding macronutrient content determination specifically in energy-dense food products may be necessary.

The results presented in this report are limited to snack products that are commonly sold and cannot be generalized to all snack foods sold in the United States as this was not a random sample. Furthermore, food lots and retail stores were not randomly sampled and therefore our data are based on the assumption that nutrient content and serving size may not vary by distribution lot or retail location. Finally, macronutrient content was measured in a small convenience sample of the tested snacks but not all products.

In this study we demonstrate that accuracy of labeled calories in a convenience sample of popular snack food products is variable. While overall the caloric content of these snacks is higher than stated on the label, the difference is relatively small. Inaccuracy in carbohydrate content and serving size deviation are the main contributors to this deviation from the label. Nevertheless, consumption of these energy dense snack foods is common and consumers should be aware that accuracy of labeling (though within FDA guidelines) varies, in some cases leading to greater than expected caloric intake.

Supplementary Material

Supplementary Data

Click here to view.(194K, doc)

Acknowledgements

We want to thank Dr. Marie S. Thearle and Dr. Robert L. Hanson for their excellent help with statistical analyses.

Footnotes

Disclosure Statement

The authors have no conflict of interest to disclose relevant to this article.

References

(1) Ogden CL, Carroll MD, Curtin LR, et al. Prevalence of overweight and obesity in the United States, 1999-2004. JAMA. 2006;295:1549–1555. [PubMed] [Google Scholar]

(2) Wang Y, Lobstein T. Worldwide trends in childhood overweight and obesity. Int J Pediatr Obes. 2006;1:11–25. [PubMed] [Google Scholar]

(3) Economic Research Service [Accessed July 14, 2010];Daily per capita calories adjusted for spoilage, plate waste and other losses. ERS Web Site: www.ers.usda.gov/AmberWaves/November05/Findings/usfoodconsumption.htm.

(4) Economic Research Service [accessed 14 July 2010];Projections of food and commodity consumption, 2000-2020. ERS Web Site: www.ers.usda.gov/publications/aer820/aer820e.pdf.

(5) Nielsen SJ, Siega-Riz AM, Popkin BM. Trends in energy intake in U.S. between 1977 and 1996: similar shifts seen across age groups. Obes Res. 2002;10:370–378. [PubMed] [Google Scholar]

(6) Farley TA, Baker ET, Futrell L, Rice JC. The ubiquity of energy-dense snack foods: a national multicity study. Am J Public Health. 2010;100:306–311. [PMC free article] [PubMed] [Google Scholar]

(7) Cohen DA, Sturm R, Lara M, Gilbert M, Gee S. Discretionary calorie intake a priority for obesity prevention: results of rapid participatory approaches in low-income US communities. J Public Health (Oxf) 2010;32:379–86. [PubMed] [Google Scholar]

(8) Wing RR, Hill JO. Successful weight loss maintenance. Annu Rev Nutr. 2001;21:323–341. [PubMed] [Google Scholar]

(9) Taylor CL, Wilkening VL. How the nutrition food label was developed, part 1: the Nutrition Facts panel. J Am Diet Assoc. 2008;108:437–442. [PubMed] [Google Scholar]

(10) Code of Federal Regulations: 21 CFR 101.9.

(11) Allison DB, Heshka S, Sepulveda D, Heymsfield SB. Counting calories--caveat emptor. JAMA. 1993;270:1454–1456. [PubMed] [Google Scholar]

(12) Urban LE. The accuracy of stated energy contents of reduced-energy, commercially prepared foods. J Am Diet Assoc. 2010;110:116–23. [PMC free article] [PubMed] [Google Scholar]

(13) Parr Manual No. 483 M, 6200 Calorimeter Operating Instruction Manual. Parr Instrument Co.; Moline, ILL., USA: [Google Scholar]

(14) Official Methods of Analysis Methods 922.06 and 954.02. AOAC International; Gaithersburg, MD, USA 18: 2005. [Google Scholar]

(15) Official Methods of Analysis, Methods 968.06 and 954.02. AOAC International; Gaithersburg, MD, USA 18: 2005. [Google Scholar]

(16) Official Methods of Analysis, Method 923.03. AOAC International; Gaithersburg, MD, USA 18: 2005. [Google Scholar]

(17) Official Methos of Analysis, Method 925.09 and 926.08. AOAC International; Gaithersburg, MD, USA 18: 2005. [Google Scholar]

(18) Code of Federal Regulations: 21 CFR 101.9 - Nutrition labeling of food (c)(1)(i)(A)-(E).

(19) Code of Federal Regulations: 21 CFR 101.9 - Nutrition labeling of food (g)(5).

(20) Maffeis C, Grezzani A, Perrone L, Del Giudice EM, Saggese G, Tato L. Could the savory taste of snacks be a further risk factor for overweight in children? J Pediatr Gastroenterol Nutr. 2008;46:429–437. [PubMed] [Google Scholar]

(21) Rolls BJ, Roe LS, Kral TV, Meengs JS, Wall DE. Increasing the portion size of a packaged snack increases energy intake in men and women. Appetite. 2004;42:63–69. [PubMed] [Google Scholar]

(22) Jumpertz R, Le DS, Turnbaugh PJ, et al. Energy-balance studies reveal associations between gut microbes, caloric load, and nutrient absorption in humans. Am J Clin Nutr. 2011;94:58–65. [PMC free article] [PubMed] [Google Scholar]

(23) Livesey G. Metabolizable energy of macronutrients. Am J Clin Nutr. 1995;62:1135S–1142S. [PubMed] [Google Scholar]

Exhibit

38

WIKIPEDIA

Vegetarianism

Vegetarianism is the practice of abstaining from the consumption of meat (red meat, poultry, seafood, and the flesh of any other animal), and may also include abstention from by-products of animal slaughter.[1][2]

Vegetarianism may be adopted for various reasons. Many people object to eating meat out of respect for sentient life. Such ethical motivations have been codified under various religious beliefs, as well as animal rights advocacy. Other motivations for vegetarianism are health-related, political, environmental, cultural, aesthetic, economic, or personal preference. There are variations of the diet as well: an ovo-lacto vegetarian diet includes both eggs and dairy products, an ovo-vegetarian diet includes eggs but not dairy products, and a lacto-vegetarian diet includes dairy products but not eggs. A strict vegetarian diet – referred to as *vegan* – excludes all animal products, including eggs and dairy. Avoidance of animal products requires dietary supplemental vitamin B12 from fortified manufactured foods or supplement products to avoid vitamin B12 deficiency, which leads to high homocysteine blood levels – a risk factor for several chronic health disorders.[3][4]

Vegetarianism

Description	A vegetarian diet is derived from plants, with or without eggs or dairy, but without meat
Varieties	Ovo, Lacto, Ovo-lacto, Veganism, Raw veganism, Fruitarianism, Buddhist vegetarianism, Jain vegetarianism, Jewish vegetarianism

Packaged and processed foods, such as cakes, cookies, candies, chocolate, yogurt, and marshmallows, often contain unfamiliar animal ingredients, so may be a special concern for vegetarians due to the likelihood of such additions.[2][5] Often, prior to purchase or consumption, vegetarians will scrutinize products for animal-derived ingredients.[5] Vegetarians' feelings vary with regard to these ingredients. For example, while some vegetarians may be unaware of animal-derived rennet's role in the production of cheese, and may therefore unknowingly consume the product,[2][6][7] other vegetarians may not take issue with its consumption.[2]

Semi-vegetarian diets consist largely of vegetarian foods but may include fish or poultry, or sometimes other meats, on an infrequent basis. Those with diets containing fish or poultry may define *meat* only as mammalian flesh and may identify with vegetarianism.[8][9] A pescetarian diet has been described as "fish but no other meat".[10] The common-use association between such diets and vegetarianism has led vegetarian groups such as the Vegetarian Society to state that diets containing these ingredients are not vegetarian, because fish and birds are also animals.[11]

Contents

Etymology

The first written use of the term "vegetarian" originated in the early 19th century, when authors referred to a *vegetable regimen* diet.[12] Modern dictionaries explain its origin as a compound of *vegetable* (adjective) and the suffix *-arian* (in the sense of *agrarian*).[13] The term was popularized with the foundation of the Vegetarian Society in Manchester in 1847,[14] although it may have appeared in print before 1847.[14][15][16] The earliest occurrences of the term seem to be related to Alcott House—a school on the north side of Ham Common, London—which was opened in July 1838 by James Pierrepont Greaves.[15][16][17] From 1841, it was known as *A Concordium, or Industry Harmony College*, from which time the institution began to publish its own pamphlet entitled *The Healthian*, which provides some of the earliest appearances of the term "vegetarian".[15]

History

The earliest record of vegetarianism comes from the 7th century BCE,[19] inculcating tolerance towards all living beings.[20][21] Parshwanatha and Mahavira, the 23rd & 24th *tirthankaras* in Jainism respectively revived and advocated ahimsa and Jain vegetarianism in 8th to 6th century BC; the most comprehensive and strictest form of vegetarianism.[22][23][24] Vegetarianism was also practiced in ancient Greece and the earliest reliable evidence for vegetarian theory and practice in Greece dates from the 6th century BC. The Orphics, a religious movement spreading in Greece at that time, also practiced and promoted vegetarianism.[25] Greek teacher Pythagoras, who promoted the altruistic doctrine of metempsychosis, may have practiced vegetarianism,[26] but is also recorded as eating meat.[27] A fictionalized portrayal of Pythagoras appears in Ovid's *Metamorphoses*, in which he advocates a form of strict vegetarianism.[28] It was through this portrayal that Pythagoras was best known to English-speakers throughout the early modern period and, prior to the coinage of the word "vegetarianism", vegetarians were referred to in English as "Pythagoreans".[28]

Vegetarianism in ancient India

> India is a strange country. People do not kill any living creatures, do not keep pigs and fowl, and do not sell live cattle.
>
> —*Faxian*, 4th/5th century CE
> Chinese pilgrim to India[18]

Vegetarianism was also practiced about six centuries later in another instance (30 BCE–50 CE) in the northern Thracian region by the Moesi tribe (who inhabited present-day Serbia and Bulgaria), feeding themselves on honey, milk, and cheese.[29]

In Indian culture, vegetarianism has been closely connected with the attitude of nonviolence towards animals (called *ahimsa* in India) for millennia and was promoted by religious groups and philosophers.[30] The ancient Indian work of Tirukkural explicitly and unambiguously emphasizes shunning meat and non-killing.[31] Chapter 26 of the Tirukkural, particularly couplets 251–260, deals exclusively on vegetarianism or veganism.[31] Among the Hellenes, Egyptians, and others, vegetarianism had medical or ritual purification purposes.

Following the Christianization of the Roman Empire in late antiquity, vegetarianism practically disappeared from Europe, as it did elsewhere, except in India.[33] Several orders of monks in medieval Europe restricted or banned the consumption of meat for ascetic reasons, but none of them eschewed fish.[34] Moreover, the medieval definition of "fish" included such animals as seals, porpoises, dolphins, barnacle geese, puffins, and beavers.[35] Vegetarianism re-emerged during the Renaissance,[36] becoming more widespread in the 19th and 20th centuries. In 1847, the first Vegetarian Society was founded in the United Kingdom;[37] Germany, the Netherlands, and other countries followed. In 1886, the vegetarian colony Nueva Germania was founded in Paraguay, though its vegetarian aspect would prove short-lived.[38]:345–358 The International Vegetarian Union, an association of the national societies, was founded in 1908. In the Western world, the popularity of vegetarianism grew during the 20th century as a result of nutritional, ethical, and—more recently—environmental and economic concerns.

Varieties

Comparison of the main vegetarian diets

	Meat	**Eggs**	**Dairy**
Ovo-lacto vegetarianism	No	Yes	Yes
Ovo vegetarianism	No	Yes	No
Lacto vegetarianism	No	No	Yes
Vegan diet	No	No	No

Labeling is mandatory in India to distinguish vegetarian products (green) from non-vegetarian products (brown).[32]

There are a number of vegetarian diets that exclude or include various foods:

- Buddhist vegetarianism. Different Buddhist traditions have differing teachings on diet, which may also vary for ordained monks and nuns compared to others. Many interpret the precept "not to kill" to require abstinence from meat, but not all. In Taiwan, *su* vegetarianism excludes not only all animal products but also vegetables in the allium family (which have the characteristic aroma of onion and garlic): onion, garlic, scallions, leeks, chives, or shallots.
- Fruitarianism and Jain vegetarianism permit only fruit, nuts, seeds, and other plant matter that can be gathered without harming the plant.[39] Jain vegetarianism also includes dairy.
- Macrobiotic diets consist mostly of whole grains and beans.
- Lacto vegetarianism includes dairy products but not eggs.
- Ovo vegetarianism includes eggs but not dairy products.
- Ovo-lacto vegetarianism (or lacto-ovo vegetarianism) includes animal products such as eggs, milk, and honey.
- Sattvic diet (also known as yogic diet), a plant-based diet which may also include dairy and honey, but excludes eggs, red lentils, durian, mushrooms, alliums, blue cheeses, fermented foods or sauces, and alcoholic drinks. Coffee, black or green tea, chocolate, nutmeg, and any other type of stimulant (including excessively pungent spices) are sometimes excluded, as well.
- Veganism excludes all animal flesh and by-products, such as milk, honey (not always),[40] and eggs, as well as items refined or manufactured through any such product, such as animal-tested baking soda or white sugar refined with bone char.
  - Raw veganism includes only fresh and uncooked fruit, nuts, seeds, and vegetables. Food must not be heated

A variety of vegan and vegetarian deli foods.

A vegetarian hamburger with potato slices.

above 118 °F (48 °C) to be considered "raw". Usually, raw vegan food is only ever "cooked" with a food dehydrator at low temperatures.

Within the "ovo-" groups, there are many who refuse to consume fertilized eggs (with balut being an extreme example); however, such distinction is typically not specifically addressed.

Some vegetarians also avoid products that may use animal ingredients not included in their labels or which use animal products in their manufacturing. For example, sugars that are whitened with bone char, cheeses that use animal rennet (enzymes from animal stomach lining), gelatin (derived from the collagen inside animals' skin, bones, and connective tissue), some cane sugar (but not beet sugar) and beverages (such as apple juice and alcohol) clarified with gelatin or crushed shellfish and sturgeon, while other vegetarians are unaware of, or do not mind, such ingredients.[2][5][6]

Individuals sometimes label themselves "vegetarian" while practicing a semi-vegetarian diet,[9][41][42] as some dictionary definitions describe vegetarianism as sometimes including the consumption of fish,[8] or only include mammalian flesh as part of their definition of meat,[8][43] while other definitions exclude fish and all animal flesh.[11] In other cases, individuals may describe themselves as "flexitarian".[41][44] These diets may be followed by those who reduce animal flesh consumed as a way of transitioning to a complete vegetarian diet or for health, ethical, environmental, or other reasons. Semi-vegetarian diets include:

- Macrobiotic diet consisting mostly of whole grains and beans, but may sometimes include fish.
- Pescetarianism, which includes fish and possibly other forms of seafood.
- Pollo-pescetarianism, which includes poultry and fish, or "white meat" only.
- Pollotarianism, which includes chicken and possibly other poultry.

Semi-vegetarianism is contested by vegetarian groups, such as the Vegetarian Society, which states that vegetarianism excludes all animal flesh.[11]

Health effects

Studies on the health effects of vegetarian diets observe heterogeneous effects on mortality. One review found a decreased overall risk of all cause mortality, cancer (except breast) and cardiovascular disease;[46] however, a meta-analysis found lower risk for ischemic heart disease and cancer but no effect on overall mortality or cerebrovascular disease.[47] Possible limitations include varying definitions used of vegetarianism, and the observation of increased risk of lung cancer mortality in those on a vegetarian diet for less than five years.[47] An analysis pooling two large studies found vegetarians in the UK have similar all cause mortality as meat eaters.[48] An older meta analysis found similar results, only finding decreased mortality in vegetarians, pescatarians, and irregular meat eaters in ischemic heart disease, but not from any other cause.[49]

Vegetarian diets have been shown to prevent and treat gallstones, cardiovascular disease, rheumatoid arthritis, dementia, diverticular disease, renal disease, hypertension, osteoporosis, cancer, and diabetes.[50]

> On average, vegetarians consume a lower proportion of calories from fat (particularly saturated fatty acids), fewer overall calories, more fiber, potassium, and vitamin C, than do non-vegetarians. Vegetarians generally have a lower body mass index. These characteristics and other lifestyle factors associated with a vegetarian diet may contribute to the positive health outcomes that have

been identified among vegetarians.

Dietary Guidelines for Americans, 2010 – A report issued by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services[45]

The Academy of Nutrition and Dietetics and Dietitians of Canada have stated that at all stages of life, a properly planned vegetarian diet is "healthful, nutritionally adequate, and provides health benefits in the prevention and treatment of certain diseases".[51] Large-scale studies have shown that mortality from ischemic heart disease was 30% lower among vegetarian men and 20% lower among vegetarian women than in non-vegetarians.[52][53] Vegetarian diets offer lower levels of saturated fat, cholesterol and animal protein, and higher levels of carbohydrates, fibre, magnesium, potassium, folate, and antioxidants such as vitamins C and E and phytochemicals.[54][55]

"Vegetarian diets can meet guidelines for the treatment of diabetes and some research suggests that diets that are more plant-based reduce risk of type-2 diabetes. Rates of self-reported Seventh-day Adventists (SDA) were less than half of those of the general population, and, among SDA, vegetarians had lower rates of diabetes than non-vegetarians. Among possible explanations for a protective effect of vegetarian diet are the Lower BMI of vegetarians and higher fiber intake, both of which improve insulin sensitivity."[56]

The relationship between vegetarian diet and bone health remains unclear. According to some studies, a vegetarian lifestyle can be associated with vitamin B 12 deficiency and low bone mineral density.[57] However, a study of vegetarian and non-vegetarian adults in Taiwan found no significant difference in bone mineral density between the two groups.[58] Other studies, exploring animal protein's negative effects on bone health, suggest that vegetarians may be less prone to osteoporosis than omnivores, as vegetarian subjects had greater bone mineral density[59] and more bone formation.[60]

Acorn soup

The China-Cornell-Oxford Project,[61] a 20-year study conducted by Cornell University, the University of Oxford, and the government of China has established a correlation between the consumption of animal products and a variety of chronic illnesses, such as coronary heart disease, diabetes, and cancers of the breast, prostate and bowel (see *The China Study*).[62]

A fruit stall in Barcelona

Vitamin B12 deficiency

A strict vegetarian diet avoiding consumption of all animal products risks vitamin B12 deficiency, which can lead to hyperhomocysteinemia, a risk factor for several health disorders, including anemia, neurological deficits, gastrointestinal problems, platelet disorders, and increased risk for cardiovascular diseases.[3][4] This risk may be offset by ensuring sufficient intake of vitamin B12 by consuming fortified foods with vitamin B12 added during manufacturing, or by using a dietary supplement product.[3][4][46]

Nutrition

Western vegetarian diets are typically high in carotenoids, but relatively low in omega-3 fatty acids and vitamin B_{12}.[63] Vegans can have particularly low intake of vitamin B and calcium if they do not eat enough items such as collard greens, leafy greens, tempeh and tofu (soy).[64] High levels of dietary fiber, folic acid, vitamins C and E, and magnesium, and low consumption of saturated fat are all considered to be beneficial aspects of a vegetarian diet.[65] A well planned vegetarian diet will provide all nutrients in a meat-eater's diet to the same level for all stages of life.[66]

Protein

Protein intake in vegetarian diets is lower than in meat diets but can meet the daily requirements for most people.[67] Studies at Harvard University as well as other studies conducted in the United States, United Kingdom, Canada, Australia, New Zealand and various European countries, confirmed vegetarian diets provide sufficient protein intake as long as a variety of plant sources are available and consumed.[68] Pumpkin seeds, peanut butter, hemp seed, almonds, pistachio nuts, flaxseed, tofu, oats, soybeans, walnuts, are great sources of protein for vegetarians. Proteins are composed of amino acids, and a common concern with protein acquired from vegetable sources is an adequate intake of the essential amino acids, which cannot be synthesised by the human body. While dairy and egg products provide complete sources for ovo-lacto vegetarian, several vegetable sources have significant amounts of all eight types of essential amino acids, including lupin beans, soy,[69] hempseed, chia seed,[70] amaranth,[71] buckwheat,[72] pumpkin seeds[73] spirulina,[74] pistachios,[75] and quinoa.[76] However, the essential amino acids can also be obtained by eating a variety of complementary plant sources that, in combination, provide all eight essential amino acids (e.g. brown rice and beans, or hummus and pita, though protein combining in the same meal is not necessary.[77] A 1994 study found a varied intake of such sources can be adequate.[78]

Basket of fresh fruit and vegetables grown in Israel

Iron

Vegetarian diets typically contain similar levels of iron to non-vegetarian diets, but this has lower bioavailability than iron from meat sources, and its absorption can sometimes be inhibited by other dietary constituents.[79] According to the Vegetarian Resource Group, consuming food that contains vitamin C, such as citrus fruit or juices, tomatoes, or broccoli, is a good way to increase the amount of iron absorbed at a meal.[80] Vegetarian foods rich in iron include black beans, cashews, hempseed, kidney beans, broccoli, lentils, oatmeal, raisins, spinach, cabbage, lettuce, black-eyed peas, soybeans, many breakfast cereals, sunflower seeds, chickpeas, tomato juice, tempeh, molasses, thyme, and whole-wheat bread.[81] The related vegan diets can often be higher in iron than vegetarian diets, because dairy products are low in iron.[65] Iron stores often tend to be lower in vegetarians than non-vegetarians, and a few small studies report very high rates of iron deficiency (up to 40%,[82] and 58%[83] of the respective vegetarian or vegan groups). However, the American Dietetic Association states that iron deficiency is no more common in vegetarians than non-vegetarians (adult males are rarely iron deficient); iron deficiency anaemia is rare no matter the diet.[84]

Vitamin B_{12}

According to the United States National Institutes of Health, vitamin B_{12} is not generally present in plants and is naturally found in foods of animal origin.[3][85] Lacto-ovo vegetarians can obtain B_{12} from dairy products and eggs, and vegans can obtain it from manufactured fortified foods (including plant-based products and breakfast cereals) and dietary supplements.[3][86][87]

The recommended daily dietary intake of B_{12} in the United States and Canada is 0.4 mcg (ages 0–6 months), rising to 1.8 mcg (9–13 years), 2.4 mcg (14+ years), and 2.8 mcg (lactating female).[85] While the body's daily requirement for vitamin B_{12} is in microgram amounts, deficiency of the vitamin through strict practice of a vegetarian diet without supplementation can increase the risk of several chronic diseases.[3][4][85]

Fatty acids

Plant-based, or vegetarian, sources of Omega 3 fatty acids include soy, walnuts, pumpkin seeds, canola oil, kiwifruit, hempseed, algae, chia seed, flaxseed, echium seed and leafy vegetables such as lettuce, spinach, cabbage and purslane. Purslane contains more Omega 3 than any other known leafy green. Olives (and olive oil) are another important plant source of unsaturated fatty acids. Plant foods can provide alpha-linolenic acid which the human body uses to synthesize the long-chain n-3 fatty acids EPA and DHA. EPA and DHA can be obtained directly in high amounts from oily fish or fish oils. Vegetarians, and particularly vegans, have lower levels of EPA and DHA than meat-eaters. While the health effects of low levels of EPA and DHA are unknown, it is unlikely that supplementation with alpha-linolenic acid will significantly increase levels.[88] Recently, some companies have begun to market vegetarian DHA supplements containing seaweed extracts. Whole seaweeds are not suitable for supplementation because their high iodine content limits the amount that may be safely consumed. However, certain algae such as spirulina are good sources of gamma-linolenic acid (GLA), alpha-linolenic acid (ALA), linoleic acid (LA), stearidonic acid (SDA), eicosapentaenoic acid (EPA), docosahexaenoic acid (DHA), and arachidonic acid (AA).[89][90]

Calcium

Calcium intake in vegetarians and vegans can be similar to non-vegetarians, as long as the diet is properly planned.[91] Lacto-ovo vegetarians that include dairy products can still obtain calcium from dairy sources like milk, yogurt, and cheese.[92]

Non-dairy milks that are fortified with calcium, such as soymilk and almond milk can also contribute a significant amount of calcium in the diet.[93] The calcium found in broccoli, bok choy, and kale have also been found to have calcium that is well absorbed in the body.[91][92][94] Though the calcium content per serving is lower in these vegetables than a glass of milk, the absorption of the calcium into the body is higher.[92][94] Other foods that contain calcium include calcium-set tofu, blackstrap molasses, turnip greens, mustard greens, soybeans, tempeh, almonds, okra, dried figs, and tahini.[91][93] Though calcium can be found in Spinach, swiss chard, beans and beet greens, they are generally not considered to be a good source since the calcium binds to oxalic acid and is poorly absorbed into the body.[92] Phytic acid found in nuts, seeds, and beans may also impact calcium absorption rates.[92] See the National Institutes of Health Office of Dietary

Supplements for calcium needs for various ages,[92] the Vegetarian Resource Group[93] and the Vegetarian Nutrition Calcium Fact Sheet from the Academy of Nutrition and Dietetics[91] for more specifics on how to obtain adequate calcium intake on a vegetarian or vegan diet.

Vitamin D

Vitamin D needs can be met via the human body's own generation upon sufficient and sensible exposure to ultraviolet (UV) light in sunlight.[95][96] Products including milk, soy milk and cereal grains may be fortified to provide a source of Vitamin D.[97] For those who do not get adequate sun exposure or food sources, Vitamin D supplementation may be necessary.

Vitamin D_2

- Plants
  - Alfalfa (*Medicago sativa subsp. sativa*), shoot: 4.8 µg (192 IU) vitamin D_2, 0.1 µg (4 IU) vitamin D_3[98]
- Fungus, from USDA nutrient database:[99]
  - Mushrooms, portabella, exposed to ultraviolet light, raw: Vitamin D_2: 11.2 µg (446 IU)
  - Mushrooms, portabella, exposed to ultraviolet light, grilled: Vitamin D_2: 13.1 µg (524 IU)
  - Mushrooms, shiitake, dried: Vitamin D_2: 3.9 µg (154 IU)
  - Mushrooms, shiitake, raw: Vitamin D_2: 0.4 µg (18 IU)
  - Mushrooms, portabella, raw: Vitamin D_2: 0.3 µg (10 IU)
  - Mushroom powder, any species, illuminated with sunlight or artificial ultraviolet light sources

Vitamin D_2, or ergocalciferol is found in fungus (except alfalfa which is a plantae) and created from viosterol, which in turn is created when ultraviolet light activates ergosterol (which is found in fungi and named as a sterol from ergot). Any UV-irradiated fungus including yeast form vitamin D_2.[100] Human bioavailability of vitamin D_2 from vitamin D_2-enhanced button mushrooms via UV-B irradiation is effective in improving vitamin D status and not different from a vitamin D_2 supplement according to study.[101] For example, Vitamin D_2 from UV-irradiated yeast baked into bread is bioavailable.[102] By visual assessment or using a chromometer, no significant discoloration of irradiated mushrooms, as measured by the degree of "whiteness", was observed[103] making it hard to discover if they have been treated without labeling. Claims have been made that a normal serving (approx. 3 oz or 1/2 cup, or 60 grams) of mushrooms treated with ultraviolet light increase their vitamin D content to levels up to 80 micrograms,[104] or 2700 IU if exposed to just 5 minutes of UV light after being harvested.[105]

Longevity

There have been many comparative and statistical studies of the relationship between diet and longevity, including vegetarianism and longevity.

A 1999 metastudy combined data from five studies from western countries.[106] The metastudy reported mortality ratios, where lower numbers indicated fewer deaths, for fish eaters to be 0.82, vegetarians to be 0.84, occasional meat eaters (eat meat less than once per week) to be 0.84. Regular meat eaters had the base mortality rate of 1.0, while the number for vegans was very uncertain (anywhere between 0.7 and 1.44) due to too few data points. The study reported the numbers of deaths in each category, and expected error ranges for each ratio, and adjustments made to the data. However, the "lower mortality was due largely to the relatively low prevalence of smoking in these [vegetarian] cohorts". Out of the major causes of death studied, only one difference in mortality rate was attributed to the difference in diet, as the conclusion states: "...vegetarians had a 24% lower mortality from ischaemic heart disease than non-vegetarians, but no associations of a vegetarian diet with other major causes of death were established".[106]

In *Mortality in British vegetarians*,[107] a similar conclusion is drawn:

> British vegetarians have low mortality compared with the general population. Their death rates are similar to those of comparable non-vegetarians, suggesting that much of this benefit may be attributed to non-dietary lifestyle factors such as a low prevalence of smoking and a generally high socio-economic status, or to aspects of the diet other than the avoidance of meat and fish."[108]

The Adventist Health Studies is ongoing research that documents the life expectancy in Seventh-day Adventists. This is the only study among others with similar methodology which had favourable indication for vegetarianism. The researchers found that a combination of different lifestyle choices could influence life expectancy by as much as 10 years. Among the lifestyle choices investigated, a vegetarian diet was estimated to confer an extra 1–1/2 to 2 years of life. The researchers concluded that "the life expectancies of California Adventist men and women are higher than those of any other well-described natural population" at 78.5 years for men and 82.3 years for women. The life expectancy of California Adventists surviving to age 30 was 83.3 years for men and 85.7 years for women.[109]

The Adventist health study is again incorporated into a metastudy titled "Does low meat consumption increase life expectancy in humans?" published in *American Journal of Clinical Nutrition*, which concluded that low meat eating (less than once per week) and other lifestyle choices significantly increase life expectancy, relative to a group with high meat intake. The study concluded that "The findings from one cohort of healthy adults raises the possibility that long-term (≥ 2 decades) adherence to a vegetarian diet can further produce a significant 3.6-y increase in life expectancy." However, the study also concluded that "Some of the variation in the survival advantage in vegetarians may have been due to marked differences between studies in adjustment for confounders, the definition of vegetarian, measurement error, age distribution, the healthy volunteer effect, and intake of specific plant foods by the vegetarians." It further states that "This raises the possibility that a low-meat, high plant-food dietary pattern may be the true causal protective factor rather than simply elimination of meat from the diet." In a recent review of studies relating low-meat diet patterns to all-cause mortality, Singh noted that "5 out of 5 studies indicated that adults who followed a low meat, high plant-food diet pattern experienced significant or marginally significant decreases in mortality risk relative to other patterns of intake."[110]

Statistical studies, such as comparing life expectancy with regional areas and local diets in Europe also have found life expectancy considerably greater in southern France, where a low meat, high plant Mediterranean diet is common, than northern France, where a diet with high meat content is more common.[111]

A study by the Institute of Preventive and Clinical Medicine, and Institute of Physiological Chemistry looked at a group of 19 vegetarians (lacto-ovo) and used as a comparison a group of 19 omnivorous subjects recruited from the same region. The study found that this group of vegetarians (lacto-ovo) have a significantly higher amount of plasma carboxymethyllysine and advanced glycation endproducts (AGEs) compared to this group of non-vegetarians.[112] Carboxymethyllysine is a glycation product which represents "a general marker of oxidative stress and long-term damage of proteins in aging, atherosclerosis and diabetes" and "[a]dvanced glycation end products (AGEs) may play an important adverse role in process of atherosclerosis, diabetes, aging and chronic renal failure".[112]

Heart health

Vegetarian diets may lower the risk of heart disease, as well as reduce the need for medications prescribed for chronic illnesses.[113]

Arthritis

Vegetarian diets have been studied to see whether they are of benefit in treating arthritis, but no good supporting evidence has been found.[114]

Eating disorders

The American Dietetic Association discussed that vegetarian diets may be more common among adolescents with eating disorders, indicating that vegetarian diets do not cause eating disorders, but rather "vegetarian diets may be selected to camouflage an existing eating disorder".[115]

Ethics and diet

General

Various ethical reasons have been suggested for choosing vegetarianism, usually predicated on the interests of non-human animals. In many societies, controversy and debate have arisen over the ethics of eating animals. Some people, while not vegetarians, refuse to eat the flesh of certain animals due to cultural taboo, such as cats, dogs, horses or rabbits. Others support meat eating for scientific, nutritional and cultural reasons, including religious ones. Some meat eaters abstain from the meat of animals reared in particular ways, such as factory farms, or avoid certain meats, such as veal or foie gras. Some people follow vegetarian or vegan diets not because of moral concerns involving the raising or consumption of animals in general, but because of concerns about the specific treatment and practises involved in the raising and slaughter of animals, i.e. factory farming and the industrialisation of animal slaughter. Others still avoid meat because meat production is claimed to place a greater burden on the environment than production of an equivalent amount of plant protein.

Ethical objections based on consideration for animals are generally divided into opposition to the act of killing in general, and opposition to certain agricultural practices surrounding the production of meat.

Ethics of killing for food

Princeton University professor and animal rights activist Peter Singer believes that if alternative means of survival exist, one ought to choose the option that does not cause unnecessary harm to animals. Most ethical vegetarians argue that the same reasons exist against killing animals in the flesh to eat as against killing humans to eat, especially humans with cognitive abilities equal or lesser than the animals in question. Singer, in his book *Animal Liberation,* listed possible qualities of sentience in non-human creatures that gave such creatures the scope to be considered under utilitarian ethics, and this has been widely referenced by animal rights campaigners and vegetarians. Ethical vegetarians also believe that killing an animal, like killing a human, especially one who has equal or lesser cognitive abilities than the animals in question, can only be justified in extreme circumstances and that consuming a living creature for its enjoyable taste, convenience, or nutrition value is not a sufficient cause.[116] Another common view is that humans are morally conscious of their behavior in a way other animals are not, and therefore subject to higher standards.[117] One author proposes that denying the right to life and humane treatment to animals with equal or greater cognitive abilities than mentally disabled humans is an arbitrary and discriminatory practice based on habit instead of logic.[118] Opponents of ethical vegetarianism argue that animals are not moral equals to humans and so consider the comparison of eating livestock with killing people to be fallacious. This view does not excuse cruelty, but maintains that animals do not possess the rights a human has.[119]

Dairy and eggs

One of the main differences between a vegan and a typical vegetarian diet is the avoidance of both eggs and dairy products such as milk, cheese, butter and yogurt. Ethical vegans do not consume dairy or eggs because they state that their production causes the animal suffering or a premature death.[120]

To produce milk from dairy cattle, calves are separated from their mothers soon after birth and slaughtered or fed milk replacer in order to retain the cows milk for human consumption.[121] Many vegans state that this breaks the natural mother and calf bond.[121] Unwanted male calves are either slaughtered at birth or sent for veal production.[121] To prolong lactation, dairy cows are almost permanently kept pregnant through artificial insemination.[121] After about five years, once the cow's milk production has dropped, she is considered "spent" and sent to slaughter for beef and her hide. A dairy cow's natural life expectancy is about twenty years.[120]

In battery cage and free-range egg production, unwanted male chicks are culled or discarded at birth during the process of securing a further generation of egg-laying hens.[122]

Treatment of animals

Ethical vegetarianism has become popular in developed countries particularly because of the spread of factory farming, faster communications, and environmental consciousness. Some believe that the current mass demand for meat cannot be satisfied without a mass-production system that disregards the welfare of animals, while others believe that practices like well-managed free-ranging and consumption of game, particularly from species whose natural predators have been significantly eliminated, could substantially alleviate the demand for mass-produced meat.[123]

Classical Greek and Roman philosophy

Ancient Greek philosophy has a long tradition of vegetarianism. Pythagoras was reportedly vegetarian (and studied at Mt. Carmel, where some historians say there was a vegetarian community), as his followers were expected to be.

Roman writer Ovid concluded his magnum opus Metamorphoses, in part, with the impassioned argument (uttered by the character of Pythagoras) that in order for humanity to change, or metamorphose, into a better, more harmonious species, it must strive towards more humane tendencies. He cited vegetarianism as the crucial decision in this metamorphosis, explaining his belief that human life and animal life are so entwined that to kill an animal is virtually the same as killing a fellow human.

Pythagoras advocating vegetarianism, painting by Rubens

> Everything changes; nothing dies; the soul roams to and fro, now here, now there, and takes what frame it will, passing from beast to man, from our own form to beast and never dies...Therefore lest appetite and greed destroy the bonds of love and duty, heed my message! Abstain! Never by slaughter dispossess souls that are kin and nourish blood with blood![124]

Religion and diet

Jainism teaches vegetarianism as moral conduct as do some major[125] sects of Hinduism. Buddhism in general does not prohibit meat eating, while Mahayana Buddhism encourages vegetarianism as beneficial for developing compassion.[126] Other denominations that advocate a vegetarian diet include the Seventh-day Adventists, the Rastafari movement, the Ananda Marga movement and the Hare Krishnas. Sikhism[127][128][129] does not equate spirituality with diet and does not specify a vegetarian or meat diet.[130]

Bahá'í Faith

While there are no dietary restrictions in the Bahá'í Faith, `Abdu'l-Bahá, the son of the religion's founder, noted that a vegetarian diet consisting of fruits and grains was desirable, except for people with a weak constitution or those that are sick.[131] He stated that there are no requirements that Bahá'ís become vegetarian, but that a future society should gradually become vegetarian.[131][132][133] `Abdu'l-Bahá also stated that killing animals was contrary to compassion.[131] While Shoghi Effendi, the head of the Bahá'í Faith in the first half of the 20th century, stated that a purely vegetarian diet would be preferable since it avoided killing animals,[134] both he and the Universal House of Justice, the governing body of the Bahá'ís have stated that these teachings do not constitute a Bahá'í practice and that Bahá'ís can choose to eat whatever they wish but should be respectful of others' beliefs.[131]

Buddhism

Theravadins in general eat meat.[135] If Buddhist monks "see, hear or know" a living animal was killed specifically for them to eat, they must refuse it or else incur an offense.[136] However, this does not include eating meat which was given as alms or commercially purchased. In the Theravada canon, Buddha did not make any comment discouraging them from eating meat (except specific types, such as human, elephant meat, horse, dog, snake, lion, tiger, leopard, bear, and hyena flesh[137]) but he specifically refused to institute vegetarianism in his monastic code when a suggestion had been made.[138][139]

In several Sanskrit texts of Mahayana Buddhism, Buddha instructs his followers to avoid meat.[140][141][142][143] However, each branch of Mahayana Buddhism selects which sutra to follow, and some branches, including the majority of Tibetan and Japanese Buddhists, do eat meat, while many Chinese Buddhist branches do not.

Christianity

Early Christians disagreed as to whether they should eat meat, and later Christian historians have disagreed over whether Jesus was a vegetarian.[144][145][146] Various groups within Christianity have practiced specific dietary restrictions for various reasons.[147] The Council of Jerusalem in around 50 AD, recommended Christians keep following some of the Jewish food laws concerning meat. The early sect known as the Ebionites are considered to have practiced vegetarianism. Surviving fragments from their Gospel indicate their belief that – as Christ is the Passover sacrifice and eating the Passover lamb is no longer required – a vegetarian diet may (or should) be observed. However, orthodox Christianity does not accept their teaching as authentic. Indeed, their specific injunction to strict vegetarianism was cited as one of the Ebionites' "errors".[148][149]

At a much later time, the Bible Christian Church founded by Reverend William Cowherd in 1809 followed a vegetarian diet.[150] Cowherd was one of the philosophical forerunners of the Vegetarian Society.[151] Cowherd encouraged members to abstain from eating of meat as a form of temperance.[152]

Seventh-day Adventists are encouraged to engage in healthy eating practices, and ova-lacto-vegetarian diets are recommended by the General Conference of Seventh-day Adventists Nutrition Council (GCNC). They have also sponsored and participated in many scientific studies exploring the impact of dietary decisions upon health outcomes.[153] The GCNC has in addition adapted the USDA's food pyramid for a vegetarian dietary approach.[153][154] However, the only kinds of meat specifically frowned upon by the SDA health message are unclean meats, or those forbidden in scripture.[155]

Additionally, some monastic orders follow a vegetarian diet, and members of the Orthodox Church follow a vegan diet during fasts.[156] There is also a strong association between the Quakers and vegetarianism dating back at least to the 18th century. The association grew in prominence during the 19th century, coupled with growing Quaker concerns in connection with alcohol consumption, anti-vivisection and social purity. The association between the Quaker tradition and vegetarianism, however, becomes most significant with the founding of the Friends' Vegetarian Society in 1902 "to spread a kindlier way of living amongst the Society of Friends."[157]

According to Canon Law, Roman Catholics ages 14 and older are required to abstain from meat (defined as all mammal and fowl flesh and organs, excluding water animals) on Ash Wednesday and all Fridays of Lent including Good Friday. Canon Law also obliges Catholics to abstain from meat on the Fridays of the year outside of Lent (excluding certain holy days) unless, with the permission of the local conference of bishops, another penitential act is substituted. The restrictions on eating meat on these days is solely as an act of penance and not because of a religious objection to eating meat.[158]

Seventh-day Adventist

Since the formation of the Seventh-day Adventist Church in the 1860s when the church began, wholeness and health have been an emphasis of the Adventist church, and has been known as the "health message" belief of the church.[159] Adventists are well known for presenting a health message that recommends vegetarianism and expects adherence to the kosher laws in Leviticus 11. Obedience to these laws means abstinence from pork, shellfish, and other animals proscribed as "unclean". The church discourages its members from consuming alcoholic beverages, tobacco or illegal drugs (compare Christianity and alcohol). In addition, some Adventists avoid coffee, tea, cola, and other beverages containing caffeine.

Sanitarium products for sale.

The pioneers of the Adventist Church had much to do with the common acceptance of breakfast cereals into the Western diet, and the "modern commercial concept of cereal food" originated among Adventists.[160] John Harvey Kellogg was one of the early founders of Adventist health work. His development of breakfast cereals as a health food led to the founding of Kellogg's by his brother William. In both Australia and New Zealand, the church-owned Sanitarium Health and Wellbeing Company is a leading manufacturer of health and vegetarian-related products, most prominently Weet-Bix.

Research funded by the U.S. National Institutes of Health has shown that the average Adventist in California lives 4 to 10 years longer than the average Californian. The research, as cited by the cover story of the November 2005 issue of *National Geographic*, asserts that Adventists live longer because they do not smoke or drink alcohol, have a day of rest every week, and maintain a healthy, low-fat vegetarian diet that is rich in nuts and beans.[161][162] The cohesiveness of Adventists' social networks has also been put forward as an explanation for their extended lifespan.[163] Since Dan Buettner's 2005 *National Geographic* story about Adventist longevity, his book, *The Blue Zones: Lessons for Living Longer From the People Who've Lived the Longest*, named Loma Linda, California a "blue zone" because of the large concentration of Seventh-day Adventists. He cites the Adventist emphasis on health, diet, and Sabbath-keeping as primary factors for Adventist longevity.[164][165]

An estimated 35% of Adventists practice vegetarianism or veganism, according to a 2002 worldwide survey of local church leaders.[166][167]

Hinduism

Though there is no strict rule on what to consume and what not to, paths of Hinduism hold vegetarianism as an ideal. Some reasons are: the principle of nonviolence (ahimsa) applied to animals;[168] the intention to offer only "pure" (vegetarian) food to a deity and then to receive it back as prasad; and the conviction that a sattvic diet is beneficial for a healthy body and mind and that non-vegetarian food is not recommended for a better mind and for spiritual development.

However, the food habits of Hindus vary according to their community, location, custom and varying traditions. Historically and currently, those Hindus who eat meat prescribe Jhatka meat,[169]Hindus believe that the cow is a holy animal whose slaughter for meat is forbidden.[170]

Illustrative of vegetarian Hindu meals.

Islam

Some followers of Islam, or Muslims, chose to be vegetarian for health, ethical, or personal reasons. However, the choice to become vegetarian for non-medical reasons can sometimes be controversial due to conflicting fatwas and differing interpretations of the Quran. Though some more traditional Muslims may keep quiet about their vegetarian diet, the number of vegetarian Muslims is increasing.[171][172]

Vegetarianism has been practiced by some influential Muslims including the Iraqi theologian, female mystic and poet Rabia of Basra, who died in the year 801, and the Sri Lankan Sufi master Bawa Muhaiyaddeen, who established The Bawa Muhaiyaddeen Fellowship of North America in Philadelphia. The former Indian president Dr. A. P. J. Abdul Kalam was also famously a vegetarian.[173]

In January 1996, The International Vegetarian Union announced the formation of the Muslim Vegetarian/Vegan Society.[174]

Many non-vegetarian Muslims will select vegetarian (or seafood) options when dining in non-halal restaurants. However, this is a matter of not having the right kind of meat rather than preferring not to eat meat on the whole.[172]

Jainism

Followers of Jainism believe that all living organisms whether they are micro-organism are living and have a soul, and have one or more senses out of five senses and they go to great lengths to minimise any harm to any living organism. Most Jains are lacto-vegetarians but more devout Jains do not eat root vegetables because they believe that root vegetables contain a lot more micro-organisms as compared to other vegetables, and that, by eating them, violence of these micro-organisms is inevitable. So they focus on eating beans and fruits, whose cultivation do not involve killing of a lot of micro-organisms. No products obtained from dead animals are allowed, because when a living beings dies, a lot of micro-organisms (called as decomposers) will reproduce in the body which decomposes the body, and in eating the dead bodies, violence of decomposers is inevitable. Jain monks usually do a lot of fasting, and when they knew through spiritual powers that their life is very little, they start fasting until death.[175][176] Some particularly dedicated individuals are fruitarians.[177] Honey is forbidden, because honey is the regurgitation of nectar by bees [178] and may also contain eggs, excreta and dead bees. Some Jains do not consume plant parts that grow underground such as roots and bulbs, because the plants themselves and tiny animals may be killed when the plants are pulled up.[179]

The food choices of Jains are based on the value of Ahimsa (non-violence).

Judaism

While classical Jewish law neither requires nor prohibits the consumption of meat, Jewish vegetarians often cite Jewish principles regarding animal welfare, environmental ethics, moral character, and health as reasons for adopting a vegetarian or vegan diet.[180][181]

A number of medieval rabbis (e.g., Joseph Albo and Isaac Arama) regard vegetarianism as a moral ideal because the slaughter of animals might cause the individual who performs such acts to develop negative character traits. Many modern rabbis, by contrast, advocate vegetarianism or veganism primarily because of concerns about animal welfare, especially in light of the traditional prohibition on causing unnecessary "pain to living creatures" (tza'ar ba'alei hayyim).[182]

According to Genesis, consumption of meat was prohibited to human beings (1:29-30) though Noah was given permission to consume meat after the Great Flood. Some advocates of Jewish vegetarianism, such as Rabbi Abraham Isaac Kook, describe vegetarianism as an eschatological ideal to which all human beings must eventually return.[183] A number of Jewish vegetarian groups and activists promote such ideas and believe that the halakhic permission to eat meat is a temporary leniency for those who are not ready yet to accept the vegetarian diet.[184] For some commentators, such as Rabbi Shlomo Ephraim Luntschitz, the complexity of the laws of sacrifice and slaughter (shechita) was intended to discourage the consumption of meat and make it less painful for the animals.[185]

Jewish vegetarianism and veganism have become especially popular among Israeli Jews. In 2016, Israel was described as "the most vegan country on Earth", as five percent of its population eschewed all animal products.[186] Interest in veganism has grown among both non-Orthodox and Orthodox Jews in Israel.[187]

Rastafari

Within the Afro-Caribbean community, a minority are Rastafari and follow the dietary regulations with varying degrees of strictness. The most orthodox eat only "Ital" or natural foods, in which the matching of herbs or spices with vegetables is the result of long tradition originating from the African ancestry and cultural heritage of Rastafari.[188] "Ital", which is derived from the word vital, means essential to human existence. Ital cooking in its strictest form prohibits the use of salt, meat (especially pork), preservatives, colorings, flavorings and anything artificial.[189] Most Rastafari are vegetarian.[190]

Sikhism

The tenets of Sikhism do not advocate a particular stance on either vegetarianism or the consumption of meat,[191][192][193][194] but leave the decision of diet to the individual.[195] The tenth guru, Guru Gobind Singh, however, prohibited "Amritdhari" Sikhs, or those that follow the Sikh Rehat Maryada (the Official Sikh Code of Conduct)[196] from eating Kutha meat, or meat which has been obtained from animals which have been killed in a ritualistic way. This is understood to have been for the political reason of maintaining independence from the then-new Muslim hegemony, as Muslims largely adhere to the ritualistic halal diet.[191][195]

At the Sikh langar, all people eat a vegetarian meal as equals.

"Amritdharis" that belong to some Sikh sects (e.g. Akhand Kirtani Jatha, Damdami Taksal, Namdhari[197] and Rarionwalay,[198] etc.) are vehemently against the consumption of meat and eggs (though they do consume and encourage the consumption of milk, butter and cheese).[199] This vegetarian stance has been traced back to the times of the British Raj, with the advent of many new Vaishnava converts.[195] In response to the varying views on diet throughout the Sikh population, Sikh Gurus have sought to clarify the Sikh view on diet, stressing their preference only for simplicity of diet. Guru Nanak said that over-consumption of food (Lobh, Greed) involves a drain on the Earth's resources and thus on life.[200][201] Passages from the *Guru Granth Sahib* (the holy book of Sikhs, also known as the *Adi Granth*) say that it is "foolish" to argue for the superiority of animal life, because though all life is related, only human life carries more importance: "Only fools argue whether to eat meat or not. Who can define what is meat and what is not meat? Who knows where the sin lies, being a vegetarian or a non-vegetarian?"[195] The Sikh langar, or free temple meal, is largely lacto-vegetarian, though this is understood to be a result of efforts to present a meal that is respectful of the diets of any person who would wish to dine, rather than out of dogma.[194][195]

Environment and diet

Environmental vegetarianism is based on the concern that the production of meat and animal products for mass consumption, especially through factory farming, is environmentally unsustainable. According to a 2006 United Nations initiative, the livestock industry is one of the largest contributors to environmental degradation worldwide, and modern practices of raising animals for food contribute on a "massive scale" to air and water pollution, land degradation, climate change, and loss of biodiversity. The initiative concluded that "the livestock sector emerges as one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global."[202]

In addition, animal agriculture is a large source of greenhouse gases. According to a 2006 report it is responsible for 18% of the world's greenhouse gas emissions as estimated in 100-year CO_2 equivalents. Livestock sources (including enteric fermentation and manure) account for about 3.1 percent of US anthropogenic GHG emissions expressed as carbon dioxide equivalents.[203] This EPA estimate is based on methodologies agreed to by the Conference of Parties of the UNFCCC, with 100-year global warming potentials from the IPCC Second Assessment Report used in estimating GHG emissions as carbon dioxide equivalents.

Meat produced in a laboratory (called in vitro meat) may be more environmentally sustainable than regularly produced meat.[204] Reactions of vegetarians vary.[205] Rearing a relatively small number of grazing animals can be beneficial, as the Food Climate Research Network at Surrey University reports: "A little bit of livestock production is probably a good thing for the environment".[206]

In May 2009, Ghent, Belgium, was reported to be "the first [city] in the world to go vegetarian at least once a week" for environmental reasons, when local authorities decided to implement a "weekly meatless day". Civil servants would eat vegetarian meals one day per week, in recognition of the United Nations' report. Posters were put up by local authorities to encourage the population to take part on vegetarian days, and "veggie street maps" were printed to highlight vegetarian restaurants. In September 2009, schools in Ghent are due to have a weekly *veggiedag* ("vegetarian day") too.[207]

Public opinion and acceptance of meat-free food is expected to be more successful if its descriptive words focus less on the health aspects and more on the flavor.[208]

Labor conditions and diet

Some groups, such as PETA, promote vegetarianism as a way to offset poor treatment and working conditions of workers in the contemporary meat industry.[209] These groups cite studies showing the psychological damage caused by working in the meat industry, especially in factory and industrialised settings, and argue that the meat industry violates its labourers' human rights by assigning difficult and distressing tasks without adequate counselling, training and debriefing.[210][211][212] However, the working conditions of agricultural workers as a whole, particularly non-permanent workers, remain poor and well below conditions prevailing in other economic sectors.[213] Accidents, including pesticide poisoning, among farmers and plantation workers contribute to increased health risks, including increased mortality.[214] According to the International Labour Organization, agriculture is one of the three most dangerous jobs in the world.[215]

Economics and diet

Similar to environmental vegetarianism is the concept of economic vegetarianism. An economic vegetarian is someone who practices vegetarianism from either the philosophical viewpoint concerning issues such as public health and curbing world starvation, the belief that the consumption of meat is economically unsound, part of a conscious simple living strategy or just out of necessity. According to the Worldwatch Institute, "Massive reductions in meat consumption in industrial nations will ease their health care burden while improving public health; declining livestock herds will take pressure off rangelands and grainlands, allowing the agricultural resource base to rejuvenate. As populations grow, lowering meat consumption worldwide will allow more efficient use of declining per capita land and water resources, while at the same time making grain more affordable to the world's chronically hungry."[216]

Demographics

Prejudice researcher Gordon Hodson observes that vegetarians and vegans frequently face discrimination where eating meat is held as a cultural norm.[217]

Gender

A 1992 market research study conducted by the Yankelovich research organisation concluded that "of the 12.4 million people [in the US] who call themselves vegetarian, 68% are female, while only 32% are male".[218]

At least one study indicates that vegetarian women are more likely to have female babies. A study of 6,000 pregnant women in 1998 "found that while the national average in Britain is 106 boys born to every 100 girls, for vegetarian mothers the ratio was just 85 boys to 100 girls".[219] Catherine Collins of the British Dietetic Association has dismissed this as a "statistical fluke" given that it is actually the male's genetic contribution which determines the sex of a baby.[219]

Country-specific information

See also

- Adolf Hitler and vegetarianism
- Carnivore
- Cookbook:Vegetarian cuisine
- Cultured meat
- Economic vegetarianism
- Environmental impact of meat production
- Environmental vegetarianism
- Food and drink prohibitions
- History of vegetarianism
- Lacto vegetarianism
- List of diets
- List of vegetarian festivals
- List of vegetarian restaurants
- List of vegetarians
- Meat-free day
- Meat tax
- Nutritionism
- Ovo vegetarianism
- Ovo-lacto vegetarianism

- Ovo-lacto vegetarianism
- Pescetarianism
- Plant-based diet
- Semi-vegetarianism
- Single-cell protein
- Veganism
- Vegetarianism and religion
  - Buddhist vegetarianism
  - Christian vegetarianism
  - Jain vegetarianism
  - Jewish vegetarianism
- Vegetarian cuisine
- Vegetarian Diet Pyramid
- Vegetarian nutrition
- Vegetarian Society
- Vegetarianism by country
- Vegetarianism and Romanticism

References

1. "What is a vegetarian?" (https://www.vegsoc.org/page.aspx?pid=508). Vegetarian Society. Archived (https://web.archive.org/web/20180318164124/https://www.vegsoc.org/page.aspx?pid=508) from the original on March 18, 2018. Retrieved March 18, 2018. "A vegetarian is someone who lives on a diet of grains, pulses, legumes, nuts, seeds, vegetables, fruits, fungi, algae, yeast and/or some other non-animal-based foods (e.g. salt) with, or without, dairy products, honey and/or eggs. A vegetarian does not eat foods that consist of, or have been produced with the aid of products consisting of or created from, any part of the body of a living or dead animal. This includes meat, poultry, fish, shellfish*, insects, by-products of slaughter or any food made with processing aids created from these"
2. "Why Avoid Hidden Animal Ingredients?" (https://navs-online.org/articles/why-avoid-hidden-animal-ingredients/). North American Vegetarian Society. Archived (https://web.archive.org/web/20180318173332/https://navs-online.org/articles/why-avoid-hidden-animal-ingredients/) from the original on March 18, 2018. Retrieved March 18, 2018. "Surprisingly, some people who consider themselves vegetarian continue to consume products that contain remains of slaughtered animals such as gelatin (made from ground-up skin and bones, found in Jell-O, supplement capsules, and photographic film) and rennet (made from the lining of calves' stomachs, used to coagulate hard cheese). Some of these people may be unaware that these hidden animal ingredients even exist. Others know about them but feel that they are just minor components of a product, and that their presence is therefore not important. [...] Many people who do not eat meat for ethical reasons do use animal by-products that are obtained while the animals are still alive. Dairy is a good example, as many vegetarians who consume it rationalize their behavior by pointing out that cows are not killed in order to provide humans with this particular by-product"
3. "Vitamin B12" (https://lpi.oregonstate.edu/mic/vitamins/vitamin-B12). Micronutrient Information Center, Linus Pauling Institute, Oregon State University, Corvallis, OR. June 4, 2015. Retrieved April 30, 2019.
4. Obersby, Derek; Chappell, David C.; Dunnett, Andrew; Tsiami, Amalia A. (January 8, 2013). "Plasma total homocysteine status of vegetarians compared with omnivores: a systematic review and meta-analysis" (https://www.cambridge.org/core/journals/british-journal-of-nutrition/article/plasma-total-homocysteine-status-of-vegetarians-compared-with-omnivores-a-systematic-review-and-metaanalysis/1754320C613E6CD7F9AED4EE60C421B5/core-reader). *British Journal of Nutrition*. **109** (5): 785–794. doi:10.1017/s000711451200520x (https://doi.org/10.1017%2Fs000711451200520x). ISSN 0007-1145 (https://www.worldcat.org/issn/0007-1145). PMID 23298782 (https://www.ncbi.nlm.nih.gov/pubmed/23298782).

.gov/pubmed/23298782).

5. "Fact Sheets: Things to look out for if you are a vegetarian/vegan" (https://www.vegsoc.org/page.aspx?pid=729). Vegetarian Society. September 2015. Archived (https://web.archive.org/web/20180318175347/https://www.vegsoc.org/page.aspx?pid=729) from the original on March 18, 2018. Retrieved March 18, 2018.
6. Keevican, Michael (November 5, 2003). "What's in Your Cheese?" (https://www.vrg.org/nutshell/cheese.htm). Vegetarian Resource Group. Archived (https://web.archive.org/web/20180318175819/https://www.vrg.org/nutshell/cheese.htm) from the original on March 18, 2018. Retrieved March 18, 2018. "Many vegetarians don't consider that some of the cheeses they are eating could actually contain unfamiliar animal ingredients. That's right cheese, a common staple in many vegetarian diets, is often made with rennet or rennin, which is used to coagulate the dairy product."
7. "FAQ: Food Ingredients" (https://web.archive.org/web/20131104203320/https://www.vrg.org/nutshell/faqingredients.htm#cheese). Vegetarian Resource Group. Archived from the original (https://www.vrg.org/nutshell/faqingredients.htm#cheese) on November 4, 2013. Retrieved March 18, 2018. "Why are some cheeses labeled as 'vegetarian cheese'? Why wouldn't cheese be vegetarian? What is rennet?"
8. Shorter Oxford English Dictionary (2002 and 2007) defines "vegetarian" (noun) as "A person who on principle abstains from animal food; *esp.* one who avoids meat but will eat dairy produce and eggs and sometimes also fish (cf. VEGAN *noun*)."
9. Barr SI, Chapman GE (March 2002). "Perceptions and practices of self-defined current vegetarian and nonvegetarian women". *Journal of the American Dietetic Association*. **102** (3): 354–360. doi:10.1016/S0002-8223(02)90083-0 (https://doi.org/10.1016%2FS0002-8223%2802%2990083-0). PMID 11902368 (https://www.ncbi.nlm.nih.gov/pubmed/11902368).
10. "Pescetarian" (https://www.merriam-webster.com/dictionary/pescetarian). *Merriam-Webster Online Dictionary*. Merriam-Webster. Archived (https://web.archive.org/web/20180318182350/https://www.merriam-webster.com/dictionary/pescetarian) from the original on March 18, 2018. Retrieved March 18, 2018. "Definition of pescatarian: one whose diet includes fish but no other meat"
11. "Vegetarians don't eat fish, shellfish or crustacea, but they can still enjoy one of the healthiest diets available" (https://web.archive.org/web/20160304113323/https://www.vegsoc.org/fish). Vegetarian Society. Archived from the original (https://www.vegsoc.org/fish) on March 4, 2016. Retrieved March 18, 2018. "Many things have changed since the Vegetarian Society was founded way back in 1847, but fish have always been cold-blooded water dwelling animals and vegetarians do not eat animals."
12. Rod Preece (2008). *The origins of the term "vegetarian". In: Sins of the Flesh: A History of Ethical Vegetarian Thought* (https://books.google.com/books?id=uMnubkF5HjAC&pg=PA12). University of British Columbia Press, Vancouver.
13. "Vegetarian" (https://www.etymonline.com/search?q=vegetarian). Online Etymology Dictionary, Douglas Harper Inc. 2019. Retrieved April 30, 2019.
14. *OED* vol. 19, second edition (1989), p. 476; *Webster's Third New International Dictionary* p. 2537; *The Oxford Dictionary of English Etymology*, *Oxford*, 1966, p. 972; *The Barnhart Dictionary of Etymology* (1988), p. 1196; Colin Spencer, *The Heretic's Feast. A History of Vegetarianism*, London 1993, p. 252. The *OED* writes that the word came into general use after the formation of the Vegetarian Society at Ramsgate in 1847, though it offers two examples of usage from 1839 and 1842:
    - 1839: "If I had had to be my own cook, I should inevitably become a vegetarian." (F. A. Kemble, *Jrnl. Residence on Georgian Plantation* (1863) 251)
    - 1842: "To tell a healthy vegetarian that his diet is very uncongenial with the wants of his nature." (*Healthian*, Apr. 34) The 1839 occurrence remains under discussion; the Oxford English Dictionary's 1839 source is in fact an 1863 publication: Fanny Kemble, *Journal of a Residence on a Georgian Plantation 1838–1839*. The original

manuscript has not been located.

15. Davis, John. "History of Vegetarianism: Extracts from some journals 1842–48 – the earliest known uses of the word 'vegetarian' " (https://ivu.org/history/vegetarian.html). International Vegetarian Union. Archived (https://web.archive.org/web/20180318223303/https://ivu.org/history/vegetarian.html) from the original on March 18, 2018. Retrieved March 18, 2018. "In 1841 the [Alcott House] was re-invented as **A Concordium, or Industry Harmony College** though the building remained 'Alcott House'. Also in 1841 they began printing and publishing their own pamphlets, which now seem to be lost, but we have the relevant extracts, with the earliest known use of 'vegetarian', from their first journal which began in December 1841[.]"
16. Davis, John. "History of Vegetarianism: Extracts from some journals 1842–48 – the earliest known uses of the word 'vegetarian' (Appendix 2 – The 1839 journal of Fanny Kemble)" (https://ivu.org/history/kemble.html). International Vegetarian Union. Archived (https://web.archive.org/web/20180318222547/https://ivu.org/history/kemble.html) from the original on March 18, 2018. Retrieved March 18, 2018.
17. "FAQ: Definitions" (https://web.archive.org/web/20150416000814/https://www.worldvegfest.org/index.php/definitions). *IVU World Vegfest*. International Vegetarian Union. March 8, 2013. Archived from the original (https://www.worldvegfest.org/index.php/definitions) on April 16, 2015. Retrieved March 18, 2018. "The term '**Vegetarian'** was first used around 1840 by the community closely associated with Alcott House School, near London, and they used it to refer exclusively to foods derived from plants—plus all the ethical values associated today with Veganism. [...] The word 'Vegetarian' was first formally used on September 30th of 1847 at Northwood Villa in Kent, England. The occasion being the inaugural meeting of The Vegetarian Society."
18. Anand M. Saxena (2013). *The Vegetarian Imperative* (https://books.google.com/books?id=KQu-xBJ4P_QC&pg=PT145). Johns Hopkins University Press. pp. 201–202. ISBN 978-14214-02-420.
19. Olivelle, transl. from the original Sanskrit by Patrick (1998). *Upaniṣads* (Reissued ed.). Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0192835765.
20. Bajpai, Shiva (2011). *The History of India – From Ancient to Modern Times*. Himalayan Academy Publications (Hawaii, USA). ISBN 978-1-934145-38-8.
21. Spencer, Colin (1996). *The Heretic's Feast: A History of Vegetarianism*. Fourth Estate Classic House. pp. 33–68, 69–84. ISBN 978-0874517606.
22. Singh, Kumar Suresh (2004). *People of India: Maharashtra* (https://books.google.com/?id=OmBjoAFMfjoC&pg=PA435&dq=Parshwanatha+vegetarian#v=onepage&q=Parshwanatha%20vegetarian&f=false). ISBN 9788179911006.
23. Fieldhouse, Paul (April 17, 2017). *Food, Feasts, and Faith: An Encyclopedia of Food Culture in World Religions [2 volumes]* (https://books.google.com/?id=P-FqDgAAQBAJ&pg=PA307&dq=jain+food+strictest#v=onepage&q=jain%20food%20strictest&f=false). ISBN 9781610694124.
24. Walters, Kerry (June 7, 2012). *Vegetarianism: A Guide for the Perplexed* (https://books.google.com/?id=h_Xn3QW9wfQC&pg=PA165&dq=mahavira+6th+century+vegetarian#v=onepage&q=mahavira%206th%20century%20vegetarian&f=false). ISBN 9781441115294.
25. Spencer p. 38–55, 61–63; Haussleiter p. 79–157.
26. Livio, Mario (2003) [2002]. *The Golden Ratio: The Story of Phi, the World's Most Astonishing Number* (https://books.google.com/books?id=bUARfgWRH14C) (First trade paperback ed.). New York City: Broadway Books. p. 26. ISBN 978-0-7679-0816-0.
27. Zhmud, Leonid (2012). *Pythagoras and the Early Pythagoreans* (https://books.google.com/books?id=of-ghBD9q1QC&pg=PP235). Translated by Windle, Kevin; Ireland, Rosh. Oxford, England: Oxford University Press. p. 235. ISBN 978-0-19-928931-8.
28. Borlik, Todd A. (2011). *Ecocriticism and Early Modern English Literature: Green Pastures* (https://books.google.com/?id=4L6sAgAAQBAJ&pg=PA192). New York City, New York and London, England: Routledge. pp. 189–192. ISBN 978-0-203-81924-1.

29. Jones, Lindsay (2005). *Encyclopedia of religion* (https://books.google.com/?id=cjUOAQAAMAAJ&q=the+moesi+vegetarian&dq=the+moesi+vegetarian) (13 ed.). ISBN 9780028659824.
30. *Religious Vegetarianism From Hesiod to the Dalai Lama*, ed. Kerry S. Walters and Lisa Portmess, Albany 2001, p. 13–46.
31. Pope, GU (1886). *Thirukkural English Translation and Commentary* (http://www.projectmadurai.org/pm_etexts/pdf/pm0153.pdf) (PDF). W.H. Allen, & Co. p. 160.
32. Datta, P. T. Jyothi (September 4, 2001). "Health goes dotty with brown eggs & green milk" (https://www.thehindubusinessline.com/2001/09/05/stories/14050204.htm). *Hindu Business Line*. New Delhi: Kasturi & Sons (published September 5, 2001). Archived (https://web.archive.org/web/20180319005736/https://www.thehindubusinessline.com/2001/09/05/stories/14050204.htm) from the original on March 19, 2018. Retrieved March 18, 2018. "For discerning consumers, a recent Health Ministry notification had made it mandatory for packed food containing animal parts contained in a box, to sport a brown dot prominently on its label."
33. Passmore John (1975). "The Treatment of Animals". *Journal of the History of Ideas*. **36** (2): 196–201. doi:10.2307/2708924 (https://doi.org/10.2307%2F2708924). JSTOR 2708924 (https://www.jstor.org/stable/2708924).
34. Lutterbach, Hubertus. "Der Fleischverzicht im Christentum", *Saeculum* 50/II (1999) p. 202.
35. Mortimer, Ian (January 2010) [Originally published in Great Britain in 2008 by Random House UK]. "What to Eat and Drink: Noble Households" (https://books.google.com/books?id=XqWVlAEACAAJ) (Hardcover). In Sulkin, Will; Hensgen, Jörg (eds.). *The Time Traveler's Guide to Medieval England* (1st Touchstone hardcover ed.). New York, NY: Touchstone (Simon & Schuster). p. 140. ISBN 978-1-4391-1289-2. "Seals, porpoises, dolphins, barnacle geese, puffins, and beavers are all classed as fish as their lives begin in the sea or in a river. Hence they are eaten gleefully, even on nonmeat days."
36. Spencer p. 180–200.
37. Spencer p. 252–253, 261–262.
38. Bauer, K., "The Domestication of Radical Ideas and Colonial Spaces", in M. Schulze, et al., eds., *German Diasporic Experiences* (Waterloo, ON: Wilfrid Laurier University Press, 2008), pp. 345–358 (https://books.google.com/books?id=Uu90CwAAQBAJ&pg=PA348#v=onepage&q&f=false).
39. Craig WJ, Mangels AR (July 2009). "Position of the American Dietetic Association: Vegetarian Diets" (http://www.andjrnl.org/article/S0002-8223(09)00700-7/fulltext). *Journal of the Academy of Nutrition and Dietetics*. **109** (7): 1266–1282. doi:10.1016/j.jada.2009.05.027 (https://doi.org/10.1016%2Fj.jada.2009.05.027). PMID 19562864 (https://www.ncbi.nlm.nih.gov/pubmed/19562864). Retrieved January 6, 2016.
40. Engber, Daniel (July 30, 2008). "The Great Vegan Honey Debate: Is honey the dairy of the insect world?" (https://www.slate.com/articles/life/food/2008/07/the_great_vegan_honey_debate.html). *Slate*. Archived (https://web.archive.org/web/20180309213633/https://www.slate.com/articles/life/food/2008/07/the_great_vegan_honey_debate.html) from the original on March 9, 2018. Retrieved March 9, 2018.
41. Yabroff, Jennie (December 30, 2009). "Vegetarians Who Eat Meat" (http://www.newsweek.com/vegetarians-who-eat-meat-75433). *Newsweek*. Archived (https://web.archive.org/web/20180319023944/http://www.newsweek.com/vegetarians-who-eat-meat-75433) from the original on March 19, 2018. Retrieved March 18, 2018.
42. Gale, Catharine R. et al. "IQ in childhood and vegetarianism in adulthood: 1970 British cohort study" (http://www.edu-lib.us/bmj.com/cgi/content/abstract/bmj.39030.675069.55v1?hrss=1) Archived (https://web.archive.org/web/20160304000531/http://www.edu-lib.us/bmj.com/cgi/content/abstract/bmj.39030.675069.55v1?hrss=1) March 4, 2016, at the Wayback Machine, *British Medial Journal*, December 15, 2006, vol 333, issue 7581, p. 245.
43. "Meat" (https://www.merriam-webster.com/dictionary/meat). *Merriam-Webster Online Dictionary*. Merriam-Webster. Archived (https://web.archive.org/web/20180319025828/https://www.merriam-webster.com/dictionary/meat) from the original on March 19, 2018. Retrieved March 18, 2018. "Definition of meat [2a]: 2b; *also*: flesh of a mammal as

opposed to fowl or fish"

44. "2003 Words of the Year" (https://www.americandialect.org/2003_words_of_the_year). American Dialect Society. January 13, 2004. Archived (https://web.archive.org/web/20180319030627/https://www.americandialect.org/2003_words_of_the_year) from the original on March 19, 2018. Retrieved March 18, 2018. "**Most Useful**: word or phrase which most fills a need for a new word – *Winner* ***flexitarian****: noun, a vegetarian who occasionally eats meat. 31–41*"
45. DietaryGuidelines (http://www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/Chapter5.pdf) Archived (https://web.archive.org/web/20131203001728/http://www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/Chapter5.pdf) December 3, 2013, at the Wayback Machine. (PDF) . Retrieved on May 25, 2011.
46. Li D (2014). "Effect of the vegetarian diet on non-communicable diseases". *J. Sci. Food Agric.* (Review). **94** (2): 169–73. doi:10.1002/jsfa.6362 (https://doi.org/10.1002%2Fjsfa.6362). PMID 23965907 (https://www.ncbi.nlm.nih.gov/pubmed/23965907).
47. Huang, Tao; Yang, Bin; Zheng, Jusheng; Li, Guipu; Wahlqvist, Mark L.; Li, Duo (January 1, 2012). "Cardiovascular disease mortality and cancer incidence in vegetarians: a meta-analysis and systematic review". *Annals of Nutrition & Metabolism*. **60** (4): 233–240. doi:10.1159/000337301 (https://doi.org/10.1159%2F000337301). ISSN 1421-9697 (https://www.worldcat.org/issn/1421-9697). PMID 22677895 (https://www.ncbi.nlm.nih.gov/pubmed/22677895).
48. Appleby, Paul N; Crowe, Francesca L; Bradbury, Kathryn E; Travis, Ruth C; Key, Timothy J (January 20, 2017). "Mortality in vegetarians and comparable nonvegetarians in the United Kingdom123" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4691673). *The American Journal of Clinical Nutrition*. **103** (1): 218–230. doi:10.3945/ajcn.115.119461 (https://doi.org/10.3945%2Fajcn.115.119461). ISSN 0002-9165 (https://www.worldcat.org/issn/0002-9165). PMC 4691673 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4691673). PMID 26657045 (https://www.ncbi.nlm.nih.gov/pubmed/26657045).
49. Key, T. J.; Fraser, G. E.; Thorogood, M.; Appleby, P. N.; Beral, V.; Reeves, G.; Burr, M. L.; Chang-Claude, J.; Frentzel-Beyme, R.; Kuzma, J. W.; Mann, J.; McPherson, K. (September 1, 1999). "Mortality in vegetarians and nonvegetarians: detailed findings from a collaborative analysis of 5 prospective studies". *The American Journal of Clinical Nutrition*. **70** (3 Suppl): 516S–524S. doi:10.1079/phn19980006 (https://doi.org/10.1079%2Fphn19980006). ISSN 0002-9165 (https://www.worldcat.org/issn/0002-9165). PMID 10479225 (https://www.ncbi.nlm.nih.gov/pubmed/10479225).
50. Leitzmann, Claus (2005). "Vegetarian diets: what are the advantages?". *Forum of Nutrition* (57): 147–156. ISSN 1660-0347 (https://www.worldcat.org/issn/1660-0347). PMID 15702597 (https://www.ncbi.nlm.nih.gov/pubmed/15702597).
51. "Position of the American Dietetic Association: Vegetarian diets" (https://web.archive.org/web/20121113234055/http://www.eatright.org/About/Content.aspx?id=8357). July 2009. Archived from the original (http://www.eatright.org/about/content.aspx?id=8357) on November 13, 2012. Retrieved November 18, 2012.
52. Key TJ, Fraser GE, Thorogood M, Appleby PN, Beral V, Reeves G, Burr ML, Chang-Claude J, Frentzel-Beyme R, Kuzma JW, Mann J, McPherson K (1999). "Mortality in vegetarians and nonvegetarians: detailed findings from a collaborative analysis of 5 prospective studies" (http://www.ajcn.org/cgi/content/full/70/3/516S#T7). *The American Journal of Clinical Nutrition*. **70** (3 Suppl): 516S–524S. doi:10.1079/phn19980006 (https://doi.org/10.1079%2Fphn19980006). PMID 10479225 (https://www.ncbi.nlm.nih.gov/pubmed/10479225).
53. "Rejecting meat 'keeps weight low' " (http://news.bbc.co.uk/2/hi/health/4801570.stm). *BBC News*. March 14, 2006. Retrieved March 31, 2015.
54. "Position of the American Dietetic Association and Dietitians of Canada: Vegetarian diets" (http://www.vrg.org/nutrition/2003_ADA_position_paper.pdf) (PDF). *Journal of the American Dietetic Association*. **103** (6): 748–65. 2003. doi:10.1053/jada.2003.50142 (https://doi.org/10.1053%2Fjada.2003.50142). PMID 12778049 (https://www.ncbi.nlm.nih.gov/pubmed/12778049).
55. Fraser GE (2009). "Vegetarian diets: what do we know of their effects on common chronic diseases?" (https://www.nc

bi.nlm.nih.gov/pmc/articles/PMC2677008). *The American Journal of Clinical Nutrition*. **89** (5): 1607S–1612S. doi:10.3945/ajcn.2009.26736K (https://doi.org/10.3945%2Fajcn.2009.26736K). PMC 2677008 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2677008). PMID 19321569 (https://www.ncbi.nlm.nih.gov/pubmed/19321569).

56. "Position of the American Dietetic Association and Dietitians of Canada: Vegetarian diets" (http://search.proquest.com/docview/218406489?accountid=14541). *Journal of the American Dietetic Association*. **103** (6): 748–65. 2003. doi:10.1053/jada.2003.50142 (https://doi.org/10.1053%2Fjada.2003.50142). PMID 12778049 (https://www.ncbi.nlm.nih.gov/pubmed/12778049). Retrieved October 27, 2014.
57. "Vitamin B12 Linked to Osteoporosis and Bone Loss in Vegetarians" (http://www.fyiliving.com/research/vitamin-b12-linked-to-osteoporosis-and-bone-loss-in-vegetarians/). April 29, 2011. Retrieved November 4, 2011.
58. Wang YF, Chiu JS, Chuang MH, Chiu JE, Lin CL (2008). "Bone mineral density of vegetarian and non-vegetarian adults in Taiwan". *Asia Pac J Clin Nutr*. **17** (1): 101–6. PMID 18364334 (https://www.ncbi.nlm.nih.gov/pubmed/18364334).
59. Ellis FR, Holesh S, Ellis JW (1972). "Incidence of osteoporosis in vegetarians and omnivores". *The American Journal of Clinical Nutrition*. **25** (6): 555–8. doi:10.1093/ajcn/25.6.555 (https://doi.org/10.1093%2Fajcn%2F25.6.555). PMID 5033736 (https://www.ncbi.nlm.nih.gov/pubmed/5033736).
60. "Boning Up on Osteoporosis" (http://www.ars.usda.gov/is/ar/archive/mar03/osteo0303.htm). Ars.usda.gov. Retrieved March 31, 2015.
61. "China-Cornell-Oxford Project" (https://web.archive.org/web/20090223222003/http://www.nutrition.cornell.edu/ChinaProject/). Cornell University. Archived from the original (http://www.nutrition.cornell.edu/ChinaProject/) on February 23, 2009. Retrieved March 31, 2012.
62. Brody, Jane E. (May 8, 1990). "Huge Study Of Diet Indicts Fat And Meat" (https://www.nytimes.com/1990/05/08/science/huge-study-of-diet-indicts-fat-and-meat.html). The New York Times.
63. Key TJ, Appleby PN, Rosell MS (2006). "Health effects of vegetarian and vegan diets". *Proceedings of the Nutrition Society*. **65** (1): 35–41. CiteSeerX 10.1.1.486.6411 (https://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.486.6411). doi:10.1079/PNS2005481 (https://doi.org/10.1079%2FPNS2005481). PMID 16441942 (https://www.ncbi.nlm.nih.gov/pubmed/16441942).
64. Craig, W. J. (2009). "Health effects of vegan diets". *American Journal of Clinical Nutrition*. **89** (5): 1627S–33S. doi:10.3945/ajcn.2009.26736n (https://doi.org/10.3945%2Fajcn.2009.26736n). PMID 19279075 (https://www.ncbi.nlm.nih.gov/pubmed/19279075).
65. Davey GK, Spencer EA, Appleby PN, Allen NE, Knox KH, Key TJ (2003). "EPIC-Oxford: lifestyle characteristics and nutrient intakes in a cohort of 33 883 meat-eaters and 31 546 non meat-eaters in the UK". *Public Health Nutrition*. **6** (3): 259–69. doi:10.1079/PHN2002430 (https://doi.org/10.1079%2FPHN2002430). PMID 12740075 (https://www.ncbi.nlm.nih.gov/pubmed/12740075).
66. "Vegetarian and vegan eating | Better Health Channel" (https://web.archive.org/web/20150402113541/http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Vegetarian_and_vegan_eating). Betterhealth.vic.gov.au. Archived from the original (http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Vegetarian_and_vegan_eating) on April 2, 2015. Retrieved March 31, 2015.
67. Peter Emery, Tom Sanders (2002). *Molecular Basis of Human Nutrition*. Taylor & Francis Ltd. p. 32. ISBN 978-0-7484-0753-8.
68. Brenda Davis, Vesanto Melina (2003). *The New Becoming Vegetarian*. Book Publishing Company. pp. 57–58. ISBN 978-1-57067-144-9.
69. "Soybeans, mature seeds, raw" (http://nutritiondata.self.com/facts/legumes-and-legume-products/4375/2). NutritionData.com. Retrieved August 28, 2012.
70. "Seeds, chia seeds, dried" (http://nutritiondata.self.com/facts/nut-and-seed-products/3061/2). NutritionData.com.

Retrieved August 28, 2012.

71. "Amaranth, uncooked" (http://nutritiondata.self.com/facts/cereal-grains-and-pasta/5676/2). NutritionData.com. Retrieved August 28, 2012.
72. "Buckwheat" (http://nutritiondata.self.com/facts/cereal-grains-and-pasta/5681/2). NutritionData.com. Retrieved August 28, 2012.
73. "Pumpkin Seeds" (http://nutritiondata.self.com/facts/nut-and-seed-products/3066/2). NutritionData.com. Retrieved October 3, 2013.
74. "Spirulina" (http://nutritiondata.self.com/facts/vegetables-and-vegetable-products/2765/2). NutritionData.com. Retrieved October 3, 2013.
75. "Pistachio" (http://nutritiondata.self.com/facts/nut-and-seed-products/3135/2). NutritionData.com. Retrieved October 3, 2013.
76. "Quinoa, cooked" (http://nutritiondata.self.com/facts/cereal-grains-and-pasta/10352/2). NutritionData.com. Retrieved August 28, 2012.
77. Beck, Leslie. "I'm a vegetarian - do I need to combine proteins in one meal?" (https://www.theglobeandmail.com/life/health-and-fitness/ask-a-health-expert/im-a-vegetarian-do-i-need-to-combine-proteins-in-one-meal/article4422687/). *The Globe and Mail*. Retrieved February 18, 2019.
78. Young VR, Pellett PL (1994). "Plant proteins in relation to human protein and amino acid nutrition". *Am. J. Clinical Nutrition*. **59** (5 Suppl): 1203S–1212S. doi:10.1093/ajcn/59.5.1203s (https://doi.org/10.1093%2Fajcn%2F59.5.1203s). PMID 8172124 (https://www.ncbi.nlm.nih.gov/pubmed/8172124).
79. "Vegetarian Society - Factsheet - Iron" (http://www.vegsoc.org/page.aspx?pid=782). Vegsoc.org. September 22, 2014. Retrieved March 31, 2015.
80. "Vegetarianism in a Nutshell" (http://www.vrg.org/nutshell/nutshell.htm#iron). Vrg.org. Retrieved March 31, 2015.
81. "// Health Issues // Optimal Vegan Nutrition" (http://goveg.com/essential_nutrients.asp#iron). Goveg.com. Retrieved August 9, 2009.
82. Waldmann A, Koschizke JW, Leitzmann C, Hahn A (2004). "Dietary Iron Intake and Iron Status of German Female Vegans: Results of the German Vegan Study" (http://www.repo.uni-hannover.de/handle/123456789/2754). *Ann Nutr Metab*. **48** (2): 103–108. doi:10.1159/000077045 (https://doi.org/10.1159%2F000077045). PMID 14988640 (https://www.ncbi.nlm.nih.gov/pubmed/14988640).
83. Krajcovicová-Kudlácková M, Simoncic R, Béderová A, Grancicová E, Magálová T (1997). "Influence of vegetarian and mixed nutrition on selected haematological and biochemical parameters in children". *Nahrung*. **41** (5): 311–14. doi:10.1002/food.19970410513 (https://doi.org/10.1002%2Ffood.19970410513). PMID 9399258 (https://www.ncbi.nlm.nih.gov/pubmed/9399258).
84. Craig WJ, Mangels AR (2009). "Position of the American Dietetic Association: vegetarian diets". *Journal of the American Dietetic Association*. **109** (7): 1266–82. doi:10.1016/j.jada.2009.05.027 (https://doi.org/10.1016%2Fj.jada.2009.05.027). PMID 19562864 (https://www.ncbi.nlm.nih.gov/pubmed/19562864).
85. "Dietary Supplement Fact Sheet: Vitamin B_{12}" (http://ods.od.nih.gov/factsheets/vitaminb12.asp). US National Institutes of Health: Office of Dietary Supplements. Retrieved November 13, 2009.
86. "What Every Vegan Should Know About Vitamin B12" (http://www.vegansociety.com/lifestyle/nutrition/b12.aspx). Vegan Society. October 31, 2001. Retrieved October 27, 2010.
87. "Vitamins and minerals - B vitamins and folic acid" (https://www.nhs.uk/conditions/vitamins-and-minerals/vitamin-b/). UK National Health Service. March 3, 2017. Retrieved April 30, 2019.
88. Rosell MS, Lloyd-Wright Z, Appleby PN, Sanders TA, Allen NE, Key TJ (2003). "Long-chain n-3 polyunsaturated fatty acids in plasma in British meat-eating, vegetarian, and vegan men". *Am J Clin Nutr*. **82** (2): 327–34. doi:10.1093/ajcn.82.2.327 (https://doi.org/10.1093%2Fajcn.82.2.327). PMID 16087975 (https://www.ncbi.nlm.nih.gov/

pubmed/16087975).

89. Babadzhanov A; Abdusamatova N; Yusupova F; Faizullaeva N; Mezhlumyan LG; Malikova MKh (2004). "Chemical Composition of Spirulina platensis Cultivated in Uzbekistan". *Chemistry of Natural Compounds*. **40** (3): 276–279. doi:10.1023/B:CONC.0000039141.98247.e8 (https://doi.org/10.1023%2FB%3ACONC.0000039141.98247.e8).
90. Tokuşoglu Ö, Uunal MK (2003). "Biomass Nutrient Profiles of Three Microalgae: Spirulina platensis, Chlorella vulgaris, and Isochrisis galena". *Journal of Food Science*. **68** (4): 1144–1148. doi:10.1111/j.1365-2621.2003.tb09615.x (https://doi.org/10.1111%2Fj.1365-2621.2003.tb09615.x).
91. "Meeting Calcium Recommendations on a Vegan Diet" (http://vegetariannutrition.net/docs/Calcium-Vegetarian-Nutrition.pdf) (PDF). Academy of Nutrition and Dietetics. Retrieved April 29, 2014.
92. "Calcium Fact Sheet" (http://ods.od.nih.gov/factsheets/Calcium-HealthProfessional). Retrieved April 29, 2014.
93. Mangels, Reed. "Calcium in the Vegan Diet" (http://www.vrg.org/nutrition/calcium.php). Retrieved April 29, 2014.
94. NIH. "Overview of Calcium" (https://www.ncbi.nlm.nih.gov/books/NBK56060/?report=reader). Retrieved April 29, 2014.
95. "Vitamin D is Synthesized From Cholesterol and Found in Cholesterol-Rich Foods" (http://www.cholesterol-and-health.com/Vitamin-D.html). Cholesterol and Health.
96. Crissey SD, Ange KD, Jacobsen KL, Slifka KA, Bowen PE, Stacewicz-Sapuntzakis M, Langman CB, Sadler W, Kahn S, Ward A (2003). "Serum concentrations of lipids, vitamin D metabolites, retinol, retinyl esters, tocopherols and selected carotenoids in twelve captive wild felid species at four zoos". *The Journal of Nutrition*. **133** (1): 160–6. doi:10.1093/jn/133.1.160 (https://doi.org/10.1093%2Fjn%2F133.1.160). PMID 12514284 (https://www.ncbi.nlm.nih.gov/pubmed/12514284).
97. "Dietary Supplement Fact Sheet: Vitamin D" (https://www.webcitation.org/5Rl5u0LB5?url=http://dietary-supplements.info.nih.gov/factsheets/vitamind.asp). National Institutes of Health. Archived from the original (http://dietary-supplements.info.nih.gov/factsheets/vitamind.asp) on September 10, 2007. Retrieved September 10, 2007.
98. "Dr. Duke's Phytochemical and Ethnobotanical Databases" (https://web.archive.org/web/20151016051622/http://sun.ars-grin.gov:8080/npgspub/xsql/duke/plantdisp.xsql?taxon=606). Sun.ars-grin.gov. Archived from the original (http://sun.ars-grin.gov:8080/npgspub/xsql/duke/plantdisp.xsql?taxon=606) on October 16, 2015. Retrieved March 31, 2015.
99. "USDA nutrient database – *use the keyword 'portabella' and then click submit*" (http://www.nal.usda.gov/fnic/foodcomp/search/index.html).
100. Bowerman, Susan (March 31, 2008). "If mushrooms see the light" (http://articles.latimes.com/2008/mar/31/health/he-eat31). *Los Angeles Times*. Retrieved March 25, 2010.
101. P Urbain; F Singler; G Ihorst; H-K Biesalski; H Bertz (May 4, 2011). "Bioavailability of vitamin D2 from UV-B-irradiated button mushrooms in healthy adults deficient in serum 25-hydroxyvitamin D: a randomized controlled trial". *European Journal of Clinical Nutrition*. **65** (8): 965–971. doi:10.1038/ejcn.2011.53 (https://doi.org/10.1038%2Fejcn.2011.53). PMID 21540874 (https://www.ncbi.nlm.nih.gov/pubmed/21540874).
102. Hohman EE, Martin BR, Lachcik PJ, Gordon DT, Fleet JC, Weaver CM (May 24, 2012). "Bioavailability and Efficacy of Vitamin D 2 from UV-Irradiated Yeast in Growing, Vitamin D-Deficient Rats" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3235799). *J. Agric. Food Chem*. **59** (6): 2341–6. doi:10.1021/jf104679c (https://doi.org/10.1021%2Fjf104679c). PMC 3235799 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3235799). PMID 21332187 (https://www.ncbi.nlm.nih.gov/pubmed/21332187).
103. Koyyalamudi SR, Jeong SC, Song CH, Cho KY, Pang G (2009). "Vitamin D_2 formation and bioavailability from Agaricus bisporus button mushrooms treated with ultraviolet irradiation". *Journal of Agricultural and Food Chemistry*. **57** (8): 3351–5. doi:10.1021/jf803908q (https://doi.org/10.1021%2Fjf803908q). PMID 19281276 (https://www.ncbi.nlm.nih.gov/pubmed/19281276).
104. Using Fresh Mushrooms as a Source of Vitamin D. "Using Fresh Mushrooms as a Source of Vitamin D / Nutrition /

Healthy Eating" (http://www.fitday.com/fitness-articles/nutrition/healthy-eating/using-fresh-mushrooms-as-a-source-of-vitamin-d.html). Fitday.com. Retrieved September 12, 2012.

105. "Bringing Mushrooms Out of the Dark" (http://www.msnbc.msn.com/id/12370708). *MSNBC*. April 18, 2006. Retrieved August 6, 2007.

106. Key TJ, Fraser GE, Thorogood M, Appleby PN, Beral V, Reeves G, Burr ML, Chang-Claude J, Frentzel-Beyme R, Kuzma JW, Mann J, McPherson K (September 1999). "Mortality in vegetarians and non-vegetarians: detailed findings from a collaborative analysis of 5 prospective studies" (http://www.ajcn.org/cgi/content/full/70/3/516S). *American Journal of Clinical Nutrition*. **70** (3): 516S–524S. doi:10.1079/phn19980006 (https://doi.org/10.1079%2Fphn19980006). PMID 10479225 (https://www.ncbi.nlm.nih.gov/pubmed/10479225). Retrieved October 30, 2009.

107. Key TJ, Appleby PN, Davey GK, Allen NE, Spencer EA, Travis RC (2003). "Mortality in British vegetarians: review and preliminary results from EPIC-Oxford". *The American Journal of Clinical Nutrition*. **78** (3 Suppl): 533S–538S. doi:10.1093/ajcn/78.3.533S (https://doi.org/10.1093%2Fajcn%2F78.3.533S). PMID 12936946 (https://www.ncbi.nlm.nih.gov/pubmed/12936946).

108. Appleby PN, Key TJ, Thorogood M, Burr ML, Mann J (2002). "Mortality in British vegetarians" (http://researchonline.lshtm.ac.uk/16989/1/mortal.pdf) (PDF). *Public Health Nutrition*. **5** (1): 29–36. doi:10.1079/PHN2001248 (https://doi.org/10.1079%2FPHN2001248). PMID 12001975 (https://www.ncbi.nlm.nih.gov/pubmed/12001975).

109. Loma Linda University Adventist Health Sciences Center, *New Adventist Health Study research noted in Archives of Internal Medicine (http://www.llu.edu/pages/news/today/july2601/llu.html)*, Loma Linda University, July 26, 2001. Retrieved January 9, 2010.

110. Singh PN, Sabaté J, Fraser GE (2003). "Does low meat consumption increase life expectancy in humans" (http://ajcn.nutrition.org/content/78/3/526S.long). *Am J Clin Nutr*. **78** (3): 526S–532S. doi:10.1093/ajcn/78.3.526S (https://doi.org/10.1093%2Fajcn%2F78.3.526S). PMID 12936945 (https://www.ncbi.nlm.nih.gov/pubmed/12936945). Retrieved September 28, 2012.

111. Trichopoulou A, Orfanos P, Norat T, Bueno-de-Mesquita B, Ocké MC, Peeters PH, van der Schouw YT, Boeing H, Hoffmann K, Boffetta P, Nagel G, Masala G, Krogh V, Panico S, Tumino R, Vineis P, Bamia C, Naska A, Benetou V, Ferrari P, Slimani N, Pera G, Martinez-Garcia C, Navarro C, Rodriguez-Barranco M, Dorronsoro M, Spencer EA, Key TJ, Bingham S, Khaw KT, Kesse E, Clavel-Chapelon F, Boutron-Ruault MC, Berglund G, Wirfalt E, Hallmans G, Johansson I, Tjonneland A, Olsen A, Overvad K, Hundborg HH, Riboli E, Trichopoulos D (2005). "Modified Mediterranean diet and survival: EPIC-elderly prospective cohort study" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC557144). *BMJ*. **330** (7498): 991. doi:10.1136/bmj.38415.644155.8F (https://doi.org/10.1136%2Fbmj.38415.644155.8F). PMC 557144 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC557144). PMID 15820966 (https://www.ncbi.nlm.nih.gov/pubmed/15820966). Lay summary (https://www.sciencedaily.com/releases/2005/04/050425111008.htm).

112. "Advanced Glycation End Products and Nutrition" (http://www.biomed.cas.cz/physiolres/2002/issue3/krajcovic.htm). *PHYSIOLOGY RESEARCH*. Retrieved April 11, 2008.

113. Tuso, P. J.; Ismail, M. H.; Ha, B. P.; Bartolotto, C. (2013). "Nutritional Update for Physicians: Plant-Based Diets" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3662288). *The Permanente Journal*. **17** (2): 61–66. doi:10.7812/TPP/12-085 (https://doi.org/10.7812%2FTPP%2F12-085). PMC 3662288 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3662288). PMID 23704846 (https://www.ncbi.nlm.nih.gov/pubmed/23704846).

114. Hagen KB, Byfuglien MG, Falzon L, Olsen SU, Smedslund G (2009). Hagen, Kåre Birger (ed.). "Dietary interventions for rheumatoid arthritis". *Cochrane Database Syst Rev* (1): CD006400. doi:10.1002/14651858.CD006400.pub2 (https://doi.org/10.1002%2F14651858.CD006400.pub2). PMID 19160281 (https://www.ncbi.nlm.nih.gov/pubmed/19160281).

115. Craig WJ, Mangels AR (2009). "Position of the American Dietetic Association: vegetarian diets" (https://www.andeal.org/vault/2440/web/JADA_VEG.pdf) (PDF). *J Am Diet Assoc*. **109** (7): 1266–1282. doi:10.1016/j.jada.2009.05.027 (https://doi.org/10.1016%2Fj.jada.2009.05.027). PMID 19562864 (https://www.ncbi.nlm.nih.gov/pubmed/19562864).

116. Lindeman, M., & Väänänen, M. (2000). Measurement of ethical food choice motives. Appetite, 34(1), 55-59.
117. David Benatar (2001). "Why the Naive Argument against Moral Vegetarianism Really is Naive". *Environmental Values*. **10** (1): 103–112. doi:10.3197/096327101129340769 (https://doi.org/10.3197%2F096327101129340769).
118. McMahan, Jeff (2002). *The Ethics of Killing*. Oxford University Press.
119. "Animals and Ethics [Internet Encyclopedia of Philosophy]" (http://www.iep.utm.edu/anim-eth/#SH2b). Iep.utm.edu. January 13, 2010. Retrieved September 12, 2012.
120. Erik Marcus (2000). *Vegan: The New Ethics of Eating* (https://books.google.com/books?id=3hHjqs43t8oC&printsec=frontcover#v=onepage&q&f=false). ISBN 9781590133446.
121. Vegetarian Society. "Dairy Cows & Welfare" (http://www.vegsoc.org/page.aspx?pid=556).
122. Vegetarian Society. "Egg Production & Welfare" (http://www.vegsoc.org/page.aspx?pid=587#).
123. Ruby, M. B. (2012). Vegetarianism. A blossoming field of study. Appetite, 58(1), 141-150.
124. Ovid, *Metamorphoses*, Book XV, translated by A.D. Melville, Oxford University Press, 1986.
125. Kochhal, M. (October 2004). "Vegetarianism: Jainism and vegetarianism (ahisma)" (https://web.archive.org/web/20110720113316/http://www.cs.wayne.edu/~manishk/vegetarianism.htm). Archived from the original (http://www.cs.wayne.edu/~manishk/vegetarianism.htm) on July 20, 2011.
126. Teachings on Love, Thich Nhat Hanh, Berkeley: Parallax Press, 1998.
127. *Junior Encyclopaedia of Sikhism* (1985)l by H. S. Singha; p. 124 ISBN 0-7069-2844-X / 0-7069-2844-X
128. Kakshi, S.R. (2007). "12" (https://books.google.com/?id=-dHzlfvHvOsC&pg=PA7#v=onepage). In S. R. Bakshi; Rashmi Pathak (eds.). *Punjab Through the Ages*. **4** (1st ed.). New Delhi: Sarup and Sons. p. 241. ISBN 978-81-7625-738-1.
129. "Shiromani Gurudwara Prabhandhak Committee" (https://web.archive.org/web/20090525060825/http://www.sgpc.net/sikhism/sikhism4.asp). Sgpc.net. Archived from the original (http://sgpc.net/sikhism/sikhism4.asp) on May 25, 2009. Retrieved August 29, 2009.
130. "The Sikhism Home Page" (http://www.sikhs.org/meat.htm). Sikhs.org. February 15, 1980. Retrieved August 29, 2009.
131. Smith, Peter (2000). "Diet". *A concise encyclopedia of the Bahá'í Faith*. Oxford: Oneworld Publications. pp. 121–122. ISBN 978-1-85168-184-6.
132. Esslemont, J.E. (1980). *Bahá'u'lláh and the New Era* (http://reference.bahai.org/en/t/o/BNE/bne-83.html.iso8859-1?) (5th ed.). Wilmette, Illinois, USA: Bahá'í Publishing Trust. ISBN 978-0-87743-160-2.
133. `Abdu'l-Bahá (1912). MacNutt (ed.). *The Promulgation of Universal Peace* (http://reference.bahai.org/en/t/ab/PUP/pup-60.html.iso8859-1?). Wilmette, Illinois, US: Bahá'í Publishing Trust (published 1982). ISBN 978-0-87743-172-5.
134. Research Department, Universal House of Justice. "Writings Concerning Health, Healing, and Nutrition" (http://bahai-library.com/compilation_health_healing_nutrition#III). Retrieved May 25, 2009.
135. "Buddhist Studies: Vegetarianism" (http://www.buddhanet.net/e-learning/dharmadata/fdd21.htm). Buddhanet.net. Retrieved March 31, 2015.
136. [1] (http://www.buddhanet.net/budsas/ebud/ebdha069.htm) Archived (https://web.archive.org/web/20131007043230/http://www.buddhanet.net/budsas/ebud/ebdha069.htm) October 7, 2013, at the Wayback Machine
137. Mahavagga Pali – Bhesajjakkhandhaka – Vinaya Pitaka
138. "Buddhism and Vegetarianism, The Rationale for the Buddha's Views on the Consumption of Meat" (http://www.buddhanet.net/budsas/ebud/ebdha069.htm#note4) Archived (https://web.archive.org/web/20131007043230/http://www.buddhanet.net/budsas/ebud/ebdha069.htm) October 7, 2013, at the Wayback Machine by Dr V. A. Gunasekara" 'The rule of vegetarianism was the fifth of a list of rules which Devadatta had proposed to the Buddha. Devadatta was the founder of the tapasa movement in Buddhism and his special rules involved ascetic and austere practices (forest-

founder of the tapasa movement in Buddhism and his special rules involved ascetic and austere practices (forest-dwelling, wearing only rags, etc). The Buddha rejected all the proposed revisions of Devadatta, and it was in this context that he reiterated the tikoiparisuddha rule. (On this see the author's Western Buddhism and a Theravada heterodoxy, BSQ Tracts on Buddhism'

139. "Buddhism and Eating Meat" (http://www.urbandharma.org/udharma3/meat.html). Urbandharma.org. Retrieved March 31, 2015.
140. "Life as a Vegetarian Tibetan Buddhist Practitioner" (http://www.serv-online.org/Eileen-Weintraub.htm). Serv-online.org. Retrieved March 31, 2015.
141. Gyatso, Janet (November 1999). *Apparitions of the Self: The Secret Autobiographies of a Tibetan Visionary - Google Books* (https://books.google.com/books?id=lmqSoNsRSx8C). ISBN 978-0691009483. Retrieved March 31, 2015.
142. *The Life of Shabkar: The Autobiography of a Tibetan Yogin - Google Books* (https://books.google.com/books?id=bXAUkoM0esMC). June 3, 2014. ISBN 9781559398749. Retrieved March 31, 2015.
143. [2] (http://www.webspawner.com/users/tathagatagarbha18/index.html) Archived (https://web.archive.org/web/20131105032808/http://www.webspawner.com/users/tathagatagarbha18/index.html) November 5, 2013, at the Wayback Machine
144. Keith Akers. "Was Jesus a vegetarian?" (http://www.compassionatespirit.com/was_jesus_a_vegetarian.htm). Retrieved October 23, 2010.
145. John Vujicic. "Did Jesus Eat Fish? (Luke 24:41-43)" (http://www.all-creatures.org/discuss/didjesuseatfish-jv.html). Retrieved January 20, 2011. Also available on the author's website (http://bewaredeception.com/index.php?option=com_content&view=article&id=11:did-jesus-eat-fish&catid=1:articles&Itemid=3); retrieved 2011-09-23.
146. Keith Akers. "Christian / Vegetarian Dialogue" (http://www.compassionatespirit.com/wpblog/?s=%22Christian+%2F+Vegetarian+Dialogue%22). Retrieved August 11, 2016. "The central issue for the vegetarian community is what has been called the "ethical" issue […] *ethical vegetarianism is incompatible with the orthodox view of a meat-eating Jesus*"
147. "Code of Canon Law" (http://www.vatican.va/archive/ENG1104/_P4O.HTM#37). vatican.va. Retrieved July 28, 2013.
148. Epiphanius, *Panarion*, 30.22.4
149. Isidore of Seville, *Etymologies*, VIII.v.36
150. "The Bible Christian Church" (http://www.ivu.org/history/thesis/bible-christian.html). International Vegetarian Union.
151. "History of Vegetarianism – Early Ideas" (http://www.vegsoc.org/page.aspx?pid=827). The Vegetarian Society. Retrieved July 8, 2008.; Gregory, James (2007) *Of Victorians and Vegetarians*. London: I. B. Tauris pp. 30–35.
152. "William Cowherd (brief information)" (http://www.oxforddnb.com/index/101006496/). Oxford Dictionary of National Biography. Retrieved July 8, 2008.
153. "Position Statement on Vegetarian Diet" (https://web.archive.org/web/20120529062331/http://sdada.org/position.htm). Sdada.org. Archived from the original (http://www.sdada.org/position.htm) on May 29, 2012. Retrieved September 12, 2012.
154. [3] (http://www.sdada.org/Pyramid-Vegetarian-01.jpg) Archived (https://web.archive.org/web/20130513033958/http://www.sdada.org/Pyramid-Vegetarian-01.jpg) May 13, 2013, at the Wayback Machine
155. "The Seventh-day Adventist Health Message" (https://web.archive.org/web/20130513031730/http://www.sdada.org/sdahealth.htm). Sdada.org. Archived from the original (http://www.sdada.org/sdahealth.htm) on May 13, 2013. Retrieved November 28, 2012.
156. "Living an Orthodox Life: Fasting" (http://www.orthodoxinfo.com/praxis/pr_fasting.aspx). Orthodoxinfo.com. May 27, 1997. Retrieved February 3, 2010.
157. "The Great War and the Interwar Period" (http://www.ivu.org/history/thesis/quakers.html). ivu.org. Retrieved August 14, 2009.

158. "Fast and Abstinence" (https://www.ewtn.com/expert/answers/fast_and_abstinence.htm). EWTN. Retrieved November 2, 2015.
159. "Health" (https://web.archive.org/web/20061003182615/http://www.adventist.org/mission_and_service/health.html.en). Archived from the original (http://www.adventist.org/mission_and_service/health.html.en) on October 3, 2006. Retrieved October 6, 2006.
160. Britannica.com (http://www.britannica.com/EBchecked/topic/78499/breakfast-cereal)
161. Buettner, Dan (November 16, 2005). "The Secrets of Long Life" (http://search.epnet.com/login.aspx?direct=true&db=anh&an=18574682). *National Geographic*. **208** (5): 2–27. ISSN 0027-9358 (https://www.worldcat.org/issn/0027-9358). Retrieved June 6, 2006. Excerpt (http://www7.nationalgeographic.com/ngm/0511/feature1/index.html). See also *National Geographic*, "Sights & Sounds of Longevity (http://ngm.nationalgeographic.com/ngm/0511/sights_n_sounds/index.html)"
162. Anderson Cooper, Gary Tuchman (November 16, 2005). "CNN Transcripts on Living Longer" (http://transcripts.cnn.com/TRANSCRIPTS/0511/16/acd.01.html). Retrieved August 25, 2006. See CNN excerpt (https://www.youtube.com/watch?v=dluh9YqSKXY) on YouTube
163. Kolata, Gina (January 3, 2007). "A Surprising Secret to a Long Life: Stay in School" (https://www.nytimes.com/2007/01/03/health/03aging.html?em&ex=1168146000&en=81e0250ab7d4ae5d&ei=5087%0A). *The New York Times*.
164. [4] (http://news.adventist.org/data/2008/1211899368/index.html.en) Archived (https://web.archive.org/web/20090225110752/http://news.adventist.org/data/2008/1211899368/index.html.en) February 25, 2009, at the Wayback Machine
165. The Blue Zone (https://www.youtube.com/watch?v=j3NYSxVSIqM) on YouTube
166. "Three Strategic Issues: A World Survey (http://www.adventist.org/world_church/official_meetings/2002annualcouncil/strategic-issues-report.pdf)". General Conference of Seventh-day Adventists, 2002. See question 26, on page 14 etc. Archived (https://web.archive.org/web/20081202185642/http://www.adventist.org/world_church/official_meetings/2002annualcouncil/strategic-issues-report.pdf) December 2, 2008, at the Wayback Machine
167. See also "The Myth of Vegetarianism" Keith Lockhart. *Spectrum* 34 (Winter 2006), p22–27
168. Tähtinen, Unto: *Ahimsa. Non-Violence in Indian Tradition*, London 1976, p. 107–109.
169. "The Hindu : Sci Tech / Speaking Of Science : Changes in the Indian menu over the ages" (https://web.archive.org/web/20100826122930/http://www.hinduonnet.com/seta/2004/10/21/stories/2004102100111600.htm). Hinduonnet.com. October 21, 2004. Archived from the original (http://www.hinduonnet.com/seta/2004/10/21/stories/2004102100111600.htm) on August 26, 2010. Retrieved February 3, 2010.
170. "The states where cow slaughter is legal in India" (http://indianexpress.com/article/explained/explained-no-beef-nation/). *The Indian Express*. October 8, 2015.
171. "Vegetarian Muslim: Turning Away From a Meat-Based Diet" (http://www.huffingtonpost.ca/anila-muhammad/vegetarian-msulim_b_3124110.html). Huffington Post. Retrieved June 14, 2016.
172. "Muslims can't be Vegetarian? : Islam : Dietery Law" (http://ipaki.com/content/html/28/1203.html). Ipaki.com. Retrieved March 31, 2015.
173. "lokpriya!" (https://web.archive.org/web/20150321042322/http://www.lokpriya.com/personalities/scientists/kalam.html). Lokpriya.com. Archived from the original (http://www.lokpriya.com/personalities/scientists/kalam.html) on March 21, 2015. Retrieved March 31, 2015.
174. "IVU News – Islam and Vegetarianism" (http://www.ivu.org/news/1-96/muslim.html). Ivu.org. Retrieved August 9, 2009.
175. "Vegetarianism Good For The Self And Good For The Environment" (http://www.jainstudy.org/JSC6.02-Vegetarianism.htm) Archived (https://web.archive.org/web/20160101203447/http://www.jainstudy.org/JSC6.02-Vegetarianism.htm) January 1, 2016, at the Wayback Machine at The Jain Study Circle

) January 1, 2016, at the Wayback Machine at The Jain Study Circle

176. "Spiritual Traditions and Vegetarianism" (http://www.vsc.org/spiritual.htm) at the Vegetarian Society of Colorado website. Archived (https://web.archive.org/web/20140301215408/http://www.vsc.org/spiritual.htm) March 1, 2014, at the Wayback Machine
177. Matthews, Warren: *World Religions*, 4th edition, Belmont: Thomson/Wadsworth 2005, p. 180. ISBN 0-534-52762-0
178. Noah Lewis. "Why honey is not vegan" (http://www.vegetus.org/honey/honey.htm). *vegetus.org*. Retrieved December 30, 2015.
179. [5] (http://www.jainuniversity.org/jainism.aspx) Archived (https://web.archive.org/web/20131002010300/http://www.jainuniversity.org/jainism.aspx) October 2, 2013, at the Wayback Machine
180. "Animal Welfare - Hazon" (https://hazon.org/jewish-food-movement/food-choices/animal-welfare/). *Hazon*. Retrieved March 26, 2018.
181. Mary L. Zamore, ed. The Sacred Table: Creating a Jewish Food Ethic (New York, NY: CCAR Press, 2011).
182. Kalechofsky, Roberta (1995). *Rabbis and Vegetarianism: An Evolving Tradition*. Micah Publications.
183. Kook, Avraham Yitzhak (1961). Cohen, David (ed.). "A Vision of Vegetarianism and Peace" (https://web.archive.org/web/20131015020644/http://jewishveg.com/AVisionofVegetarianismandPeace.pdf) (PDF). Archived from the original (http://jewishveg.com/AVisionofVegetarianismandPeace.pdf) (PDF) on October 15, 2013.
184. "Judaism & Vegetarianism" (https://web.archive.org/web/20090902154013/http://www.jewishveg.com/torah.html). Jewishveg.com. Archived from the original (http://www.jewishveg.com/torah.html) on September 2, 2009. Retrieved August 9, 2009.
185. "The Vision of Eden: Animal Welfare and Vegetarianism" in "Jewish Law and Mysticism", Orot 2003
186. "How Israel Became the Global Center of Veganism" (http://www.thetower.org/article/how-israel-became-the-global-center-of-veganism/). *The Tower*. Retrieved May 23, 2018.
187. "The Rise of Israel's Orthodox Vegan Movement – Tablet Magazine" (http://www.tabletmag.com/jewish-life-and-religion/197361/life-after-brisket). *www.tabletmag.com*. Retrieved May 23, 2018.
188. Osborne, L (1980), *The Rasta Cookbook*, 3rd ed. Mac Donald, London.
189. "Ital Cooking" (http://eatjamaican.com/ital-recipes/rastafarian-cooking.html). Eat Jamaican. Retrieved March 31, 2015.
190. Kebede, A., & Knotternus, D. (1998). "Beyond the pales of babylon: the ideational components and social psychological foundations of rastafari". *Sociological Perspectives*. **41** (3): 499–517. doi:10.2307/1389561 (https://doi.org/10.2307%2F1389561). JSTOR 1389561 (https://www.jstor.org/stable/1389561).
191. "Sikhism Religion of the Sikh People" (http://www.sikhs.org/meat_au.htm). Sikhs.org. Retrieved March 31, 2015.
192. I.J. Singh, *Sikhs and Sikhism*, Manohar, Delhi ISBN 978-81-7304-058-0: "Throughout Sikh history, there have been movements or subsects of Sikhism which have espoused vegetarianism. I think there is no basis for such dogma or practice in Sikhism."
193. Surindar Singh Kohli, *Guru Granth Sahib, An Analytical Study*, Singh Bros. Amritsar ISBN 81-7205-060-7: "The ideas of devotion and service in Vaishnavism have been accepted by Adi Granth, but the insistence of Vaishnavas on vegetarian diet has been rejected."
194. Gopal Singh, *History of the Sikh People*, World Sikh Univ. Press, Delhi, ISBN 978-81-7023-139-4: "Nowadays in the Community Kitchen attached to the Sikh temples, and called the Guru's Kitchen (or *Guru-ka-langar*), meat dishes are not served at all. Maybe it is on account of its being, perhaps, expensive or not easy to keep for long. Or perhaps the Vaishnava tradition is too strong to be shaken off."
195. Randip Singh, *Fools Who Wrangle Over Flesh (http://www.sikhphilosophy.net/sikh-sikhi-sikhism/8828-fools-who-wrangle-over-flesh.html)*, Sikh Philosophy Network, December 7, 2006. Retrieved January 15, 2010.
196. "Sikh Reht Maryada, The Definition of Sikh, Sikh Conduct & Conventions, Sikh Religion Living, India" (https://web.arc

196. "Sikh Rehit Maryada, The Definition of Sikh, Sikh Conduct & Conventions, Sikh Religion Living, India" (https://web.archive.org/web/20090820234942/http://www.sgpc.net/sikhism/sikh-dharma-manual.html). sgpc.net. Archived from the original (http://www.sgpc.net/sikhism/sikh-dharma-manual.html) on August 20, 2009. Retrieved August 29, 2009.
197. Jane Srivastava, "Vegetarianism and Meat-Eating in 8 Religions (http://www.hinduismtoday.com/modules/smartsection/item.php?itemid=1541)", *Hinduism Today*, Spring 2007. Retrieved January 9, 2010.
198. Gyani Sher Singh, *Philosophy of Sikhism*, Shiromani Gurdwara Parbandhak Committee, Amritsar: "As a true Vaisnavite, Kabir remained a strict vegetarian. Kabir, far from defying Brahmanical tradition as to the eating of meat, would not permit so much as the plucking of a flower (G.G.S. p. 479), whereas Nanak deemed all such scruples to be superstitions."
199. "Volunteer. Guru Ka Langar. Mata Khivi Made Langar a Reality" (http://www.sikhwomen.com/Community/Volunteer/langar.htm). Sikhwomen.com. March 6, 2005. Retrieved March 31, 2015.
200. "Sikhism Home Page" (http://www.sikhs.org/meat_gn.htm). Sikhs.org. Retrieved August 9, 2009.
201. Singh, Prithi Pal (2006). "3 Guru Amar Das" (https://books.google.com/?id=EhGkVkhUuqoC). *The History of Sikh Gurus*. New Delhi: Lotus Press. p. 38. ISBN 978-81-8382-075-2.
202. "Livestock's Long Shadow – Environmental issues and options" (http://www.fao.org/docrep/010/a0701e/a0701e00.HTM). Fao.org. Retrieved August 9, 2009.
203. EPA. 2011. Inventory of U.S. greenhouse gas emissions and sinks: 1990–2009. United States Environmental Protection Agency. EPA 430-R-11-005. 459 pp.
204. Olsson, Anna (July 8, 2008). "Comment: Lab-grown meat could ease food shortage" (https://www.newscientist.com/article/mg19926635.600-comment-growing-m). *New Scientist*. Retrieved November 17, 2008.
205. "Could vegetarians eat a 'test tube' burger? - BBC News" (https://www.bbc.co.uk/news/magazine-17113214). Bbc.co.uk. Retrieved March 31, 2015.
206. "Why eating less meat could cut global warming | Environment" (https://www.theguardian.com/environment/2007/nov/11/food.climatechange). Guardian.co.uk. November 10, 2007. Retrieved March 31, 2015.
207. Mason, Chris (May 12, 2009). "Europe | Belgian city plans 'veggie' days" (http://news.bbc.co.uk/2/hi/europe/8046970.stm). News.bbc.co.uk. Retrieved March 31, 2015.
208. "How To Get Meat Eaters To Eat More Plant-Based Foods? Make Their Mouths Water" (https://www.npr.org/sections/thesalt/2019/02/10/692114918/how-to-get-meat-eaters-to-eat-more-plant-based-foods-make-their-mouths-water). *NPR.org*. Retrieved February 11, 2019.
209. "Killing for a Living: How the Meat Industry Exploits Workers" (http://www.goveg.com/workerrights.asp). Retrieved July 16, 2009.
210. "Worker Health and Safety in the Meat and Poultry Industry" (https://www.hrw.org/reports/2005/usa0105/4.htm). Hrw.org. Retrieved August 9, 2009.
211. "Food Safety, the Slaughterhouse, and Rights" (https://web.archive.org/web/20071223175929/http://www.ncrlc.com/academic-SR-webpages/food_safety.html). Ncrlc.com. March 30, 2004. Archived from the original (http://www.ncrlc.com/academic-SR-webpages/food_safety.html) on December 23, 2007. Retrieved August 9, 2009.
212. Positive Safety Culture. The key to a safer meat industry (http://www.safework.sa.gov.au/contentPages/docs/meatCultureLiteratureReviewV81.pdf) Archived (https://web.archive.org/web/20110412054210/http://www.safework.sa.gov.au/contentPages/docs/meatCultureLiteratureReviewV81.pdf) April 12, 2011, at the Wayback Machine, A literature review July 2000, safework.sa.gov.au
213. "Sectoral Policies Department (SECTOR)" (http://www.ilo.org/public/english/dialogue/sector/sectors/agri/wkingcond.htm). Ilo.org. Retrieved March 31, 2015.
214. [6] (http://www.evb.ch/en/p5785.html) Archived (https://web.archive.org/web/20131203125355/http://www.evb.ch/en/p5785.html) December 3, 2013, at the Wayback Machine

215. World Development Report 2008: Agriculture for Development, Published by World Bank Publications p. 207
216. "Archived copy" (https://web.archive.org/web/20080517050751/http://www.worldwatch.org/press/news/1998/07/02/). Archived from the original (https://www.worldwatch.org/press/news/1998/07/02) on May 17, 2008. Retrieved February 6, 2016.
217. Hodson, Gordon (September 1, 2012). "Prejudice Against "Group X" (Asexuals)" (http://www.psychologytoday.com/blog/without-prejudice/201209/prejudice-against-group-x-asexuals). Psychology Today. Retrieved December 30, 2013.
218. Joanne McAllister Smart (February 1995). "The gender gap: if you're a vegetarian, odds are you're a woman. Why?" (https://books.google.com/books?id=iggAAAAMBAJ&lpg=PP1&pg=PA74#v=onepage&q&f=false). *Vegetarian Times* (210): 74. ISSN 0164-8497 (https://www.worldcat.org/issn/0164-8497). Retrieved January 12, 2016.
219. " 'More girl babies' for vegetarians" (http://news.bbc.co.uk/1/hi/health/869696.stm). BBC News. August 7, 2000. Retrieved August 9, 2009.

Further reading

- Adam D. Shprintzen. *The Vegetarian Crusade: The Rise of an American Reform Movement, 1817–1921*. Chapel Hill, NC: University of North Carolina Press, 2013.

External links

- Shattering The Meat Myth: Humans Are Natural Vegetarians (http://www.huffingtonpost.com/kathy-freston/shattering-the-meat-myth_b_214390.html) by Kathy Freston, *The Huffington Post*, June 11, 2009
- The Vegetarian Resource Group (http://www.vrg.org/)
- Vegetarian Society (https://www.vegsoc.org/)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Vegetarianism&oldid=895034086"

This page was last edited on 1 May 2019, at 15:50 (UTC).

Exhibit

39

WIKIPEDIA

Veganism

Veganism is the practice of abstaining from the use of animal products, particularly in diet, and an associated philosophy that rejects the commodity status of animals.[b] A follower of the diet or the philosophy is known as a **vegan** (/ˈviːɡən/ *VEE-gən*).[c] Distinctions may be made between several categories of veganism. *Dietary vegans* (or strict vegetarians) refrain from consuming animal products, not only meat but also eggs, dairy products and other animal-derived substances.[d] The term *ethical vegan* is often applied to those who not only follow a vegan diet but extend the philosophy into other areas of their lives, and oppose the use of animals for any purpose.[e] Another term is *environmental veganism*, which refers to the avoidance of animal products on the premise that the industrial farming of animals is environmentally damaging and unsustainable.[22]

Well-planned vegan diets are regarded as appropriate for all stages of life, including during infancy and pregnancy, by the American Academy of Nutrition and Dietetics,[f] Dietitians of Canada,[24] and the British Dietetic Association.[25] The German Society for Nutrition does not recommend vegan diets for children or adolescents, or during pregnancy and breastfeeding.[g] Vegan diets tend to be higher in dietary fiber, magnesium, folic acid, vitamin C, vitamin E, iron, and phytochemicals; and lower in dietary energy, saturated fat, cholesterol, long-chain omega-3 fatty acids, vitamin D, calcium, zinc, and vitamin B_{12}.[h] Unbalanced vegan diets may lead to nutritional deficiencies that nullify any beneficial effects and may cause serious health issues.[27][28][29] Some of these deficiencies can only be prevented through the choice of fortified foods or the regular intake of dietary supplements.[27][30] Vitamin B_{12} supplementation is especially important because its deficiency causes blood disorders and potentially irreversible neurological damage.[29][31][32]

Veganism

Clockwise from top-left:
Seitan pizza; roasted sprouts, tofu, and pasta; cocoa–avocado brownies; leek-and-bean cassoulet with dumplings.

Pronunciation	/ˈviːɡənɪzəm/ *VEE-gə-niz-əm* Vegan /ˈviːɡən/ *VEE-gən*
Description	Elimination of the use of animal products, particularly in diet
Earliest proponents	Al-Maʿarri (c. 973 – c. 1057)[a] Roger Crab (1621–1680)[2] Johann Conrad Beissel (1691–1768)[3] James Pierrepont Greaves (1777–1842)[4] Amos Bronson Alcott (1799–1888)[5] Sarah Bernhardt (1844–1923)[6] Donald Watson (1910–2005)[7]
Term coined	Donald Watson, November 1944[8]

by	
Notable vegans	List of vegans

Donald Watson coined the term *vegan* in 1944 when he co-founded the Vegan Society in England. At first he used it to mean "non-dairy vegetarian", but from 1951 the Society defined it as "the doctrine that man should live without exploiting animals".[33] Interest in veganism increased in the 2010s,[34][35] especially in the latter half.[35] More vegan stores opened and vegan options became increasingly available in supermarkets and restaurants in many countries.

Contents

Notes
References
External links

Origins

Vegetarian etymology

The term "vegetarian" has been in use since around 1839 to refer to what was previously described as a vegetable regimen or diet.[36] Modern dictionaries based on scientific linguistic principles explain its origin as an irregular compound of *vegetable*[37] and the suffix *-arian* (in the sense of "supporter, believer" as in *humanitarian*).[38] The earliest-known written use is attributed to actress, writer and abolitionist Fanny Kemble, in her *Journal of a Residence on a Georgian plantation in 1838–1839*.[i]

History

The practice can be traced to Indus Valley Civilization in 3300–1300 BCE in the Indian subcontinent,[41][42][43] particularly in northern and western India and in Pakistan.[44] Early vegetarians included Indian philosophers such as Mahavira and Acharya Kundakunda, the Tamil poet Valluvar, the Indian emperors Chandragupta Maurya and Ashoka; Greek philosophers such as Empedocles, Theophrastus, Plutarch, Plotinus, and Porphyry; and the Roman poet Ovid and the playwright Seneca the Younger.[45][46] The Greek sage Pythagoras may have advocated an early form of strict vegetarianism,[47][48] but his life is so obscure that it is disputed whether he ever advocated any form of vegetarianism at all.[49] He almost certainly prohibited his followers from eating beans[49] and from wearing woolen garments.[49] Eudoxus of Cnidus, a student of Archytas and Plato, writes that "Pythagoras was distinguished by such purity and so avoided killing and killers that he not only abstained from animal foods, but even kept his distance from cooks and hunters".[49] One of the earliest known vegans was the Arab poet al-Maʿarri (c. 973 – c. 1057).[a][50] Their arguments were based on health, the transmigration of souls, animal welfare, and the view—espoused by Porphyry in *De Abstinentia ab Esu Animalium* ("On Abstinence from Animal Food", c. 268 – c. 270)—that if humans deserve justice, then so do animals.[45]

Vegetarianism established itself as a significant movement in 19th-century England and the United States.[51] A minority of vegetarians avoided animal food entirely.[52] In 1813, the poet Percy Bysshe Shelley published *A Vindication of Natural Diet*, advocating "abstinence from animal food and spirituous liquors", and in 1815, William Lambe, a London physician, claimed that his "water and vegetable diet" could cure anything from tuberculosis to acne.[53] Lambe called animal food a "habitual irritation", and argued that "milk eating and flesh-eating are but branches of a common system and they must stand or fall together".[54] Sylvester Graham's meatless Graham diet—mostly fruit, vegetables, water, and bread made at home with stoneground flour—became popular as a health remedy in the 1830s in the United States.[55] Several vegan communities were established around this time. In Massachusetts, Amos Bronson Alcott, father of the novelist Louisa May Alcott, opened the Temple School in 1834 and Fruitlands in 1844,[56][j] and in England, James Pierrepont Greaves founded the Concordium, a vegan community at Alcott House on Ham Common, in 1838.[4][58]

Vegetarian Society

In 1843, members of Alcott House created the British and Foreign Society for the Promotion of Humanity and Abstinence from Animal Food,[60] led by Sophia Chichester, a wealthy benefactor of Alcott House.[61] Alcott House also helped to establish the UK Vegetarian Society, which held its first meeting in 1847 in Ramsgate, Kent.[62] *The Medical Times and Gazette* in London reported in 1884:

> There are two kinds of Vegetarians—one an extreme form, the members of which eat no animal food whatever; and a less extreme sect, who do not object to eggs, milk, or fish. The Vegetarian Society ... belongs to the latter more moderate division.[52]

Fruitlands, a short-lived vegan community established in 1844 by Amos Bronson Alcott in Harvard, Massachusetts.

An article in the Society's magazine, the *Vegetarian Messenger*, in 1851 discussed alternatives to shoe leather, which suggests the presence of vegans within the membership who rejected animal use entirely, not only in diet.[63] By the 1886 publication of Henry S. Salt's *A Plea for Vegetarianism and Other Essays*, he asserts that, "It is quite true that most—not all—Food Reformers admit into their diet such animal food as milk, butter, cheese, and eggs..."[64] The first known vegan cookbook, Rupert H. Wheldon's *No Animal Food: Two Essays and 100 Recipes*, was published in London in 1910.[65] The consumption of milk and eggs became a battleground over the following decades. There were regular discussions about it in the *Vegetarian Messenger*; it appears from the correspondence pages that many opponents of veganism came from vegetarians.[8][66]

Mahatma Gandhi, Vegetarian Society, London, 20 November 1931, with Henry Salt on his right[k]

During a visit to London in 1931, Mahatma Gandhi—who had joined the Vegetarian Society's executive committee when he lived in London from 1888 to 1891—gave a speech to the Society arguing that it ought to promote a meat-free diet as a matter of morality, not health.[59][67] Lacto-vegetarians acknowledged the ethical consistency of the vegan position but regarded a vegan diet as impracticable and were concerned that it might be an impediment to spreading vegetarianism if vegans found themselves unable to participate in social circles where no non-animal food was available. This became the predominant view of the Vegetarian Society, which in 1935 stated: "The lacto-vegetarians, on the whole, do not defend the practice of consuming the dairy products except on the ground of expediency."[68]

Vegan etymology (1944)

External images
The Vegan News (https://issuu.com/vegan_society/docs/the_vegan_news_1944)
first edition, 1944
Donald Watson (https://www.ivu.org/congress/wvc47/delegates3.jpg)
front row, fourth left, 1947[69]

In August 1944, several members of the Vegetarian Society asked that a section of its newsletter be devoted to non-dairy vegetarianism. When the request was turned down, Donald Watson, secretary of the Leicester branch, set up a new quarterly newsletter in November 1944, priced tuppence.[7] He called it *The Vegan News*. He chose the word *vegan* himself, based on "the first three and last two letters of 'vegetarian' " because it marked, in Mr Watson's words, "the beginning and end of vegetarian",[7][70] but asked his readers if they could think of anything better than *vegan* to stand for "non-dairy vegetarian". They suggested *allvega*, *neo-vegetarian*, *dairyban*, *vitan*, *benevore*, *sanivores*, and *beaumangeur*.[7][71]

The first edition attracted more than 100 letters, including from George Bernard Shaw, who resolved to give up eggs and dairy.[8] The new Vegan Society held its first meeting in early November at the Attic Club, 144 High Holborn, London. Those in attendance were Donald Watson, Elsie B. Shrigley, Fay K. Henderson, Alfred Hy Haffenden, Paul Spencer and Bernard Drake, with Mme Pataleewa (Barbara Moore, a Russian-British engineer) observing.[72] World Vegan Day is held every 1 November to mark the founding of the Society and the month of November is considered by the Society to be World Vegan Month.[73]

The Vegan News changed its name to *The Vegan* in November 1945, by which time it had 500 subscribers.[74] It published recipes and a "vegan trade list" of animal-free products, such as Colgate toothpaste, Kiwi shoe polish, Dawson & Owen stationery and Gloy glue.[75] Vegan books appeared, including *Vegan Recipes* by Fay K. Henderson and *Aids to a Vegan Diet for Children* by Kathleen V. Mayo.[76]

The Vegan Society soon made clear that it rejected the use of animals for any purpose, not only in diet. In 1947, Watson wrote: "The vegan renounces it as superstitious that human life depends upon the exploitation of these creatures whose feelings are much the same as our own ...".[77] From 1948, *The Vegan*'s front page read: "Advocating living without exploitation", and in 1951, the Society published its definition of *veganism* as "the doctrine that man should live without exploiting animals".[77][78] In 1956, its vice-president, Leslie Cross, founded the Plantmilk Society; and in 1965, as Plantmilk Ltd and later Plamil Foods, it began production of one of the first widely distributed soy milks in the Western world.[79]

Barbara Moore attended the first meeting of the Vegan Society as an observer.[72]

The first vegan society in the United States was founded in 1948 by Catherine Nimmo and Rubin Abramowitz in California, who distributed Watson's newsletter.[80][81] In 1960, H. Jay Dinshah founded the American Vegan Society (AVS), linking veganism to the concept of *ahimsa*, "non-harming" in Sanskrit.[81][82][83] According to Joanne Stepaniak, the word *vegan* was first published independently in 1962 by the *Oxford Illustrated Dictionary*, defined as "a vegetarian who eats no butter, eggs, cheese, or milk".[84]

Increasing interest

Alternative food movements

In the 1960s and 1970s, a vegetarian food movement emerged as part of the counterculture in the United States that focused on concerns about diet, the environment, and a distrust of food producers, leading to increasing interest in organic gardening.[85][86] One of the most influential vegetarian books of that time was Frances Moore Lappé's 1971 text, *Diet for a Small Planet*.[87] It sold more than three million copies and suggested "getting off the top of the food chain".[88]

The following decades saw research by a group of scientists and doctors in the United States, including physicians Dean Ornish, Caldwell Esselstyn, Neal D. Barnard, John A. McDougall, Michael Greger, and biochemist T. Colin Campbell, who argued that diets based on animal fat and animal protein, such as the Western pattern diet, were detrimental to health.[89] They produced a series of books that recommend vegan or vegetarian diets, including McDougall's *The McDougall Plan* (1983), John Robbins's *Diet for a New America* (1987), which associated meat eating with environmental damage, and *Dr. Dean Ornish's Program for Reversing Heart Disease* (1990).[90] In 2003 two major North American dietitians' associations indicated that well-planned vegan diets were suitable for all life stages.[91] This was followed by the film *Earthlings* (2005), Campbell's *The China Study* (2005), Rory Freedman and Kim Barnouin's *Skinny Bitch* (2005), Jonathan Safran Foer's *Eating Animals* (2009), and the film *Forks over Knives* (2011).[92]

In the 1980s, veganism became associated with punk subculture and ideologies, particularly straight edge hardcore punk in the United States;[93] and anarcho-punk in the United Kingdom.[94] This association continues on into the 21st century, as evinced by the prominence of vegan punk events such as Fluff Fest in Europe.[95][96]

Into the mainstream (2010s)

The vegan diet became increasingly mainstream in the 2010s,[34][35][98] especially in the latter half.[35][99] *The Economist* declared 2019 "the year of the vegan".[100] The European Parliament defined the meaning of *vegan* for food labels in 2010, in force as of 2015.[101] Chain restaurants began marking vegan items on their menus and supermarkets improved their selection of vegan processed food.[102] The English Wikipedia article on veganism was viewed 73,000 times in August 2009 but 145,000 times in August 2013; articles on veganism were viewed more during this period than articles on vegetarianism in the English, French, German, Portuguese, Russian, and Spanish Wikipedias.[97] In 2016 Google searches for "vegan" increased by 90 percent, up from a 32 percent increase the previous year.[103]

Interest in veganism in the 2010s was reflected in Wikipedia, where vegan pages received more views than vegetarian ones.[97]

The global mock-meats market increased by 18 percent between 2005 and 2010,[104] and in the United States by eight percent between 2012 and 2015, to $553 million a year.[105] The Vegetarian Butcher (*De Vegetarische Slager*), the first known vegetarian butcher shop, selling mock meats, opened in the Netherlands in 2010,[104][106] while America's first vegan butcher, the Herbivorous Butcher, opened in Minneapolis in 2016.[105][107] By 2016, forty-nine percent of Americans were drinking plant milk, although 91 percent still drank dairy milk.[108] In the United Kingdom, the plant milk market increased by 155 percent in two years, from 36 million litres (63 million imperial pints) in 2011 to 92 million (162 million imperial pints) in 2013.[109] The country has seen a 185% increase in new vegan products between 2012 and 2016.[99] In 2011, Europe's first vegan supermarkets appeared in Germany: Vegilicious in Dortmund and Veganz in Berlin.[110][111]

Veganism rose in popularity in Hong Kong and China, particularly among millennials.[112] China's vegan market is estimated to rise by more than 17 percent between 2015 and 2020,[112][113] which is expected to be "the fastest growth rate internationally in that period".[112] This exceeds the projected growth in the second and third fastest-growing vegan markets internationally in the same period, the United Arab Emirates (10.6%) and Australia (9.6%) respectively.[113][114] In total, as of 2016, the largest share of vegan consumers globally currently reside in Asia Pacific with nine percent of people following a vegan diet.[113]

Veganz in Berlin, Europe's first vegan supermarket

Countering the image of self-deprivation projected by vegan straight edges and animal rights activists, veganism was promoted as glamorous; in 2015, the editor of Yahoo! Food declared that it had become "a thing".[115] Celebrities, athletes, and politicians adopted vegan diets—some seriously, some part-time.[116] The idea of the "flexi-vegan" gained currency: *New York Times* food columnist Mark Bittman, in *VB6* (2013), recommended eating vegan food until 6 pm.[111] In 2013, the Oktoberfest in Munich—traditionally a meat-heavy affair—offered vegan dishes for the first time in its 200-year history.[117]

Critics of veganism questioned the evolutionary legitimacy and health effects of a vegan diet, and pointed to longstanding philosophical traditions which held that humans are superior to other animals.[118] Celebrity chef Anthony Bourdain wrote in 2000 that "[v]egetarians, and their Hezbollah-like splinter-faction, the vegans, are a persistent irritant to any chef worth a damn".[119] Several vegetarian writers argued that the restrictions of a vegan lifestyle are impractical, and that vegetarianism is a better goal.[120][121][122][123]

Veganism by country

- **Australia**: Australians topped Google's worldwide searches for the word "vegan" between mid-2015 and mid-2016.[124] A Euromonitor International study concluded the market for packaged vegan food in Australia would rise 9.6% per year between 2015 and 2020, making Australia the third-fastest growing vegan market behind China and the United Arab Emirates.[113][114]
- **Austria**: In 2013, *Kurier* estimated that 0.5 percent of Austrians practised veganism, and in the capital, Vienna, 0.7 percent.[125]

- **Belgium**: A 2016 iVOX online study found that out of 1000 Dutch-speaking residents of Flanders and Brussels of 18 years and over, 0.3 percent were vegan.[126]
- **Canada**: In 2018, one survey estimated that 2.1 percent of adult Canadians considered themselves as vegans.[127]
- **Germany**: As of 2016, data estimated that people following a vegan diet in Germany varied between 0.1% and 1% of the population (between 81,000 and 810,000 persons).[26]
- **India**: In the 2005–06 National Health Survey, 1.6% of the surveyed population reported never consuming animal products. Veganism was most common in the states of Gujarat (4.9%) and Maharashtra (4.0%).[128]
- **Israel**: Five percent (approx. 300,000) in Israel said they were vegan in 2014, making it the highest per capita vegan population in the world.[129] A 2015 survey by Globes and Israel's Channel 2 News similarly found 5% of Israelis were vegan.[130] Veganism increased among Israeli Arabs.[131] The Israeli army made special provision for vegan soldiers in 2015, which included providing non-leather boots and wool-free berets.[132]
- **Italy**: Between 0.6 and three percent of Italians were reported to be vegan as of 2015.[133]
- **Netherlands**: In 2018, the Dutch Society for Veganism (*Nederlandse Vereniging voor Veganisme*) estimated there were more than 100,000 Dutch vegans (0.59 percent), based on their membership growth.[134]
- **Romania**: Followers of the Romanian Orthodox Church keep fast during several periods throughout the ecclesiastical calendar amounting to a majority of the year. In the Romanian Orthodox tradition, devotees abstain from eating any animal products during these times. As a result, vegan foods are abundant in stores and restaurants; however, Romanians may not be familiar with a vegan diet as a full-time lifestyle choice.[135]
- **Sweden**: Four percent said they were vegan in a 2014 Demoskop poll.[136]
- **Switzerland**: The Vegan Society Switzerland (*Vegane Gesellschaft Schweiz*) estimated in 2016 that one percent of the population was vegan.[137]
- **United Kingdom**: In the UK, where the tofu and mock-meats market was worth £786.5 million in 2012, two percent said they were vegan in a 2007 government survey.[138] A 2016 Ipsos MORI study commissioned by the Vegan Society, surveying almost 10,000 people aged 15 or over across England, Scotland, and Wales, found that 1.05 percent were vegan; the Vegan Society estimates that 542,000 in the UK follow a vegan diet.[139] According to a 2018 survey by Comparethemarket.com, the number of people who identify as vegans in the United Kingdom has risen to over 3.5 million, which is approximately seven percent of the population, and environmental concerns were a major factor in this development.[140] However, doubt was cast on this inflated figure by the UK-based Vegan Society, who perform their own regular survey: the Vegan Society themselves found in 2018 that there were 600,000 vegans in Great Britain (1.16%), which was seen as a dramatic increase on previous figures.[141][142]
- **United States**: Estimates of vegans in the U.S. vary from 2% (Gallup, 2012)[143] to 0.5% (Faunalytics, 2014). According to the latter, 70% of those who adopted a vegan diet abandoned it.[144] Top Trends in Prepared Foods 2017, a report by GlobalData, estimated that "6% of US consumers now claim to be vegan, up from just 1% in 2014."[145]

Animal products

Avoidance

Vegans do not eat beef, pork, poultry, fowl, game, animal seafood, eggs, dairy, or any other animal products. Dietary vegans might use animal products in clothing (as leather, wool, and silk), toiletries, and similar. Ethical veganism extends not only to matters of food but also to the wearing or use of animal products, and rejects the commodification of animals altogether.[20]:62 The British Vegan Society will certify a product only if it is free of animal involvement as far as possible and practical, including animal testing,[146][147][148] but "recognises that it is not always possible to make a choice that avoids the use of animals",[149] an issue that was highlighted in 2016 when it became known that the UK's newly-introduced £5 note contained tallow.[150][151]

An important concern is the case of medications, which are routinely tested on animals to ensure they are effective and safe,[152] and may also contain animal ingredients, such as lactose, gelatine, or stearates.[149] There may be no alternatives to prescribed medication or these alternatives may be unsuitable, less effective, or have more adverse side effects.[149] Experimentation with laboratory animals is also used for evaluating the safety of vaccines, food additives, cosmetics, household products, workplace chemicals, and many other substances.[153]

Mock meats in Veganz, a vegan supermarket in Berlin

Philosopher Gary Steiner argues that it is not possible to be entirely vegan, because animal use and products are "deeply and imperceptibly woven into the fabric of human society".[154] Animal products in common use include albumen, allantoin, beeswax, blood, bone char, bone china, carmine, casein, castoreum, cochineal, elastin, emu oil, gelatin, honey, isinglass, keratin, lactic acid, lanolin, lard, rennet, retinol, shellac, squalene, tallow (including sodium tallowate), whey, and yellow grease. Some of these are chemical compounds that can be derived from animal products, plants, or petrochemicals. Allantoin, lactic acid, retinol, and squalene, for example, can be vegan. These products and their origins are not always included in the list of ingredients.[155] Vegetables themselves, even from organic farms, may use animal manure; "vegan" vegetables use plant compost only.[156]

Some vegans will not buy woollen jumpers, silk scarves, leather shoes, bedding that contains goose down or duck feathers, pearl jewellery, seashells, ordinary soap (usually made of animal fat), or cosmetics that contain animal products. They avoid certain vaccines; the flu vaccine, for example, is usually grown in hens' eggs, although an effective alternative, Flublok, is widely available in the United States.[157] Non-vegan items acquired before they became vegan might be donated to charity or used until worn out. Some vegan clothes, in particular leather alternatives, are made of petroleum-based products, which has triggered criticism because of the environmental damage involved in their production.[158]

Eggs and dairy products

The main difference between a vegan and vegetarian diet is that vegans exclude dairy products and eggs. Ethical vegans avoid them on the premise that their production causes animal suffering and premature death. In egg production, most male chicks are culled because they do not lay eggs.[159] To obtain milk from dairy cattle, cows are made pregnant to induce lactation; they are kept lactating for three to seven years, then slaughtered. Female calves can be separated from their mothers within 24 hours of birth, and fed milk replacer to retain the cow's milk for human consumption. Male calves are slaughtered at birth, sent for veal production, or reared for beef.[160][161]

Honey and silk

Vegan groups disagree about insect products.[162] Neither the Vegan Society nor the American Vegan Society considers honey, silk, and other insect products as suitable for vegans.[163][148] Insect products can be defined much more widely, as commercial bees are used to pollinate about 100 different food crops.[162]

Pet food

Due to the environmental impact of meat-based pet food[164][165] and the ethical problems it poses for vegans,[166][167] some vegans extend their philosophy to include the diets of pets.[165][168][169][170] This is particularly true for domesticated cats[171] and dogs,[172] for which vegan pet food is both available and nutritionally complete,[165][168][169] such as Vegepet. However, this practice has been met with caution and criticism,[168][173] especially toward vegan cat diets due to felids being obligate carnivores.[167][168][173] Furthermore, although nutritionally complete vegan pet diets are comparable to meat-based ones for cats and dogs,[174] as of August 2015 many commercial vegan pet food brands do not meet the Association of American Feed Control Officials (AAFCO) regulations for nutritional adequacy.[175]

Modern methods of factory farming are considered highly unethical by most vegans.

Vegan diet

Vegan cuisine at Wikibook Cookbooks

Vegan diets are based on grains and other seeds, legumes (particularly beans), fruits, vegetables, edible mushrooms, and nuts.[176]

Soy

Meatless products based on soybeans (tofu), or wheat-based seitan are sources of plant protein, commonly in the form of vegetarian sausage, mince, and veggie burgers.[177]

Soy-based dishes are a staple of vegan diets because soy is a complete protein; i.e. it has all the essential amino acids for humans and can be relied on entirely for protein intake.[l] They are consumed most often in the form of soy milk and tofu (bean curd), which is soy milk mixed with a coagulant. Tofu comes in a variety of textures, depending on water content, from firm, medium firm and extra firm for stews and stir-fries to soft or silken for salad dressings, desserts and shakes. Soy is also eaten in the form of tempeh and textured vegetable protein (TVP); also known as textured soy protein (TSP), the latter is often used in pasta sauces.[179]

Warm tofu (soybean curd) with garlic sauce. Soybeans are a source of complete protein.

Plant milk, cheese, mayonnaise

Nutritional content of cows', soy, and almond milk			
	Cows' milk (whole, vitamin D added)[180]	**Soy milk** (unsweetened; fortified)[181]	**Silk almond milk** (unsweetened original; fortified)[182]
Dietary energy per 240 mL cup	620 kJ (149 kcal)	330 kJ (80 kcal)	120 kJ (29 kcal)
Protein (g)	7.69	6.95	1
Fat (g)	7.93	3.91	2.5
Saturated fat (g)	4.55	0.5	0
Carbohydrate (g)	11.71	4.23	1
Fibre (g)	0	1.2	1
Sugars (g)	12.32	1	0
Calcium (mg)	276	301	451
Potassium (mg)	322	292	36
Sodium (mg)	105	90	170
Vitamin B_{12} (μg)	1.10	2.70	3
Vitamin A (IU)	395	503	499
Vitamin D (IU)	124	119	101
Cholesterol (mg)	24	0	0

Plant milks—such as soy milk, almond milk, cashew milk, grain milks (oat milk, flax milk and rice milk), hemp milk, and coconut milk—are used in place of cows' or goats' milk.[m] Soy milk provides around 7 g (¼oz) of protein per cup (240 mL or 8 fl oz), compared with 8 g (2/7oz) of protein per cup of cow's milk. Almond milk is lower in dietary energy, carbohydrates, and protein.[184] Soy milk should not be used as a replacement for breast milk for babies. Babies who are not breastfed may be fed commercial infant formula, normally based on cows' milk or soy. The latter is known as soy-based infant formula or SBIF.[185][186]

Butter and margarine can be replaced with alternate vegan products.[187] Vegan cheeses are made from seeds, such as sesame and sunflower; nuts, such as cashew,[188] pine nut, and almond;[189] and soybeans, coconut oil, nutritional yeast, tapioca,[190] and rice, among other ingredients; and can replicate the meltability of dairy cheese. Nutritional yeast is a common substitute for the taste of cheese in vegan recipes.[187] Cheese substitutes can be made at home, including from nuts, such as cashews.[188]

Egg replacements

Commercial egg substitutes are available for cooking and baking. The protein in eggs thickens when heated and binds other ingredients together.[191] For pancakes a tablespoon of baking powder can be used instead of eggs.[187] Silken (soft) tofu and mashed potato can also be used. Aquafaba from chickpeas can be used as an egg replacement and whipped like egg whites.[192] Another egg alternative in pastries is banana. Half a banana replaces an egg.[193]

Tofu can be used as an egg replacement

Raw veganism

Raw veganism, combining veganism and raw foodism, excludes all animal products and food cooked above 48 °C (118 °F). A raw vegan diet includes vegetables, fruits, nuts, grain and legume sprouts, seeds, and sea vegetables. There are many variations of the diet, including fruitarianism.[194]

Nutrients

Protein

Proteins are composed of amino acids. Vegans obtain all their protein from plants, omnivores usually a third, and ovo-lacto vegetarians half.[195] Sources of plant protein include legumes such as soy beans (consumed as tofu, tempeh, textured vegetable protein, soy milk, and edamame), peas, peanuts, black beans, and chickpeas (the latter often eaten as hummus); grains such as quinoa, brown rice, corn, barley, bulgur, and wheat (the latter eaten as bread and seitan); and nuts and seeds. Combinations that contain high amounts of all the essential amino acids include rice and beans, corn and beans, and hummus and whole-wheat pita.[196]

Rice and beans is a common vegan protein combination.

Soy beans and quinoa are known as complete proteins because they each contain all the essential amino acids in amounts that meet or exceed human requirements.[197] Mangels et al. write that consuming the recommended dietary allowance (RDA) of protein—0.8 g/kg (12gr/lb) of body weight—in the form of soy will meet the biologic requirement for amino acids.[178] In 2012, the United States Department of Agriculture ruled that soy protein (tofu) may replace meat protein in the National School Lunch Program.[198]

The American Dietetic Association said in 2009 that a variety of plant foods consumed over the course of a day can provide all the essential amino acids for healthy adults, which means that protein combining in the same meal may not be necessary.[199] Mangels et al. write that there is little reason to advise vegans to increase their protein intake; but erring on the side of caution, they recommend a 25 percent increase over the RDA for adults, to 1g/kg (15gr/lb) of body weight.[200]

Vitamin B_{12}

Tahini miso soup with brown rice, turnips, squash, radishes and nori (an edible seaweed). Nori has been cited as a plant source of B_{12},[201] but the Academy of Nutrition and Dietetics established in 2016 that is not an adequate source of this vitamin. Vegans need to consume regularly fortified foods or supplements containing B_{12}.[30]

Vitamin B_{12} is a bacterial product needed for cell division, the formation and maturation of red blood cells, the synthesis of DNA, and normal nerve function. A deficiency may cause megaloblastic anaemia and neurological damage, and, if untreated, may lead to death.[31][202][n] The high content of folacin in vegetarian diets may mask the hematological symptoms of vitamin B_{12} deficiency, so it may go undetected until neurological signs in the late stages are evident, which can be irreversible, such as neuropsychiatric abnormalities, neuropathy, dementia and, occasionally, atrophy of optic nerves.[23][29][204] Vegans sometimes fail to obtain enough B_{12} from their diet because among non-fortified foods, only those of animal origin contain sufficient amounts.[29][204][o] The best source is ruminant food.[32] Vegetarians are also at risk, as are older people and those with certain medical conditions.[206][207] A 2013 study found that "vegetarians develop B_{12} depletion or deficiency regardless of demographic characteristics, place of residency, age, or type of vegetarian diet. Vegans should take preventive measures to ensure adequate intake of this vitamin, including regular consumption of supplements containing B_{12}."[p]

B_{12} is produced in nature only by certain bacteria and archaea; it is not made by any animal, fungus, or plant.[32][209][210] It is synthesized by some gut bacteria in humans and other animals, but humans cannot absorb the B_{12} made in their guts, as it is made in the colon which is too far from the small intestine, where absorption of B_{12} occurs.[32] Ruminants, such as cows and sheep, absorb B_{12} produced by bacteria in their guts.[32]

Animals store vitamin B_{12} in liver and muscle and some pass the vitamin into their eggs and milk; meat, liver, eggs and milk are therefore sources of B_{12}.[211][212]

It has been suggested that nori (an edible seaweed), tempeh (a fermented soybean food), and nutritional yeast may be sources of vitamin B_{12}.[201][q][214][r] In 2016, the Academy of Nutrition and Dietetics established that nori, fermented foods (such as tempeh), spirulina, chlorella algae, and unfortified nutritional yeast are not adequate sources of vitamin B_{12} and that vegans need to consume regularly fortified foods or supplements containing B_{12}. Otherwise, vitamin B_{12} deficiency may develop, as has been demonstrated in case studies of vegan infants, children, and adults.[30]

Vitamin B_{12} is mostly manufactured by industrial fermentation of various kinds of bacteria, which make forms of cyanocobalamin, which are further processed to generate the ingredient included in supplements and fortified foods.[216][217] The *Pseudomonas denitrificans* strain was most commonly used as of 2017.[218][219] It is grown in a medium containing sucrose, yeast extract, and several metallic salts. To increase vitamin production, it is supplemented with sugar beet molasses, or, less frequently, with choline.[218] Certain brands of B_{12} supplements are vegan.[202]

Calcium

Calcium is needed to maintain bone health and for several metabolic functions, including muscle function, vascular contraction and vasodilation, nerve transmission, intracellular signalling, and hormonal secretion. Ninety-nine percent of the body's calcium is stored in the bones and teeth.[220][221][222]:35–74

High-calcium foods may include fortified plant milk or fortified tofu. Plant sources include broccoli, turnip, bok choy, collards, and kale; the bioavailability of calcium in spinach is poor.[220] Vegans should make sure they consume enough vitamin D, which is needed for calcium absorption.[223]

Vegan cheeses

A 2007 report based on the Oxford cohort of the European Prospective Investigation into Cancer and Nutrition, which began in 1993, suggested that vegans have an increased risk of bone fractures over meat eaters and vegetarians, likely because of lower dietary calcium intake. The study found that vegans consuming at least 525 mg (8gr) of calcium daily have a risk of fractures similar to that of other groups.[s][226] A 2009 study found the bone mineral density (BMD) of vegans was 94 percent that of omnivores, but deemed the difference clinically insignificant.[227][t]

Vitamin D

Vitamin D (calciferol) is needed for several functions, including calcium absorption, enabling mineralization of bone, and bone growth. Without it bones can become thin and brittle; together with calcium it offers protection against osteoporosis. Vitamin D is produced in the body when ultraviolet rays from the sun hit the skin; outdoor exposure is needed because UVB radiation does not penetrate glass. It is present in salmon, tuna, mackerel and cod liver oil, with small amounts in cheese, egg yolks, and beef liver, and in some mushrooms.[229]

Most vegan diets contain little or no vitamin D without fortified food. People with little sun exposure may need supplements. The extent to which sun exposure is sufficient depends on the season, time of day, cloud and smog cover, skin melanin content, and whether sunscreen is worn. According to the National Institutes of Health, most people can obtain and store sufficient vitamin D from sunlight in the spring, summer, and fall, even in the far north. They report that some researchers recommend 5–30 minutes of sun exposure without sunscreen between 10 am and 3 pm, at least twice a week. Tanning beds emitting 2–6% UVB radiation have a similar effect, though tanning is inadvisable.[229][230]

Vitamin D comes in two forms. Cholecalciferol (vitamin D_3) is synthesized in the skin after exposure to the sun or consumed from food, usually from animal sources. Ergocalciferol (vitamin D_2) is derived from ergosterol from UV-exposed mushrooms or yeast and is suitable for vegans. When produced industrially as supplements, vitamin D_3 is typically derived from lanolin in sheep's wool. However, both provitamins and vitamins D_2 and D_3 have been discovered in *Cladina* spp. (especially *Cladina rangiferina*)[231] and these edible lichen are harvested in the wild for producing vegan vitamin D_3.[232] Conflicting studies have suggested that the two forms of vitamin D may or may not be bioequivalent.[233] According to researchers from the Institute of Medicine, the differences between vitamins D_2 and D_3 do not affect metabolism, both function as prohormones, and when activated exhibit identical responses in the body.[234]

Iron

In some cases iron and the zinc status of vegans may also be of concern because of the limited bioavailability of these minerals.[27] There are concerns about the bioavailability of iron from plant foods, assumed by some researchers to be 5–15 percent compared to 18 percent from a nonvegetarian diet.[236] Iron-deficiency anemia is found as often in nonvegetarians as in vegetarians, though studies have shown vegetarians' iron stores to be lower.[237]

Mangels et al. write that, because of the lower bioavailability of iron from plant sources, the Food and Nutrition Board of the National Academy of Sciences established a separate RDA for vegetarians and vegans of 14 mg (¼gr) for vegetarian men and postmenopausal women, and 33 mg (½gr) for premenopausal women not using oral contraceptives.[238] Supplements should be used with caution after consulting a physician, because iron can accumulate in the body and cause damage to organs. This is particularly true of anyone with hemochromatosis, a relatively common condition that can remain undiagnosed.[239]

Oatmeal with blueberries, toasted almonds and almond milk; one packet of instant oatmeal contains 8.2 mg (1/8gr) of iron.[235]

High-iron vegan foods include soybeans, blackstrap molasses, black beans, lentils, chickpeas, spinach, tempeh, tofu, and lima beans.[240][241] Iron absorption can be enhanced by eating a source of vitamin C at the same time,[242] such as half a cup of cauliflower or five fluid ounces of orange juice. Coffee and some herbal teas can inhibit iron absorption, as can spices that contain tannins such as turmeric, coriander, chiles, and tamarind.[241]

Omega-3 fatty acids, iodine

Alpha-linolenic acid (ALA), an omega-3 fatty acid, is found in walnuts, seeds, and vegetable oils, such as canola and flaxseed oil.[243] EPA and DHA, the other primary omega-3 fatty acids, are found only in animal products and algae.[244] Iodine supplementation may be necessary for vegans in countries where salt is not typically iodized, where it is iodized at low levels, or where, as in Britain and Ireland, dairy products are relied upon for iodine delivery because of low levels in the soil.[245] Iodine can be obtained from most vegan multivitamins or regular consumption of seaweeds, such as kelp.[246]

Health research

As of 2014, few studies were rigorous in their comparison of omnivore, vegetarian, and vegan diets, making it difficult to discern whether health benefits attributed to veganism might also apply to vegetarian diets or diets that include moderate meat intake.

In preliminary clinical research, vegan diets lowered the risk of type 2 diabetes, high blood pressure, obesity, and ischemic heart disease.[247][248][249][250] A 2016 systematic review from observational studies of vegetarians showed reduced body mass index, total cholesterol, LDL cholesterol, and glucose levels, possibly indicating lower risk of ischemic heart disease and cancer, but having no effect on mortality, cardiovascular diseases, cerebrovascular diseases, and mortality from cancer.[251]

Eliminating all animal products may increase the risk of deficiencies of vitamins B_{12} and D, calcium, and omega-3 fatty acids.[27] Vitamin B_{12} deficiency occurs in up to 80% of vegans that do not supplement with vitamin B_{12}.[252] Vegans might be at risk of low bone mineral density without supplements.[27] Lack of B_{12} inhibits normal function of the nervous system.[253][254]

Vegan products in a supermarket (Oceanside, California, 2014)

Professional and government associations

The American Academy of Nutrition and Dietetics and Dietitians of Canada state that properly planned vegan diets are appropriate for all life stages, including pregnancy and lactation.[255] They indicate that vegetarian diets may be more common among adolescents with eating disorders, but that its adoption may serve to camouflage a disorder rather than cause one. The Australian National Health and Medical Research Council similarly recognizes a well-planned vegan diet as viable for any age.[256][257][258] The British National Health Service's Eatwell Plate allows for an entirely plant-based diet,[259] as does the United States Department of Agriculture's (USDA) MyPlate.[260][261] The USDA allows tofu to replace meat in the National School Lunch Program.[198] The German Society for Nutrition does not recommend a vegan diet for babies, children and adolescents, or for women pregnant or breastfeeding.[26]

Pregnancy, infants and children

The Academy of Nutrition and Dietetics and Dietitians of Canada consider well-planned vegetarian and vegan diets "appropriate for individuals during all stages of the lifecycle, including pregnancy, lactation, infancy, childhood, and adolescence, and for athletes".[262] The German Society for Nutrition cautioned against a vegan diet for pregnant women, breastfeeding women, babies, children, and adolescents.[26] The position of the Canadian Pediatric Society is that "well-planned vegetarian and vegan diets with appropriate attention to specific nutrient components can provide a healthy alternative lifestyle at all stages of fetal, infant, child and adolescent growth. Attention should be given to nutrient intake, particularly protein, vitamins B_{12} and D, essential fatty acids, iron, zinc, and calcium.[263]

According to a 2015 systematic review, there is little evidence available about vegetarian and vegan diets during pregnancy, and a lack of randomized studies meant that the effects of diet could not be distinguished from confounding factors.[264] It concluded: "Within these limits, vegan-vegetarian diets may be considered safe in pregnancy, provided that attention is paid to vitamin and trace element requirements."[264] A daily source of vitamin B_{12} is important for pregnant and lactating vegans, as is vitamin D if there are concerns about low sun exposure.[u] A different review found that pregnant vegetarians consumed less zinc than pregnant non-vegetarians, with both groups' intake below recommended levels; however, the review found no significant difference between groups in actual zinc levels in bodily tissues, nor any effect on gestation period or birth weight.[266]

Researchers have reported cases of vitamin B_{12} deficiency in lactating vegetarian mothers that were linked to deficiencies and neurological disorders in their children.[267][268] A doctor or registered dietitian should be consulted about taking supplements during pregnancy.[269][270]

Vegan diets have attracted negative attention from the media because of cases of nutritional deficiencies that have come to the attention of the courts, including the death of a baby in New Zealand in 2002 due to hypocobalaminemia, i.e. vitamin B_{12} deficiency.[28]

Personal items

Vegan soap made from olive oil; soap is usually made from tallow (animal fat).

Vegans replace personal care products and household cleaners containing animal products with products that are vegan, such as vegan dental floss made of bamboo fiber. Animal ingredients are ubiquitous because they are relatively inexpensive. After animals are slaughtered for meat, the leftovers are put through a rendering process and some of that material, particularly the fat, is used in toiletries.

Common animal-derived ingredients include: tallow in soap; collagen-derived glycerine, which used as a lubricant and humectant in many haircare products, moisturizers, shaving foams, soaps and toothpastes;[271] lanolin from sheep's wool is often found in lip balm and moisturizers; stearic acid is a common ingredient in face creams, shaving foam and shampoos, (as with glycerine, it can be plant-based, but is usually animal-derived); Lactic acid, an alpha-hydroxy acid derived from animal milk, is used in moisturizers; allantoin— from the comfrey plant or cows' urine —is found in shampoos, moisturizers and toothpaste;[271] and carmine from scale insects, such as the female cochineal, is used in food and cosmetics to produce red and pink shades;[272][273]

Animal Ingredients A to Z (2004) and *Veganissimo A to Z* (2013) list which ingredients might be animal-derived. The British Vegan Society's sunflower logo and PETA's bunny logo mean the product is certified vegan, which includes no animal testing. The Leaping Bunny logo signals no animal testing, but it might not be

Logos

Vegan Society sunflower (https://www.vegansociety.com/sites/default/files/uploads/trademark-logo.png):

vegan.[274][275] The Vegan Society criteria for vegan certification are that the product contain no animal products, and that neither the finished item nor its ingredients have been tested on animals by, or on behalf of, the manufacturer or by anyone over whom the manufacturer has control. Its website contains a list of certified products,[147][276] as does Australia's Choose Cruelty Free (CCF).[277]

Beauty Without Cruelty, founded as a charity in 1959, was one of the earliest manufacturers and certifiers of animal-free personal care products.[278] Several international companies produce animal-free products, including clothes, shoes, fashion items, and candles.[279]

certified vegan, no animal testing

PETA bunny (https://www.peta.org/wp-content/uploads/2015/02/New-BWB-Logos.png): certified vegan, no animal testing

Leaping bunny (https://web.archive.org/web/20170628093653/https://www.onegreenplanet.org/wp-content/uploads/2010/10//2014/02/leapingbunny.gif):
no animal testing, might not be vegan

Vegans avoid clothing that incorporates silk, wool (including lambswool, shearling, cashmere, angora, mohair, and a number of other fine wools), fur, feathers, pearls, animal-derived dyes, leather, snakeskin, and any other kind of skin or animal product. Most leather clothing is made from cow skins. Vegans regard the purchase of leather, particularly from cows, as financial support for the meat industry.[280]:115 Vegans may wear clothing items and accessories made of non-animal-derived materials such as hemp, linen, cotton, canvas, polyester, artificial leather (pleather), rubber, and vinyl.[280]:16 Leather alternatives can come from materials such as cork, piña (from pineapples), and mushroom leather.[281][282]

Philosophy

Ethical veganism

Pigs, as well as chicken and cattle, often have their movement restricted

Ethical veganism is based on opposition to speciesism, the assignment of value to individuals on the basis of species membership alone. Divisions within animal rights theory include the utilitarian, protectionist approach, which pursues improved conditions for animals. It also pertains to the rights-based abolitionism, which seeks to end human ownership of non-humans. Abolitionists argue that protectionism serves only to make the public feel that animal use can be morally unproblematic (the "happy meat" position).[20]:62–63[283]

Law professor Gary Francione, an abolitionist, argues that all sentient beings should have the right not to be treated as property, and that adopting veganism must be the baseline for anyone who believes that non-humans have intrinsic moral value.[v][20]:62 Philosopher Tom Regan, also a rights theorist, argues that animals possess value as "subjects-of-a-life", because they have beliefs, desires, memory and the ability to initiate action in pursuit of goals. The right of subjects-of-a-life not to be harmed can be overridden by other moral principles, but Regan argues that pleasure, convenience and the economic interests of farmers are not weighty enough.[285] Philosopher Peter Singer, a protectionist and utilitarian, argues that there is no moral or logical justification for failing to count animal suffering as a consequence when making decisions, and that killing animals should be rejected unless necessary for survival.[286] Despite this, he writes that "ethical thinking can be sensitive to circumstances", and that he is "not too concerned about trivial infractions".[287]

An argument proposed by Bruce Friedrich, also a protectionist, holds that strict adherence to veganism harms animals, because it focuses on personal purity, rather than encouraging people to give up whatever animal products they can.[288] For Francione, this is similar to arguing that, because human-rights abuses can never be eliminated, we should not defend human rights in situations we control. By failing to ask a server whether something contains animal products, we reinforce that the moral rights of animals are a matter of convenience, he argues. He concludes from this that the protectionist position fails on its own consequentialist terms.[20]:72–73

Philosopher Val Plumwood maintained that ethical veganism is "subtly human-centred", an example of what she called "human/nature dualism" because it views humanity as separate from the rest of nature. Ethical vegans want to admit non-humans into the category that deserves special protection, rather than recognize the "ecological embeddedness" of all.[289] Plumwood wrote that animal food may be an "unnecessary evil" from the perspective of the consumer who "draws on the whole planet for nutritional needs"—and she strongly opposed factory farming—but for anyone relying on a much smaller ecosystem, it is very difficult or impossible to be vegan.[290]

Bioethicist Ben Mepham,[291] in his review of Francione and Garner's book *The Animal Rights Debate: Abolition or Regulation?*, concludes that "if the aim of ethics is to choose the right, or best, course of action in specific circumstances 'all things considered', it is arguable that adherence to such an absolutist agenda is simplistic and open to serious self-contradictions. Or, as Farlie puts it, with characteristic panache: 'to conclude that veganism is the "only ethical response" is to take a big leap into a very muddy pond'."[292] He cites as examples the adverse effects on animal wildlife derived from the agricultural practices necessary to sustain most vegan diets and the ethical contradiction of favoring the welfare of domesticated animals but not that of wild animals; the imbalance between the resources that are used to promote the welfare of animals as opposed to those destined to alleviate the suffering of the approximately one billion human beings who undergo malnutrition, abuse, and exploitation; the focus on attitudes and conditions in western developed countries, leaving out the rights and interests of societies whose economy, culture and, in some cases, survival rely on a symbiotic relationship with animals.[292]

David Pearce, a transhumanist philosopher, has argued that humanity has a "hedonistic imperative" to not merely avoid cruelty to animals or abolish the ownership of non-human animals, but also to redesign the global ecosystem such that wild animal suffering ceases to exist.[293][294][295] In the pursuit of abolishing suffering itself, Pearce promotes predation elimination among animals and the "cross-species global analogue of the welfare state".[296][295][297] Fertility regulation could maintain herbivore populations at sustainable levels, "a more civilised and compassionate policy option than famine, predation, and disease".[298] The increasing number of vegans and vegetarians in the transhumanism movement has been attributed in part to Pearce's influence.[299]

A growing political philosophy that incorporates veganism as part of its revolutionary praxis is veganarchism, which seeks "total abolition" or "total liberation" for all animals, including humans. Veganarchists identify the state as unnecessary and harmful to animals, both human and non-human, and advocate for the adoption of a vegan lifestyle within a stateless society. The term was popularized in 1995 with Brian A. Dominick's pamphlet *Animal Liberation and Social Revolution*, described as "a vegan perspective on anarchism or an anarchist perspective on veganism".[300] Direct action is a common practice among veganarchists (and anarchists generally) with groups like the Animal Liberation Front (ALF) and Revolutionary Cells – Animal Liberation Brigade (RCALB) often engaging in such activities, sometimes criminally, to further their goals.

Some extreme sects of vegans also embrace the philosophy of anti-natalism, as they see the two as complementary in terms of "harm reduction" to animals and the environment.[301]

Environmental veganism

Paul Watson, founder of the Sea Shepherd Conservation Society

Environmental vegans focus on conservation, rejecting the use of animal products on the premise that fishing, hunting, trapping and farming, particularly factory farming, are environmentally unsustainable. In 2010, Paul Watson of the Sea Shepherd Conservation Society called pigs and chicken "major aquatic predators", because livestock eat 40 percent of the fish that are caught.[22] Since 2002, all Sea Shepherd ships have been vegan for environmental reasons. This specific form of veganism focuses its way of living on how to have a sustainable way of life without consuming animals.[302]

According to a 2006 United Nations Food and Agriculture Organization report, *Livestock's Long Shadow*, 222 million tonnes of meat were produced globally in 1999.[303] The report posits that around 26 percent of the planet's terrestrial surface is devoted to livestock grazing.[304] In the United States ten billion land animals are killed every year for human consumption, and in 2005 48 billion birds were killed globally.[305][306]

The UN report also concluded that livestock farming (mostly of cows, chickens and pigs) affects the air, land, soil, water, biodiversity and climate change.[307] Livestock consumed 1,174 million tonnes of food in 2002—including 7.6 million tonnes of fishmeal and 670 million tonnes of cereals, one-third of the global cereal harvest—and in 2001 consumed 45 million tonnes of roots and vegetables and 17 million tonnes of pulses.[308] As of 2006, the livestock industry accounted for nine percent of anthropogenic carbon dioxide emissions, 37 percent of methane, 65 percent of nitrous oxide, and 68 percent of ammonia. Livestock waste emitted 30 million tonnes of ammonia a year, which is involved in the production of acid rain.[309][310] A 2017 study published in the journal *Carbon Balance and Management* found animal agriculture's global methane emissions are 11% higher than previous estimates based on data from the Intergovernmental Panel on Climate Change.[311] A June 2018 study published in *Science* asserted that the adoption of plant-based diets in the United States alone could cut greenhouse gas emissions by 61% to 73%, and the global adoption of a vegan diet would reduce the use of agricultural land by 75%.[312]

> A vegan diet is probably the single biggest way to reduce your impact on planet Earth, not just greenhouse gases, but global acidification, eutrophication, land use and water use. It is far bigger than cutting down on your flights or buying an electric car.
>
> —Joseph Poore, *Reducing food's environmental impacts through producers and consumer*; University of Oxford, UK, 2018.[313]

A 2010 UN report, *Assessing the Environmental Impacts of Consumption and Production*, argued that animal products "in general require more resources and cause higher emissions than plant-based alternatives".[314]:80 It proposed a move away from animal products to reduce environmental damage.[w][315] A 2007 Cornell University study concluded that vegetarian diets use the least land *per capita*, but require higher quality land than is needed to feed animals.[316] A 2015 study published in *Science of the Total Environment* determined that significant biodiversity loss can be attributed to the growing demand for meat, which is a significant driver of deforestation and habitat destruction, with species-rich habitats being converted to agriculture for livestock production.[317] A 2017 study by the World Wildlife Fund found that 60% of biodiversity loss can be attributed to the vast scale of feed crop cultivation needed to rear tens of billions of farm animals, which puts an enormous strain on natural resources resulting in an extensive loss of lands and species.[318] Livestock make up 60% of the biomass of all mammals on earth, followed by humans (36%) and wild mammals (4%). As for birds, 70% are domesticated, such as poultry, whereas only 30% are wild.[319][320] In November 2017, 15,364 world scientists signed a warning to humanity calling for, among other things, "promoting dietary shifts towards mostly plant-based foods".[321] According to a July 2018 study in *Science*, meat consumption is set to increase as the result of human population growth and rising affluence, which will increase greenhouse gas emissions and further reduce biodiversity.[322]

A 2018 report published in *PNAS* asserted that farmers in the United States could sustain more than twice as many people than they do currently if they abandoned rearing farm animals for human consumption and instead focused on growing plants.[323]

Feminist veganism

Pioneers

One of the leading activists and scholars of feminist animal rights is Carol J. Adams. Her premier work, *The Sexual Politics of Meat: A Feminist-Vegetarian Critical Theory* (1990), sparked what was to become a movement in animal rights as she noted the relationship between feminism and meat consumption. Since the release of *The Sexual Politics of Meat*, Adams has published several other works including essays, books, and keynote addresses. In one of her speeches, "Why feminist-vegan now?"[324]—adapted from her original address at the "Minding Animals" conference in Newcastle, Australia (2009)—Adams states that "the idea that there was a connection between feminism and vegetarianism came to [her] in October 1974", illustrating that the concept of feminist veganism has been around for nearly half a century. Other authors have also paralleled Adams' ideas while expanding on them. Angella Duvnjak states in "Joining the Dots: Some Reflections on Feminist-Vegan Political Practice and Choice" that she was met with opposition to the connection of feminist and veganism ideals, although the connection seemed more than obvious to her and other scholars (2011).[325]

Other scholars elaborate on the connections between feminism, such as Carrie Hamilton who makes the connection to sex workers and animal reproductive rights.[326] Many other scholars of feminist vegan philosophy continue to add to the arguments that Adams, Duvnjak, and Hamilton have brought forth.

Animal and human abuse parallels

Some of the main concepts of feminist veganism is that is the connection between the violence and oppression of animals. For example, Marjorie Spiegal compares the consumption or servitude of animals for human gain to slavery.[325] Animals are purchased from a breeder, used for personal gain—either for further breeding or manual labor—and then discarded, most frequently as food. This capitalist use of animals for personal gain has held strong, despite the work of animal rights activists and ecofriendly feminists.

Similar notions that suggest animals—like fish, for example—feel less pain are brought forth today as a justification for animal cruelty.[325] The feminist side of the argument, however, suggests that there is no rationalization for treating animal lives with lesser reverence than human lives, even if the theory that animals are less capable of pain is verifiable.

Another connection between feminism and veganism is the parallel of violence against women or other minority members and the violence against animals. Animal rights activists closely relates animal cruelty to feminist issues. This connection is even further mirrored as animals that are used for breeding practices are compared to human trafficking victims and migrant sex workers.[326] Hamilton points out that violent "rapists sometimes exhibit behavior that seems to be patterned on the mutilation of animals" suggesting there is a trend between the violence towards rape victims and animal cruelty previously exhibited by the rapist.[326]

The violence connection is not limited to sexual acts, however. It is a common fact the prevalence of violence against animals are more defined in those with psychopathic disorders. This mirroring of violence against animals and violence against weaker animals lead the pioneers of feminist veganism to suggest that there is a correspondence between violence against humans and animals, supporting feminist veganism.

Capitalism and feminist veganism

Another way that feminist veganism relates to feminist thoughts is through the capitalist means of the production itself. Carol J. Adams mentions Barbara Noske talking about "meat eating as the ultimate capitalist product, because it takes so much to make the product, it uses up so many resources".[327] The capitalization of resources for meat production is argued to be better used for production of other food products that have a less detrimental impact on the environment.

Religious veganism

Streams within a number of religious traditions encourage veganism, sometimes on ethical or environmental grounds. Scholars have especially noted the growth in the twenty-first century of Jewish veganism[328] and Jain veganism.[329] Some interpretations of Christian vegetarianism,[330] Hindu vegetarianism,[331] and Buddhist vegetarianism[332] also recommend or mandate a vegan diet.

Symbols

Multiple symbols have been developed to represent veganism. Several are used on consumer packaging, including the Vegan Society trademark[147] and Vegan Action logo,[274] to indicate products without animal-derived ingredients.[333][334] Various symbols may also be used by members of the vegan community to represent their identity and in the course of animal rights activism, such as a vegan flag.[335]

Vegan graffiti showing an enclosed V in Lisbon, Portugal.

See also

- List of diets
- Raw veganism
- Vegan nutrition

Notes

a. "[Al-Maʿarri's] diet was extremely frugal, consisting chiefly of lentils, with figs for sweet; and, very unusually for a Muslim, he was not only a vegetarian, but a vegan who abstained from meat, fish, dairy products, eggs, and honey, because he did not want to kill or hurt animals, or deprive them of their food."[1]

b. For veganism and animals as commodities:

   Helena Pedersen, Vasile Staescu (*The Rise of Critical Animal Studies*, 2014): "[W]e are vegan because we are ethically opposed to the notion that life (human or otherwise) can, or should, ever be rendered as a buyable or sellable commodity."[9]

   Gary Steiner (*Animals and the Limits of Postmodernism*, 2013): " ... ethical veganism, the principle that we ought as far as possible to eschew the use of animals as sources of food, labour, entertainment and the like ... [This means that animals] ... are entitled not to be eaten, used as forced field labor, experimented upon, killed for materials to make clothing and other commodities of use to human beings, or held captive as entertainment."[10]

   Gary Francione ("Animal Welfare, Happy Meat and Veganism as the Moral Baseline", 2012): "Ethical veganism is the personal rejection of the commodity status of nonhuman animals ..."[11]

c. Other common but less frequent pronunciations recorded by the Merriam-Webster Online Dictionary and the Random House Dictionary are /ˈveɪɡən/ *VAY-gən* and /ˈvɛdʒən/ *VEJ-ən*.[12][13] The word was coined in England by Donald Watson, who preferred the pronunciation /ˈviːɡən/ *VEE-gən*,[14] and the 1997 edition of the Random House Dictionary reported that this pronunciation was considered "especially British" and that /ˈvɛdʒən/ *VEJ-ən* was the most frequent and only other common American pronunciation.[15]

d. Laura Wright (*The Vegan Studies Project*, 2015): "[The Vegan Society] definition simplifies the concept of veganism in that it assumes that all vegans choose to be vegan for ethical reasons, which may be the case for the majority, but there are other reasons, including health and religious mandates, people choose to be vegan. Veganism exists as a dietary and lifestyle choice with regard to what one consumes, but making this choice also constitutes participation in the identity category of 'vegan'."[16]

   Brenda Davis, Vesanto Melina (*Becoming Vegan*, 2013): "There are degrees of veganism. A *pure vegetarian* or *dietary vegan* is someone who consumes a vegan diet but doesn't lead a vegan lifestyle. Pure vegetarians may use animal products, support the use of animals in research, wear leather clothing, or have no objection to the exploitation of animals for entertainment. They are mostly motivated by personal health concerns rather than by ethical objections. Some may adopt a more vegan lifestyle as they are exposed to vegan philosophy."[17]

Laura H. Kahn, Michael S. Bruner ("Politics on Your Plate", 2012): "A vegetarian is a person who abstains from eating NHA [non-human animal] flesh of any kind. A vegan goes further, abstaining from eating anything made from NHA. Thus, a vegan does not consume eggs and dairy foods. Going beyond dietary veganism, 'lifestyle' vegans also refrain from using leather, wool or any NHA-derived ingredient."[18]

Vegetarian and vegan diets may be referred to as *plant-based* and vegan diets as *entirely plant-based*.[19]

e. Gary Francione (*The Animal Rights Debate*, 2010): "Although veganism may represent a matter of diet or lifestyle for some, ethical veganism is a profound moral and political commitment to abolition on the individual level and extends not only to matters of food but also to the wearing or using of animal products."[20]:62

This terminology is controversial within the vegan community. While some vegan leaders, such as Karen Dawn, endorse efforts to avoid animal consumption for any reason; others, including Francione, believe that veganism must be part of an holistic ethical and political movement in order to support animal liberation. Accordingly, the latter group rejects the label "dietary vegan", referring instead to "strict vegetarians", "pure vegetarians", or followers of a "plant-based" diet.[21]

f. American Academy of Nutrition and Dietetics (2009): "It is the position of the American Dietetic Association that appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases. Well-planned vegetarian diets are appropriate for individuals during all stages of the life cycle, including pregnancy, lactation, infancy, childhood, and adolescence, and for athletes."[23]

g. The *Deutsche Gesellschaft für Ernährung*, 2016: "The DGE does not recommend a vegan diet for pregnant women, lactating women, infants, children or adolescents."[26]

h. Winston J. Craig (*The American Journal of Clinical Nutrition*, 2009): "Vegan diets are usually higher in dietary fiber, magnesium, folic acid, vitamins C and E, iron, and phytochemicals, and they tend to be lower in calories, saturated fat and cholesterol, long-chain n–3 (omega-3) fatty acids, vitamin D, calcium, zinc, and vitamin B-12. ... A vegan diet appears to be useful for increasing the intake of protective nutrients and phytochemicals and for minimizing the intake of dietary factors implicated in several chronic diseases."[27]

i. Fanny Kemble (*Journal of a Residence on a Georgian Plantation in 1838–1839*, 1839): "The sight and smell of raw meat are especially odious to me, and I have often thought that if I had had to be my own cook, I should inevitably become a vegetarian, probably, indeed, return entirely to my green and salad days."[39]

Another early use was by the editor of *The Healthian*, a journal published by Alcott House, in April 1942: "To tell a man, who is in the stocks for a given fault, that he cannot be so confined for such an offence, is ridiculous enough; but not more so than to tell a healthy vegetarian that his diet is very uncongenial with the wants of his nature, and contrary to reason."[40]

j. In 1838 William Alcott, Amos's cousin, published *Vegetable Diet: As Sanctioned by Medical Men and By Experience in All Ages* (1838).[57] The word *vegetarian* appears in the second edition but not the first.

k. Mahatma Gandhi, address to the Vegetarian Society, 20 November 1931): "I feel especially honoured to find on my right, Mr. Henry Salt. It was Mr. Salt's book 'A Plea for Vegetarianism', which showed me why apart from a hereditary habit, and apart from my adherence to a vow administered to me by my mother, it was right to be a vegetarian. He showed me why it was a moral duty incumbent on vegetarians not to live upon fellow-animals. It is, therefore, a matter of additional pleasure to me that I find Mr. Salt in our midst."[59]

l. Mangels, Messina and Messina (*The Dietitian's Guide to Vegetarian Diets*, 2011): "Soy protein products typically have a protein digestibility corrected amino acid score (PDCAAS) ... >0.9, which is similar to that of meat and milk protein. Consequently, consuming the recommended dietary allowance (RDA, 0.8 mg/kg body weight [bw]), for protein entirely in the form of soy will meet the biologic requirement for amino acids. ... Formal recognition of the high quality of soy protein came in the form of a ruling by the USDA [United States Department of Agriculture] allowing soy protein to replace 100 percent of meat protein in the Federal School Lunch Program."[178]

m. Plant-milk brands include Dean Foods' Silk soy milk and almond milk; Blue Diamond's Almond Breeze, Taste the Dream's Almond Dream, and Rice Dream; and Plamil Foods' Organic Soya and Alpro's Soya. Vegan ice-creams include Swedish Glace, Food Heaven, Tofutti, Turtle Mountain's So Delicious and Luna & Larry's Coconut Bliss.[183]

n. The RDA for B_{12} for adults (14+ years) is 2.4 micrograms (μg) a day, rising to 2.4 and 2.6 μg during pregnancy and lactation respectively. For infants and children, it is 0.4 μg for 0–6 months, 0.5 μg for 7–12 months, 0.9 μg for 1–3 years, 1.2 μg for 4–8 years, and 1.8 μg for 9–13 years.[203]

o. Reed Mangels (2006): "Vitamin B12 is needed for cell division and blood formation. Neither plants nor animals make vitamin B12. Bacteria are responsible for producing vitamin B12. Animals get their vitamin B12 from eating foods contaminated with vitamin B12 or from the bacteria present in their rumen and then the animal can become a source of vitamin B12 itself. Plant foods do not contain vitamin B12 except when they are contaminated by microorganisms or have vitamin B12 added to them. Thus, vegans need to look to fortified foods or supplements to get vitamin B12 in their diet."[205]

p. Roman Pawlak, et al. (*Nutrition Reviews*, 2013): "The main finding of this review is that vegetarians develop B_{12} depletion or deficiency regardless of demographic characteristics, place of residency, age, or type of vegetarian diet. Vegetarians should thus take preventive measures to ensure adequate intake of this vitamin, including regular consumption of supplements containing B_{12}."[208]

q. Other sources of B_{12} cited are miso, edible seaweeds (arame, wakame and kombu), spirulina and rainwater. Barley malt syrup, shiitake mushrooms, parsley, and sourdough bread have also been referenced, but may be sources of inactive B_{12}.[213]

r. Red Star developed Vegetarian Support Formula as a nutritional supplement especially for vegetarians and vegans ... Two teaspoons of flakes or one teaspoon of powdered Vegetarian Support Formula provides one microgram of Vitamin B_{12} ..."[215]

s. Appleby et al. (*European Journal of Clinical Nutrition*, 2007): "We observed similar fracture rates among meat eaters, fish eaters and vegetarians. A 30% higher fracture rate among vegans compared with meat eaters was halved in magnitude by adjustment for energy and calcium intake and disappeared altogether when the analysis was restricted to subjects who consumed at least 525 mg/day calcium, a quantity equal to the UK EAR. ... In conclusion, fracture risk was similar for meat eaters, fish eaters and vegetarians in this study. The higher fracture risk among vegans appeared to be a consequence of their considerably lower mean calcium intake. Vegans, who do not consume dairy products, a major source of calcium in most diets, should ensure that they obtain adequate calcium from suitable sources such as almonds, sesame seeds, tahini (sesame paste), calcium-set tofu, calcium-fortified drinks and low-oxalate leafy green vegetables such as kale ..."[224]

   National Institutes of Health, 2013: "In the Oxford cohort of the European Prospective Investigation into Cancer and Nutrition, bone fracture risk was similar in meat eaters, fish eaters and vegetarians, but higher in vegans, likely due to their lower mean calcium intake."[225]

t. Annabelle M. Smith (*International Journal of Nursing Practice*, 2006): "The findings gathered consistently support the hypothesis that vegans do have lower bone mineral density than their non-vegan counterparts. However, the evidence regarding calcium, Vitamin D and fracture incidence is inconclusive."[228]

evidence regarding calcium, vitamin D and fracture incidence is inconclusive.

u. *Journal of the American Dietetic Association* (2009): "Key nutrients in pregnancy include vitamin B-12, vitamin D, iron, and folate whereas key nutrients in lactation include vitamin B-12, vitamin D, calcium, and zinc. Diets of pregnant and lactating vegetarians should contain reliable sources of vitamin B-12 daily. Based on recommendations for pregnancy and lactation, if there is concern about vitamin D synthesis because of limited sunlight exposure, skin tone, season, or sunscreen use, pregnant and lactating women should use vitamin D supplements or vitamin D–fortified foods. No studies included in the evidence-analysis examined vitamin D status during vegetarian pregnancy. Iron supplements may be needed to prevent or treat iron-deficiency anemia, which is common in pregnancy. Women capable of becoming pregnant as well as women in the periconceptional period are advised to consume 400 µg folate daily from supplements, fortified foods, or both. Zinc and calcium needs can be met through food or supplement sources as identified in earlier sections on these nutrients."[265]

v. Gary Francione (2009): "We all believe it's wrong to inflict unnecessary suffering and death on animals. ... So now the next question becomes 'what do we mean by necessity?' Well, whatever it means, whatever abstract meaning it has, if it has any meaning whatsoever, its minimal meaning has to be that it's wrong to inflict suffering and death on animals for reasons of pleasure, amusement or convenience ... Problem is 99.9999999 percent of our animal use can only be justified by reasons of pleasure, amusement or convenience."[284]

w. United Nations Environment Programme (2010): "Impacts from agriculture are expected to increase substantially due to population growth, increasing consumption of animal products. Unlike fossil fuels, it is difficult to look for alternatives: people have to eat. A substantial reduction of impacts would only be possible with a substantial worldwide diet change, away from animal products."[314]:82

References

1. Geert Jan van Gelder, Gregor Schoeler, "Introduction", in Abu l-Ala al-Maarri, *The Epistle of Forgiveness Or A Pardon to Enter the Garden*, Volume 2, New York and London: New York University Press, 2016, xxvii.
2. *Records of Buckinghamshire*, Volume 3, BPC Letterpress, 1870, 68.
3. Karen Iacobbo, Michael Iacobbo, *Vegetarian America: A History*, Greenwood Publishing Group, 2004, 3.
4. J. E. M. Latham, *Search for a New Eden*, Madison: Fairleigh Dickinson University Press, 1999, 168.
5. Richard Francis, *Fruitlands: The Alcott Family and their Search for Utopia*, New Haven: Yale University Press, 2010, 11.
6. Iacobbo and Iacobbo 2004, 132.
7. Watson, Donald (15 December 2002). "Interview with Donald Watson" (https://www.vegansociety.com/sites/default/files/DW_Interview_2002_Unabridged_Transcript.pdf) (PDF) (Transcript). Interviewed by George D. Rodger. The Vegan Society. Archived (https://web.archive.org/web/20180314041736/https://www.vegansociety.com/sites/default/files/DW_Interview_2002_Unabridged_Transcript.pdf) (PDF) from the original on 13 March 2018. Retrieved 13 March 2018.

   Watson, Donald (11 August 2004). "24 Carrot Award: Donald Watson" (http://www.vegparadise.com/24carrot610.html). *Vegetarians in Paradise* (e-Zine). **6** (10). Interviewed by George D. Rodger. Archived (https://web.archive.org/web/20180314034642/http://www.vegparadise.com/24carrot610.html) from the original on 14 March 2018. Retrieved 13 March 2018. "I invited my early readers to suggest a more concise word to replace 'non-dairy vegetarian.' Some bizarre suggestions were made like 'dairyban, vitan, benevore, sanivore, beaumangeur', et cetera. I settled for my own word, 'vegan', containing the first three and last two letters of 'vegetarian'—'the beginning and end of vegetarian.' The word was accepted by the *Oxford English Dictionary* and no one has tried to improve it."
8. Donald Watson, "The Early History of the Vegan Movement", *The Vegan* (https://issuu.com/vegan_society/docs/the-vegan-autumn-1965---21st-anniversary-issue), Autumn 1965, 5–7; Donald Watson, *Vegan News* (https://issuu.com/ve

gan_society/docs/the_vegan_news_1944), first issue, November 1944.

9. Helena Pedersen, Vasile Staescu, "Conclusion: Future Directions for Critical Animal Studies", in Nik Taylor, Richard Twine (eds.), *The Rise of Critical Animal Studies: From the Margins to the Centre*, Routledge, 2014 (262–276), 267 (https://books.google.com/books?id=vQNgAwAAQBAJ&pg=PA267).
10. Gary Steiner, *Animals and the Limits of Postmodernism*, Columbia University Press, 2013, 206 (https://books.google.com/books?id=SfFnIsnSEIQC&pg=PA206).
11. Gary Francione, "Animal Welfare, Happy Meat and Veganism as the Moral Baseline", in David M. Kaplan, *The Philosophy of Food*, University of California Press, 2012 (169–189) 182.
12. "Definition of VEGANISM" (https://www.merriam-webster.com/dictionary/veganism). *www.merriam-webster.com*.
13. "the definition of veganism" (http://www.dictionary.com/browse/veganism). *www.dictionary.com*.
14. "Vegetarians in Paradise/Donald Watson/Vegan Society/24 Carrot Vegetarian Award" (http://www.vegparadise.com/24carrot610.html). *www.vegparadise.com*.
15. "Meaning of vegan – Infoplease" (https://www.infoplease.com/dictionary/vegan). *InfoPlease*.
16. Laura Wright, *The Vegan Studies Project: Food, Animals, and Gender in the Age of Terror*, University of Georgia Press, 2015, 2.
17. Brenda Davis, Vesanto Melina, *Becoming Vegan: Express Edition*, Summertown: Book Publishing Company, 2013, 3.
18. Laura H. Kahn, Michael S. Bruner, "Politics on Your Plate: Building and Burning Bridges across Organics, Vegetarian, and Vegan Discourse", in Joshua Frye (ed.), *The Rhetoric of Food: Discourse, Materiality, and Power*, Routledge, 2012, 46.
19. Tuso, P. J.; Ismail, M. H.; Ha, B. P.; Bartolotto, C (2013). "Nutritional Update for Physicians: Plant-Based Diets" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3662288). *The Permanente Journal*. **17** (2): 61–66. doi:10.7812/TPP/12-085 (https://doi.org/10.7812%2FTPP%2F12-085). PMC 3662288 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3662288). PMID 23704846 (https://www.ncbi.nlm.nih.gov/pubmed/23704846).
20. Francione, Gary Lawrence; Garner, Robert (2010). "The Abolition of Animal Exploitation" (https://cup.columbia.edu/book/the-animal-rights-debate/9780231149556). *The Animal Rights Debate: Abolition Or Regulation?* (Paperback). Critical Perspectives on Animals: Theory, Culture, Science, and Law. New York: Columbia University Press (published 26 October 2010). ISBN 9780231149556. OCLC 705765194 (https://www.worldcat.org/oclc/705765194). Archived (https://web.archive.org/web/20180420174910/https://cup.columbia.edu/book/the-animal-rights-debate/9780231149556) from the original on 20 April 2018. Retrieved 20 April 2018.
21. Greenebaum, Jessica (1 March 2012). "Veganism, Identity and the Quest for Authenticity" (https://www.researchgate.net/publication/272214038). *Food, Culture and Society: An International Journal of Multidisciplinary Research*. **15** (1): 129–144. doi:10.2752/175174412x13190510222101 (https://doi.org/10.2752%2F175174412x13190510222101). ISSN 1552-8014 (https://www.worldcat.org/issn/1552-8014).
22. Watson, Paul (21 September 2010). "Sea Shepherd's Paul Watson: 'You don't watch whales die and hold signs and do nothing' " (https://www.theguardian.com/environment/2010/sep/21/sea-shepherd-paul-watson-whales). *The Guardian* (Interview). Interviewed by Michael Shapiro. Archived (https://web.archive.org/web/20180301181850/https://www.theguardian.com/environment/2010/sep/21/sea-shepherd-paul-watson-whales) from the original on 1 March 2018. Retrieved 1 March 2018. "Stop eating the ocean. Don't eat anything out of the ocean – there is no such thing as a sustainable fishery. If people eat meat, make sure it's organic and isn't contributing to the destruction of the ocean because 40 percent of all the fish that's caught out of the ocean is fed to livestock – chickens on factory farms are fed fish meal. And be cognizant of the fact that if the oceans die, we die. Therefore our ultimate responsibility is to protect biodiversity in our world's oceans."

    Matthew Cole, "Veganism", in Margaret Puskar-Pasewicz (ed.), *Cultural Encyclopedia of Vegetarianism*, ABC-Clio, 2010 (239–241), 241 (https://books.google.com/books?id=3-bragoek0AC&pg=PA241).

23. "Position of the American Dietetic Association: Vegetarian diets" (http://www.andjrnl.org/article/S0002-8223%2809%2900700-7/fulltext), *Journal of the American Dietetic Association*, 109(7), July 2009, 1266–1282. doi:10.1016/j.jada.2009.05.027 (https://doi.org/10.1016%2Fj.jada.2009.05.027) PMID 19562864 (https://www.ncbi.nlm.nih.gov/pubmed/19562864)
24. "Healthy Eating Guidelines for Vegans" (https://www.dietitians.ca/Your-Health/Nutrition-A-Z/Vegetarian-Diets/Eating-Guidelines-for-Vegans.aspx). Dietitians of Canada. 27 November 2014. Archived (https://web.archive.org/web/20180224075716/https://www.dietitians.ca/Your-Health/Nutrition-A-Z/Vegetarian-Diets/Eating-Guidelines-for-Vegans.aspx) from the original on 24 February 2018. Retrieved 24 February 2018. "A healthy vegan diet can meet all your nutrient needs at any stage of life including when you are pregnant, breastfeeding or for older adults."
25. Garton, Lynne (October 2017). "Food Fact Sheet (Vegetarian Diets)" (https://www.bda.uk.com/foodfacts/vegetarianfoodfacts.pdf) (PDF). British Dietetic Association. Archived (https://web.archive.org/web/20180224073324/https://www.bda.uk.com/foodfacts/vegetarianfoodfacts.pdf) (PDF) from the original on 24 February 2018. Retrieved 24 February 2018. "Well-planned vegetarian diets are appropriate for all stages of life and have many benefits."
26. Richter M, Boeing H, Grünewald-Funk D, Heseker H, Kroke A, Leschik-Bonnet E, Oberritter H, Strohm D, Watzl B for the German Nutrition Society (DGE) (12 April 2016). "Vegan diet. Position of the German Nutrition Society (DGE)" (https://www.ernaehrungs-umschau.de/fileadmin/Ernaehrungs-Umschau/pdfs/pdf_2016/04_16/EU04_2016_Special_DGE_eng_final.pdf) (PDF). *Ernahrungs Umschau*. **63** (4): 92–102. Erratum in: 63(05): M262. doi:10.4455/eu.2016.021 (https://doi.org/10.4455%2Feu.2016.021).
27. Winston J. Craig, "Health effects of vegan diets" (http://ajcn.nutrition.org/content/89/5/1627S.full.pdf), *The American Journal of Clinical Nutrition*, 89(5), May 2009 (1627S–1633S), 1627S. doi:10.3945/ajcn.2009.26736N (https://doi.org/10.3945%2Fajcn.2009.26736N) PMID 19279075 (https://www.ncbi.nlm.nih.gov/pubmed/19279075)
28. Di Genova T, Guyda H (2007). "Infants and children consuming atypical diets: Vegetarianism and macrobiotics" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2528709). *Paediatr Child Health* (Review). **12** (3): 185–8. doi:10.1093/pch/12.3.185 (https://doi.org/10.1093%2Fpch%2F12.3.185). PMC 2528709 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2528709). PMID 19030357 (https://www.ncbi.nlm.nih.gov/pubmed/19030357).
29. Rizzo G, Laganà AS, Rapisarda AM, La Ferrera GM, Buscema M, Rossetti P, et al. (2016). "Vitamin B12 among Vegetarians: Status, Assessment and Supplementation" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5188422). *Nutrients* (Review). **8** (12): 767. doi:10.3390/nu8120767 (https://doi.org/10.3390%2Fnu8120767). PMC 5188422 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5188422). PMID 27916823 (https://www.ncbi.nlm.nih.gov/pubmed/27916823).
30. Melina V, Craig W, Levin S (2016). "Position of the Academy of Nutrition and Dietetics: Vegetarian Diets". *J Acad Nutr Diet*. **116** (12): 1970–1980. doi:10.1016/j.jand.2016.09.025 (https://doi.org/10.1016%2Fj.jand.2016.09.025). PMID 27886704 (https://www.ncbi.nlm.nih.gov/pubmed/27886704). "Fermented foods (such as tempeh), nori, spirulina, chlorella algae, and unfortified nutritional yeast cannot be relied upon as adequate or practical sources of B-12.39,40 Vegans must regularly consume reliable sources— meaning B-12 fortified foods or B-12 containing supplements—or they could become deficient, as shown in case studies of vegan infants, children, and adults."
31. Hannibal, L; Lysne, V; Bjørke-Monsen, A. L.; Behringer, S; Grünert, S. C.; Spiekerkoetter, U; Jacobsen, D. W.; Blom, H. J. (2016). "Biomarkers and Algorithms for the Diagnosis of Vitamin B12 Deficiency" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4921487). *Frontiers in Molecular Biosciences*. **3**: 27. doi:10.3389/fmolb.2016.00027 (https://doi.org/10.3389%2Ffmolb.2016.00027). PMC 4921487 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4921487). PMID 27446930 (https://www.ncbi.nlm.nih.gov/pubmed/27446930).
32. Gille, D; Schmid, A (February 2015). "Vitamin B12 in meat and dairy products". *Nutrition Reviews* (Review). **73** (2): 106–15. doi:10.1093/nutrit/nuu011 (https://doi.org/10.1093%2Fnutrit%2Fnuu011). PMID 26024497 (https://www.ncbi.nlm.nih.gov/pubmed/26024497).

33. Donald Watson, *Vegan News* (https://issuu.com/vegan_society/docs/the_vegan_news_1944), No. 1, November 1944, 2; Leslie Cross, "Veganism Defined" (https://www.ivu.org/history/world-forum/1951vegan.html), *The Vegetarian World Forum*, 5(1), Spring 1951.
34. "Vegan Diets Become More Popular, More Mainstream" (https://www.cbsnews.com/news/vegan-diets-become-more-popular-more-mainstream/). CBS News. Associated Press. 5 January 2011. Archived (https://web.archive.org/web/20180301171201/https://www.cbsnews.com/news/vegan-diets-become-more-popular-more-mainstream/) from the original on 1 March 2018. Retrieved 1 March 2018.

    Nijjar, Raman (4 June 2011). "From pro athletes to CEOs and doughnut cravers, the rise of the vegan diet" (http://www.cbc.ca/news/canada/from-pro-athletes-to-ceos-and-doughnut-cravers-the-rise-of-the-vegan-diet-1.1049116). CBC News. Archived (https://web.archive.org/web/20180301170652/http://www.cbc.ca/news/canada/from-pro-athletes-to-ceos-and-doughnut-cravers-the-rise-of-the-vegan-diet-1.1049116) from the original on 1 March 2018. Retrieved 1 March 2018.

    Molloy, Antonia (31 December 2013). "No meat, no dairy, no problem: is 2014 the year vegans become mainstream?" (https://www.independent.co.uk/life-style/food-and-drink/features/no-meat-no-dairy-no-problem-is-2014-the-year-vegans-become-mainstream-9032064.html). *The Independent*. Archived (https://web.archive.org/web/20180322231210/https://www.independent.co.uk/life-style/food-and-drink/features/no-meat-no-dairy-no-problem-is-2014-the-year-vegans-become-mainstream-9032064.html) from the original on 22 March 2018. Retrieved 22 March 2018.
35. Tancock, Kat (13 January 2015). "Vegan cuisine moves into the mainstream – and it's actually delicious" (https://www.theglobeandmail.com/life/food-and-wine/food-trends/vegan-cuisine-moves-into-the-mainstream/article22430440/). *The Globe and Mail*. Archived (https://web.archive.org/web/20180301165409/https://www.theglobeandmail.com/life/food-and-wine/food-trends/vegan-cuisine-moves-into-the-mainstream/article22430440/) from the original on 1 March 2018. Retrieved 1 March 2018.

    Crawford, Elizabeth (17 March 2015). "Vegan is going mainstream, trend data suggests" (https://www.foodnavigator-usa.com/Article/2015/03/17/Vegan-is-going-mainstream-trend-data-suggests). *FoodNavigator-USA*. William Reed Business Media. Archived (https://web.archive.org/web/20180414003926/https://www.foodnavigator-usa.com/Article/2015/03/17/Vegan-is-going-mainstream-trend-data-suggests) from the original on 14 April 2018. Retrieved 13 April 2018.

    Oberst, Lindsay (18 January 2018). "Why the Global Rise in Vegan and Plant-Based Eating Isn't A Fad (600% Increase in U.S. Vegans + Other Astounding Stats)" (https://foodrevolution.org/blog/vegan-statistics-global/). Future of Food. *Food Revolution Network*. Archived (https://web.archive.org/web/20180414003918/https://foodrevolution.org/blog/vegan-statistics-global/) from the original on 14 April 2018. Retrieved 13 April 2018.

    Jones-Evans, Dylan (24 January 2018). "The rise and rise of veganism and a global market worth billions" (https://www.walesonline.co.uk/business/business-opinion/rise-rise-veganism-global-market-14199168). *WalesOnline*. Media Wales. Archived (https://web.archive.org/web/20180414005141/https://www.walesonline.co.uk/business/business-opinion/rise-rise-veganism-global-market-14199168) from the original on 14 April 2018. Retrieved 13 April 2018.
36. Rod Preece, *Sins of the Flesh: A History of Ethical Vegetarian Thought*, Vancouver: University of British Columbia Press, 2008, 12 (https://books.google.com/books?id=uMnubkF5HjAC&pg=PA12).
37. "Definition of VEGETABLE" (https://www.merriam-webster.com/dictionary/vegetable). *www.merriam-webster.com*.
38. Davis, John (1 June 2011). "The Vegetus Myth" (https://www.vegsource.com/john-davis/the-vegetus-myth.html). *VegSource*. Archived (https://web.archive.org/web/20180318213259/https://www.vegsource.com/john-davis/the-vegetus-myth.html) from the original on 18 March 2018. Retrieved 18 March 2018. "Vegetarian can equally be seen as derived from the late Latin '*vegetabile*' – meaning plant – as in *Regnum Vegetabile* / Plant Kingdom. Hence vegetable, vegetation – and vegetarian. Though others suggest that 'vegetable' itself is derived from 'vegetus'. But it's very unlikely that the originators went through all that either – they really did just join 'vegetable+arian', as the dictionaries have said all along."

dictionaries have said all along.

39. Fanny Kemble, *Journal of a Residence on a Georgian Plantation in 1838–1839*, Harper and Brothers, New York, 1863, 197–198 (https://books.google.com/books?id=WaFiAAAAMAAJ&pg=PA197).
40. *The Healthian* (https://web.archive.org/web/20100709210135/http://www.ivu.org/history/england19a/healthian.pdf), 1(5), April 1842, 34–35.

    Davis, John. "History of Vegetarianism: Extracts from some journals 1842–48 – the earliest known uses of the word 'vegetarian' " (https://ivu.org/history/vegetarian.html). International Vegetarian Union. Archived (https://web.archive.org/web/20180318223303/https://ivu.org/history/vegetarian.html) from the original on 18 March 2018. Retrieved 18 March 2018.

    Davis, John. "History of Vegetarianism: Extracts from some journals 1842–48 – the earliest known uses of the word 'vegetarian' (Appendix 2 – The 1839 journal of Fanny Kemble)" (https://ivu.org/history/kemble.html). International Vegetarian Union. Archived (https://web.archive.org/web/20180318222547/https://ivu.org/history/kemble.html) from the original on 18 March 2018. Retrieved 18 March 2018.

    John Davis, "Prototype Vegans", *The Vegan* (https://issuu.com/vegan_society/docs/the-vegan-winter-2010), Winter 2010, 22–23 (also here (https://web.archive.org/web/20110928044045/http://www.vegansociety.com/feature-articles/prototype%20vegans.pdf)).

41. Bajpai, Shiva (2011). *The History of India – From Ancient to Modern Times*. Himalayan Academy Publications (Hawaii, USA). ISBN 978-1-934145-38-8.
42. Spencer, Colin (1996). *The Heretic's Feast: A History of Vegetarianism*. Fourth Estate Classic House. pp. 33–68, 69–84. ISBN 978-0874517606.
43. Tähtinen, Unto. *Ahimsa: Non-violence in Indian tradition*. London: [1976], Rider and Company (1976).
44. Singh, Upinder (2008). *A History of Ancient and Early medieval India : from the Stone Age to the 12th century* (https://books.google.com/books?id=H3lUIIYxWkEC). New Delhi: Pearson Education. p. 137. ISBN 9788131711200.
45. Daniel A. Dombrowski, "Vegetarianism and the Argument from Marginal Cases in Porphyry", *Journal of the History of Ideas*, 45(1), January–March 1984, 141–143. doi:10.2307/2709335 (https://doi.org/10.2307%2F2709335) JSTOR 2709335 (https://www.jstor.org/stable/2709335)

    Daniel A. Dombrowski, *The Philosophy of Vegetarianism*, University of Massachusetts Press, 1984, 2.

46. For Thiruvalluvar, see G. U. Pope, "Thirukkural English Translation and Commentary" (https://www.projectmadurai.org/pm_etexts/pdf/pm0153.pdf), W.H. Allen, & Co, 1886, 160.
47. Kahn, Charles H. (2001). *Pythagoras and the Pythagoreans: A Brief History* (https://books.google.com/?id=GKUtAwAAQBAJ&pg=PA72&dq=Pythagoreanism#v=onepage&q=Pythagoreanism&f=false). Indianapolis, Indiana and Cambridge, England: Hackett Publishing Company. p. 9. ISBN 978-0-87220-575-8.
48. Cornelli, Gabriele; McKirahan, Richard (2013). *In Search of Pythagoreanism: Pythagoreanism as an Historiographical Category* (https://books.google.com/?id=p0ihjZufKncC&pg=PA50&dq=Pythagoreanism#v=onepage&q=Pythagoreanism&f=false). Berlin, Germany: Walter de Gruyter. p. 168. ISBN 978-3-11-030650-7.
49. Zhmud, Leonid (2012). *Pythagoras and the Early Pythagoreans* (https://books.google.com/?id=of-ghBD9q1QC&printsec=frontcover&dq=Pythagoras#v=onepage&q=Pythagoras&f=false). Translated by Windle, Kevin; Ireland, Rosh. Oxford, England: Oxford University Press. pp. 200, 235. ISBN 978-0-19-928931-8.
50. D. S. Margoliouth, "Abu'l-'Alā al-Ma'arrī's Correspondence on Vegetarianism", *The Journal of the Royal Asiatic Society of Great Britain and Ireland*, 34(02), 1902 (289–332), 290. doi:10.1017/s0035869x0002921x (https://doi.org/10.1017%2Fs0035869x0002921x) JSTOR 25208409 (https://www.jstor.org/stable/25208409)
51. James Gregory, *Of Victorians and Vegetarians*, I. B. Tauris, 2007.

52. "International Health Exhibition", *The Medical Times and Gazette*, 24 May 1884, 712 (https://books.google.com/books?id=2rdXAAAAMAAJ&pg=PA712).
53. James C. Whorton, *Crusaders for Fitness: The History of American Health Reformers*, Princeton: Princeton University Press, 2014, 69–70: "Word of these cures of pimples, consumption, and virtually all ailments in between was widely distributed by his several publications ..."

    Percy Bysshe Shelley, *A Vindication of Natural Diet* (https://www.gutenberg.org/ebooks/38727), London: F. Pitman, 1884 [1813]; William Lambe, Joel Shew, ***Water and Vegetable Diet*** (https://books.google.com/books?id=E9anzEClAaYC), New York: Fowler's and Wells, 1854 [London, 1815].

54. Lambe 1854, 55, 94.
55. Andrew F. Smith, *Eating History*, New York: Columbia University Press, 2013, 29–35 (33 for popularity); Whorton 2014, 38ff.
56. Hart 1995, 14 (https://books.google.com/books?id=hvmfshZxPf0C&pg=PA14); Francis, *Fruitlands: The Alcott Family and their Search for Utopia*, 2010.
57. William A. Alcott, *Vegetable Diet: As Sanctioned by Medical Men and By Experience in All Ages* (https://books.google.com/books?id=2YIEAAAAYAAJ), Boston: Marsh, Capen & Lyon, 1838; *Vegetable Diet* (https://archive.org/stream/vegetabledietass00alco#page/n5/mode/2up), New York: Fowlers and Wells, 1851.
58. Gregory 2007, 22.
59. Gandhi, Mahatma (20 November 1931). "The Moral Basis of Vegetarianism" (https://ivu.org/news/evu/other/gandhi2.html). *EVU News* (Speech). Vol. 1998 no. 1. London, England (published 1998). pp. 11–14. Archived (https://web.archive.org/web/20180310000343/https://ivu.org/news/evu/other/gandhi2.html) from the original on 10 March 2018. Retrieved 9 March 2018 – via International Vegetarian Union and London Vegetarian Society.
60. Axon, William E. A. (December 1893). "A Forerunner of the Vegetarian Society" (https://ivu.org/history/societies/britfor.html). *Vegetarian Messenger*. Manchester, England: Vegetarian Society. pp. 453–55. Archived (https://web.archive.org/web/20180224100639/https://ivu.org/history/societies/britfor.html) from the original on 24 February 2018. Retrieved 24 February 2018 – via International Vegetarian Union.
61. Jackie Latham, "The political and the personal: the radicalism of Sophia Chichester and Georgiana Fletcher Welch" (http://www.tandfonline.com/doi/pdf/10.1080/09612029900200216), *Women's History Review*, 8(3), 1999 (469–487), 474. doi:10.1080/09612029900200216 (https://doi.org/10.1080%2F09612029900200216) PMID 22619793 (https://www.ncbi.nlm.nih.gov/pubmed/22619793)
62. David Grumett, Rachel Muers, *Theology on the Menu: Asceticism, Meat and Christian Diet*, Routledge, 2010, 64.
63. "History of Vegetarianism: The Origin of Some Words" (https://web.archive.org/web/20080630114643/http://www.ivu.org/history/renaissance/words.html), International Vegetarian Union, 6 April 2010.
64. Stephens, Henry Salt (1886). "5: Sir Henry Thompson on "Diet." ". *A Plea for Vegetarianism and Other Essays* (https://en.wikisource.org/wiki/A_Plea_for_Vegetarianism_and_Other_Essays). p. 57.
65. Rupert Wheldon, *No Animal Food* (https://www.gutenberg.org/ebooks/22829), New York and New Jersey: Health Culture Co., 1910.
66. Leah Leneman, "No Animal Food: The Road to Veganism in Britain, 1909–1944" (https://www.ivu.org/history/vegan-from-1909.pdf),*Society and Animals*, 7(3), 1999 (219–228), 221–223.
67. Stanley A. Wolpert, *Gandhi's Passion: The Life and Legacy of Mahatma Gandhi*, Oxford University Press, 2002, 21–22, 161.
68. Leneman 1999 (https://web.archive.org/web/20141019084456/http://ethik.univie.ac.at/fileadmin/user_upload/inst_ethik_wiss_dialog/Leneman__L._1999._No_Animal_Food__The_Road_to_Veganism_in_Britain__1909-1944..pdf), 226.

69. "11th IVU World Vegetarian Congress 1947" (https://www.ivu.org/congress/wvc47/card.html), Stonehouse, Gloucestershire, International Vegetarian Union.
70. Lowbridge, Caroline (30 December 2017). "Veganism: How a maligned movement went mainstream" (https://www.bbc.co.uk/news/uk-england-leicestershire-40722965). BBC News. Archived (https://web.archive.org/web/20180314050438/http://www.bbc.co.uk/news/uk-england-leicestershire-40722965) from the original on 14 March 2018. Retrieved 14 March 2018.
71. Donald Watson, *Vegan News* (https://issuu.com/vegan_society/docs/the-vegan-news-no.-2-february-1945), February 1945, 2–3.
72. Richard Farhall, "The First Fifty Years: 1944–1994" (https://issuu.com/vegan_society/docs/the-vegan-autumn-1994---50th-anniversary), iii (full names of members on following pages), published with *The Vegan*, 10(3), Autumn 1994, between pp. 12 and 13.
73. "World Vegan Month" (https://www.vegansociety.com/take-action/campaigns/world-vegan-month). The Vegan Society. Archived (https://web.archive.org/web/20180314051539/https://www.vegansociety.com/take-action/campaigns/world-vegan-month) from the original on 14 March 2018. Retrieved 14 March 2018. "Every November we celebrate World Vegan Day and World Vegan Month, as well as the formation of The Vegan Society."
74. *The Vegan* (https://issuu.com/vegan_society/docs/the-vegan-no.-5-november-1945), 1(5), November 1945; for 500, *The Vegan* (https://issuu.com/vegan_society/docs/the-vegan-autumn-1994---50th-anniversary), 10(3), Autumn 1994, iv.
75. For an example of the vegan trade list, *The Vegan* (https://issuu.com/vegan_society/docs/the-vegan-summer-1946), 2(2), Summer 1946, 6–7.
76. Joanne Stepaniak, *The Vegan Sourcebook*, McGraw Hill Professional, 2000, 5 (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA5); *The Vegan*, Autumn 1949, 22.
77. Matthew Cole, " 'The greatest cause on earth': The historical formation of veganism as an ethical practice", in Nik Taylor, Richard Twine (eds.), *The Rise of Critical Animal Studies: From the Margins to the Centre*, Routledge, 2014 (203–224), 203.
78. Leslie Cross, "Veganism Defined" (https://www.ivu.org/history/world-forum/1951vegan.html), *The Vegetarian World Forum*, 5(1), Spring 1951, 6–7.
79. Ling, Arthur (Autumn 1986). "The Milk of Human Kindness" (https://www.veganviews.org.uk/vv37/vv37arthurling.html). *Vegan Views* (Interview). **37** (Autumn 1986). Interviewed by Harry Mather. Archived (https://web.archive.org/web/20180314052519/https://www.veganviews.org.uk/vv37/vv37arthurling.html) from the original on 14 March 2018. Retrieved 14 March 2018.

    "Arthur Ling, Plamil" (https://www.plamilfoods.co.uk/news/arthurling). Plamil Foods. Archived (https://web.archive.org/web/20180314053315/https://www.plamilfoods.co.uk/news/arthurling) from the original on 14 March 2018. Retrieved 14 March 2018.

    "The Plantmilk Society", *The Vegan*, X(3), Winter 1956, 14–16.
80. Stepaniak 2000, 6–7 (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA6); Linda Austin and Norm Hammond, *Oceano*, Arcadia Publishing, 2010, 39 (https://books.google.com/books?id=B51SjziDRGQC&pg=PA39).
81. Dinshah, Freya (2010). "American Vegan Society: 50 Years" (http://www.americanvegan.org/AV1001.pdf) (PDF). *American Vegan*. 2. Vol. 10 no. 1 (Summer 2010). Vineland, NJ: American Vegan Society. p. 31. ISSN 1536-3767 (https://www.worldcat.org/issn/1536-3767). Archived (https://web.archive.org/web/20180314053610/http://www.americanvegan.org/AV1001.pdf) (PDF) from the original on 14 March 2018. Retrieved 14 March 2018.
82. Stepaniak 2000, 6–7 (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA6); Preece 2008, 323 (https://books.google.com/books?id=uMnubkF5HjAC&pg=PA323).
83. "History" (https://web.archive.org/web/20140827105211/http://www.americanvegan.org/history.htm). American Vegan

83. "History" (https://web.archive.org/web/20140827105211/http://www.americanvegan.org/history.htm). American Vegan Society. Archived from the original (http://www.americanvegan.org/history.htm) on 27 August 2014. Retrieved 14 March 2018.
84. Stepaniak 2000, 3 (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA3).
85. Iacobbo, Karen and Michael Iacobbo. "Chapter 9: Peace, Love, and Vegetarianism: The Counterculture of the 1960s and 1970s", In *Vegetarian America: A History*. Westport: Praeger, 2004.
86. Andrew F. Smith, *Eating History*, New York: Columbia University Press, 2013, 197 (https://books.google.com/books?id=IH6KFJ4Om0oC&pg=PA197); Wright 2015, 34.
87. Aubrey, Allison (22 September 2016). "If You Think Eating Is A Political Act, Say Thanks To Frances Moore Lappe" (https://www.npr.org/sections/thesalt/2016/09/22/494984095/70s-food-movement-promoted-benefits-of-plant-based-diet). The Salt. NPR. Archived (https://web.archive.org/web/20180312221600/https://www.npr.org/sections/thesalt/2016/09/22/494984095/70s-food-movement-promoted-benefits-of-plant-based-diet) from the original on 12 March 2018. Retrieved 12 March 2018.
88. Frances Moore Lappé, *Diet for a Small Planet: How to Enjoy a Rich Protein Harvest by Getting Off the Top of the Food Chain*, Friends of the Earth/Ballantine, 1971; Smith 2013, 197 (https://books.google.com/books?id=IH6KFJ4Om0oC&pg=PA197).
89. **For health professionals' interest in vegetarian diets in the last quarter of the 20th century:** Donna Maurer, *Vegetarianism: Movement or Moment?*, Temple University Press, 2002, 23; for Ornish and Barnard, 99–101.

    For McDougall: Karen Iacobbo, Michael Iacobbo, *Vegetarians and Vegans in America Today*, Greenwood Publishing Group, 2006, 75.

    For Ornish, Campbell, Esselstyn, Barnard, and Greger: Kathy Freston, *Veganist*, Weinstein Publishing, 2011. Ornish, from 21 (https://books.google.com/books?id=E8XpM5fFBrYC&pg=PA21); Campbell, 41 (https://books.google.com/books?id=E8XpM5fFBrYC&pg=PA41); Esselstyn, 57 (https://books.google.com/books?id=E8XpM5fFBrYC&pg=PA57); Barnard, 73 (https://books.google.com/books?id=E8XpM5fFBrYC&pg=PA73); Greger, 109 (https://books.google.com/books?id=E8XpM5fFBrYC&pg=PA109).

90. For McDougall Plan: Iacobbo and Iacobbo 2006, 75; for Robbins: Wright 2015, 35, and Preece 2008, 327 (https://books.google.com/books?id=uMnubkF5HjAC&pg=PA327); for Ornish: Maurer 2002, 99–101.
91. Joan Sabaté, "The contribution of vegetarian diets to health and disease: a paradigm shift?" (http://ajcn.nutrition.org/content/78/3/502S.long), *The American Journal of Clinical Nutrition*, 78(3), September 2003, 502S–507S. PMID 12936940 (https://www.ncbi.nlm.nih.gov/pubmed/12936940)

    "Position of the American Dietetic Association and Dietitians of Canada: Vegetarian diets" (http://www.andjrnl.org/article/S0002-8223%2803%2900294-3/fulltext), *Journal of the American Dietetic Association*, 103(6), June 2003, 748–765. doi:10.1053/jada.2003.50142 (https://doi.org/10.1053%2Fjada.2003.50142) PMID 12826028 (https://www.ncbi.nlm.nih.gov/pubmed/12826028)

92. **For Freedman and Barnouin:** Wright 2015, 104; for *Earthlings*: Wright 2015, 149.

    For Campbell and Esselstyn: Gupta, Sanjay (25 August 2011). "Gupta: Becoming heart attack proof" (http://thechart.blogs.cnn.com/2011/08/25/becoming-heart-attack-proof/). CNN. Archived (https://web.archive.org/web/20180312220402/http://thechart.blogs.cnn.com/2011/08/25/becoming-heart-attack-proof/) from the original on 12 March 2018. Retrieved 12 March 2018.

    For *Eating Animals*: Yonan, Joe (22 November 2009). "Book Review: *Eating Animals* by Jonathan Safran Foer" (https://www.washingtonpost.com/wp-dyn/content/article/2009/11/20/AR2009112001684.html). *The Washington Post*.

Archived (https://web.archive.org/web/20180312220800/http://www.washingtonpost.com/wp-dyn/content/article/2009/11/20/AR2009112001684.html) from the original on 12 March 2018. Retrieved 12 March 2018.

For Esselystyn and *Forks over Knives*: Martin, David S. (25 November 2011). "The 'heart attack proof' diet?" (http://www.cnn.com/2011/HEALTH/08/19/heart.attack.proof.diet/). CNN. Archived (https://web.archive.org/web/20180312221202/http://www.cnn.com/2011/HEALTH/08/19/heart.attack.proof.diet/) from the original on 12 March 2018. Retrieved 12 March 2018.

93. Haenfler, Ross (2006). *Straight Edge: Hardcore Punk, Clean Living Youth, and Social Change*. Rutgers University Press. pp. 53, 427–8. ISBN 978-0-8135-3851-8.
94. Tilbürger, Len; Kale, Chris P. (2014). *'Nailing Descartes to the Wall': animal rights, veganism and punk culture* (https://theanarchistlibrary.org/library/len-tilburger-and-chris-p-kale-nailing-descartes-to-the-wall-animal-rights-veganism-and-punk-cu) (Zine). Active Distribution. Archived (https://web.archive.org/web/20180312223555/https://theanarchistlibrary.org/library/len-tilburger-and-chris-p-kale-nailing-descartes-to-the-wall-animal-rights-veganism-and-punk-cu) from the original on 12 March 2018. Retrieved 12 March 2018 – via The Anarchist Library.
95. Kuhn, Gabriel (2010). *Sober Living for the Revolution: Hardcore Punk, Straight Edge, and Radical Politics* (https://books.google.cz/books?id=YWb7BgAAQBAJ&pg=PA137#v=onepage&q&f=false). PM Press. p. 137. ISBN 978-1604860511. Retrieved 7 October 2017.
96. Sanna, Jacopo (20 September 2017). "The Sincere and Vibrant World of the Czech DIY Scene" (https://daily.bandcamp.com/2017/09/20/czech-diy-list/). Bandcamp. Archived (https://web.archive.org/web/20180312223729/https://daily.bandcamp.com/2017/09/20/czech-diy-list/) from the original on 12 March 2018. Retrieved 12 March 2018. "Every year, at the end of July, the small and grassy airport of Rokycany, a small Czech town a few miles east of Plzeň, fills with people for a gathering called Fluff Fest. Attendance is a summer ritual for many European fans of punk, hardcore, crust, and screamo. Featuring more than a hundred bands, tons of vegan food, a fanzine library, and various workshops, Fluff Fest has established itself as the main DIY hardcore punk event in Europe, growing every year since its inaugural edition in 2000."
97. *Meat Atlas* (http://www.boell.de/sites/default/files/meat_atlas2014.pdf) Archived (https://web.archive.org/web/20140111043541/http://www.boell.de/sites/default/files/meat_atlas2014.pdf) 11 January 2014 at the Wayback Machine, Heinrich Böll Foundation, Friends of the Earth Europe, 2014, 57.

    Chalabi, Mona (9 January 2014). "Meat atlas shows Latin America has become a soybean empire" (https://www.theguardian.com/news/datablog/2014/jan/09/meat-atlas-latin-america-soybean-empire-food). *The Guardian*. Archived (https://web.archive.org/web/20180313000311/https://www.theguardian.com/news/datablog/2014/jan/09/meat-atlas-latin-america-soybean-empire-food) from the original on 13 March 2018. Retrieved 12 March 2018.
98. Nick Pendergrast, "Environmental Concerns and the Mainstreaming of Veganism", in T. Raphaely (ed.), *Impact of Meat Consumption on Health and Environmental Sustainability*, IGI Global, 2015, 106 (https://books.google.com/books?id=Gkz-CgAAQBAJ&pg=PA106).
99. Hancox, Dan (1 April 2018). "The unstoppable rise of veganism: how a fringe movement went mainstream" (https://www.theguardian.com/lifeandstyle/2018/apr/01/vegans-are-coming-millennials-health-climate-change-animal-welfare). *The Guardian*. Archived (https://web.archive.org/web/20180402155807/https://www.theguardian.com/lifeandstyle/2018/apr/01/vegans-are-coming-millennials-health-climate-change-animal-welfare) from the original on 2 April 2018. Retrieved 2 April 2018.
100. Parker, John. "The year of the vegan" (https://worldin2019.economist.com/theyearofthevegan). The Economist. Retrieved 19 February 2019.
101. "European Parliament legislative resolution of 16 June 2010" (http://www.europarl.europa.eu/sides/getDoc.do?type=TA&reference=P7-TA-2010-0222&language=EN&ring=A7-2010-0109), European Parliament: "The term 'vegan' shall not be applied to foods that are, or are made from or with the aid of, animals or animal products, including products

from living animals."

102. Rynn Berry, "Veganism", *The Oxford Companion to American Food and Drink*, Oxford University Press, 2007, 604–605 (https://books.google.com/books?id=AoWlCmNDA3QC&pg=PA604).

103. "Google Trends shows 90% increase in 'vegan' searches in 2016" (http://www.veganfoodandliving.com/google-trends-shows-90-increase-in-vegan-searches-in-2016/). *Vegan Food & Living*. Anthem Publishing. 4 January 2017. Archived (https://web.archive.org/web/20180403205457/http://www.veganfoodandliving.com/google-trends-shows-90-increase-in-vegan-searches-in-2016/) from the original on 3 April 2018. Retrieved 3 April 2018. "According to search engine giant Google, the search interest for 'vegan' spiked in 2015, increasing 32 percent from the previous year, a figure than can be attributed to the plethora of positive news stories about plant-based diets and the growing number of vegans. Encouragingly, this trend showed no signs of slowing down in 2016 however as Google Trends show an astonishing 90% increase in 'vegan' searches in last 12 months."

104. Burt, Kate (18 May 2012). "Is this the end of meat?" (https://www.independent.co.uk/life-style/food-and-drink/features/is-this-the-end-of-meat-7765871.html). *The Independent*. Archived (https://web.archive.org/web/20180312235936/https://www.independent.co.uk/life-style/food-and-drink/features/is-this-the-end-of-meat-7765871.html) from the original on 12 March 2018. Retrieved 12 March 2018.

105. Shah, Allie (8 January 2016). "Nation's first vegan butcher shop to open in Minneapolis Jan. 23" (http://www.startribune.com/nation-s-first-vegan-butcher-shop-to-open-in-minneapolis-jan-23/364641531/). *Star Tribune*. Archived (https://web.archive.org/web/20180313000004/http://www.startribune.com/nation-s-first-vegan-butcher-shop-to-open-in-minneapolis-jan-23/364641531/) from the original on 13 March 2018. Retrieved 12 March 2018. "The Herbivorous Butcher is scheduled to open on Jan. 23 [2016] in northeast Minneapolis. [...] The opening of a vegan butcher shop is yet another sign of the rise of fake meat in American diets. Since 2012, sales of plant-based meat alternatives have grown 8 percent, to $553 million annually, according to the market research firm, Mintel."

106. Walraven, Michel (14 September 2011). "Vegetarian butchers make a killing" (https://web.archive.org/web/20140404112944/https://www.rnw.nl/english/article/vegetarian-butchers-make-a-killing). Radio Netherlands Worldwide. Archived from the original (https://www.rnw.nl/english/article/vegetarian-butchers-make-a-killing) on 4 April 2014. Retrieved 12 March 2018. "The first Vegetarian Butcher shop opened its doors in October 2010 in The Hague. Now, less than a year later, there are 30 spread all over the country. The display counter of these shops challenges even a staunchly carnivorous stomach not to rumble; the fake meat products are almost indistinguishable from the real thing."

107. Locker, Melissa (7 January 2016). "A Vegan 'Butcher Shop' Is Opening in Minnesota" (http://time.com/4171727/a-vegan-butcher-shop-is-opening-in-minnesota/). *TIME*. Archived (https://web.archive.org/web/20180313002730/http://time.com/4171727/a-vegan-butcher-shop-is-opening-in-minnesota/) from the original on 13 March 2018. Retrieved 12 March 2018.

    Gajanan, Mahita (29 January 2016). "The Herbivorous Butcher: sausage and steak – but hold the slaughter" (https://www.theguardian.com/lifeandstyle/2016/jan/29/the-herbivorous-butcher-minneapolis-minnesota-vegan-meats). *The Guardian*. Archived (https://web.archive.org/web/20180313002813/https://www.theguardian.com/lifeandstyle/2016/jan/29/the-herbivorous-butcher-minneapolis-minnesota-vegan-meats) from the original on 13 March 2018. Retrieved 12 March 2018. "The Walches soon took their products on the road, selling them at farmers' markets and breweries across the midwest, before returning to Minneapolis and opening the Herbivorous Butcher on 23 January [2016]. More than 5,000 patrons visited the shop on its opening weekend."

108. "US sales of dairy milk turn sour as non-dairy milk sales grow 9% in 2015" (https://web.archive.org/web/20180126012935/https://www.mintel.com/press-centre/food-and-drink/us-sales-of-dairy-milk-turn-sour-as-non-dairy-milk-sales-grow-9-in-2015). Mintel. April 2016. Archived from the original (https://www.mintel.com/press-centre/food-and-drink/us-sales-of-dairy-milk-turn-sour-as-non-dairy-milk-sales-grow-9-in-2015) on 26 January 2018. Retrieved 12 March 2018. "The continued popularity of non-dairy milk is troubling for the dairy milk category with Mintel research revealing that half (49 percent) of Americans consume non-dairy milk, including 68 percent of parents and 54 percent of children

under age 18. What's more, seven in 10 (69 percent) consumers agree that non-dairy milk is healthy for kids compared to 62 percent who agree that dairy milk is healthy for kids. [...] While an overwhelming majority of Americans consume dairy milk (91 percent), it is most commonly used as an addition to other food (69 percent), such as cereal, or as an ingredient (61 percent). Just 57 percent of consumers drink dairy milk by itself."

109. Khomami, Nadia (8 February 2015). "From Beyoncé to the Baftas, vegan culture gets star status" (https://www.theguardian.com/lifeandstyle/2015/feb/08/veganism-celebrities-baftas-beyonce-health-animal-welfare). *The Guardian*. Archived (https://web.archive.org/web/20180313002807/https://www.theguardian.com/lifeandstyle/2015/feb/08/veganism-celebrities-baftas-beyonce-health-animal-welfare) from the original on 13 March 2018. Retrieved 12 March 2018. "In 2012 there were an estimated 150,000 vegans in the UK, a number thought to have increased dramatically. Mintel's 2014 report on the market for dairy drinks, milk and cream, showed the non-dairy market jumping from 36m litres in 2011 to 92m litres in 2013, an increase of 155%. Plant-based, non-dairy foods are worth £150.6m a year and sales of soya-based alternatives to yoghurt are rising by 8% year on year."
110. Wandel, Hannah (10 March 2011). Witkop, Nathan (ed.). "Europe's first vegan supermarket opens in Dortmund" (https://web.archive.org/web/20180127090327/http://www.dw.com/en/europes-first-vegan-supermarket-opens-in-dortmund/a-14903137). Deutsche Welle. Archived from the original (http://www.dw.com/en/europes-first-vegan-supermarket-opens-in-dortmund/a-14903137) on 27 January 2018. Retrieved 12 March 2018.
111. Mesure, Susie (8 December 2013). "Veganism 2.0: Let them eat kale" (https://www.independent.co.uk/life-style/food-and-drink/news/veganism-20-let-them-eat-kale-8990874.html). *The Independent*. Archived (https://web.archive.org/web/20180313002821/https://www.independent.co.uk/life-style/food-and-drink/news/veganism-20-let-them-eat-kale-8990874.html) from the original on 13 March 2018. Retrieved 12 March 2018. "One further example of how plant-based diets are becoming mainstream will arrive in Britain next year, when a German-owned chain of vegan supermarkets opens its first outlet in London. Veganz, which is a European first in offering a full range of vegan grocery products, opened its first store in Berlin in 2011. It is expanding fast and aims to have 21 outlets across Europe by the end of 2015."
112. Moon, Louise (28 October 2017). "Inside Hong Kong's growing appetite for veganism" (http://www.scmp.com/news/hong-kong/health-environment/article/2117326/inside-hong-kongs-growing-appetite-veganism). Hong Kong (Health & Environment). *South China Morning Post*. Alibaba Group. Archived (https://web.archive.org/web/20180410210738/http://www.scmp.com/news/hong-kong/health-environment/article/2117326/inside-hong-kongs-growing-appetite-veganism) from the original on 10 April 2018. Retrieved 10 April 2018. "In contrast, Hong Kong residents in 2015 consumed the highest amount of meat and seafood in the world, at 140kg per capita, a study by global market research company Euromonitor found. Yet in the five years from 2015 to 2020, China's vegan market is expected to rise by more than 17 per cent – marking the fastest growth rate internationally in that period and offering proof the trend has filtered into the region in recent years."
113. White, Victoria (24 May 2016). "Euromonitor launches new Ethical Labels database" (https://www.newfoodmagazine.com/news/24639/euromonitor-ethical-labels-database/). *New Food*. Russell Publishing. Archived (https://web.archive.org/web/20180412070322/https://www.newfoodmagazine.com/news/24639/euromonitor-ethical-labels-database/) from the original on 12 April 2018. Retrieved 12 April 2018. "The top three fastest growing vegan markets between 2015 and 2020 are China at 17.2 percent, United Arab Emirates at 10.6 percent, and Australia at 9.6 percent."

    "Sales growth of the vegan market between 2015 and 2020 worldwide, by country" (https://www.statista.com/statistics/562911/global-sales-growth-of-the-vegan-market-by-country/). Euromonitor International. May 2016. Archived (https://web.archive.org/web/20180412060358/https://www.statista.com/statistics/562911/global-sales-growth-of-the-vegan-market-by-country/) from the original on 12 April 2018. Retrieved 12 April 2018 – via Statista. "According to the report, China was projected to be the fastest growing market for vegan products between 2015 and 2020, with a growth rate of 17.2 percent. As of 2016, Asia Pacific held the largest share of vegan consumers globally, with approximately nine percent of people following a vegan diet in this area. [...] China, the United Arab Emirates and Australia were forecast to be the fastest growing markets for vegan products between 2015 and 2020. Australia's vegan market was projected to have a growth rate of 9.6 percent during the period considered."

vegan market was projected to have a growth rate of 9.6 percent during the period considered."

114. Cormack, Lucy (4 June 2016). "Australia is the third-fastest growing vegan market in the world" (https://www.smh.com.au/business/consumer-affairs/australia-is-the-thirdfastest-growing-vegan-market-in-the-world-20160601-gp972u.html). *The Sydney Morning Herald*. Fairfax Media. Archived (https://web.archive.org/web/20180412060449/https://www.smh.com.au/business/consumer-affairs/australia-is-the-thirdfastest-growing-vegan-market-in-the-world-20160601-gp972u.html) from the original on 12 April 2018. Retrieved 12 April 2018. "The Brewers are an example of the increasing move towards veganism in Australia, now the third-fastest growing vegan market in the world, after the United Arab Emirates and China. Data from market researcher Euromonitor International has shown Australia's packaged vegan food market is currently worth almost $136 million, set to reach $215 million by 2020."
115. Gordinier, Jeff (29 September 2015). "Vegans Go Glam" (https://www.nytimes.com/2015/09/30/dining/vegan-diet-lifestyle-recipes.html). *The New York Times*. Calabasas, California. Archived (https://web.archive.org/web/20180313061550/https://www.nytimes.com/2015/09/30/dining/vegan-diet-lifestyle-recipes.html) from the original on 13 March 2018. Retrieved 13 March 2018. "The evidence is bountiful—at restaurants on both coasts and in cookbooks, on blogs and throughout social media. 'Being a vegan has crossed over into fashion territory,' said Kerry Diamond, the editor of Yahoo Food and the editorial director of Cherry Bombe magazine. Decades back 'there was nothing chic about it,' she said. 'Now it's become a thing.' "
116. Holpuch, Amanda (26 November 2013). "Al Gore follows Bill Clinton's lead with apparent turn to veganism" (https://www.theguardian.com/world/2013/nov/26/al-gore-goes-vegan-bill-clinton). *The Guardian*. New York. Archived (https://web.archive.org/web/20180313062347/https://www.theguardian.com/world/2013/nov/26/al-gore-goes-vegan-bill-clinton) from the original on 13 March 2018. Retrieved 13 March 2018.

    Stein, Joel (4 November 2010). "The Rise of the Power Vegans" (https://web.archive.org/web/20120128224823/http://www.businessweek.com/magazine/content/10_46/b4203103862097.htm). *Bloomberg Businessweek*. Archived from the original (https://www.businessweek.com/magazine/content/10_46/b4203103862097.htm) on 28 January 2012. Retrieved 13 March 2018.

117. Guttman, Amy (4 October 2013). "Meat-Drenched Oktoberfest Warms To Vegans" (https://www.npr.org/sections/thesalt/2013/10/04/229181556/meat-drenched-oktoberfest-warms-to-vegans). The Salt. NPR. Archived (https://web.archive.org/web/20180313070451/https://www.npr.org/sections/thesalt/2013/10/04/229181556/meat-drenched-oktoberfest-warms-to-vegans) from the original on 13 March 2018. Retrieved 13 March 2018. "The culinary cornerstones of the Munich festival, which runs this year from Sept. 21 to Oct. 6, include roast pork, ham hock, and weisswurst—a white sausage that complements the 40 different types of local beer. But this year, breaking with a 200-year-old tradition, Oktoberfest is catering to vegans. Claudia Bauer of the Munich City Council, which organizes the festival, says the move is a sign of the times."
118. Rachel A. Ankeny, "Food and Ethical Consumption", in J. M. Pilcher (ed.), *The Oxford Handbook of Food History*, Oxford University Press, 2012, 464 (https://books.google.com/books?id=KDNpAgAAQBAJ&pg=PA464).
119. Anthony Bourdain, *Kitchen Confidential*, New York: Bloomsbury Publishing, 2000, 70.
120. Matthew B. Ruby, "Vegetarianism. A blossoming field of study" (https://foodethics.univie.ac.at/fileadmin/user_upload/p_foodethik/Ruby__Matthew_2012._Research_Review_Vegetarianism._A_blossoming_field_of_study.pdf), *Appetite*, 58(1), February 2012, 141–150. doi:10.1016/j.appet.2011.09.019 (https://doi.org/10.1016%2Fj.appet.2011.09.019) PMID 22001025 (https://www.ncbi.nlm.nih.gov/pubmed/22001025).
121. Tzachi Zamir, *Ethics and the Beast*, Princeton: Princeton University Press, 2011, 97.
122. Zamir, Tzachi (2004). "Veganism". *Journal of Social Philosophy*. **35** (3): 367–379. doi:10.1111/j.1467-9833.2004.00238.x (https://doi.org/10.1111%2Fj.1467-9833.2004.00238.x).
123. Milton W. Wendland, "Backlash", in Margaret Puskar-Pasewicz (ed.), *Cultural Encyclopedia of Vegetarianism*, ABC-CLIO, 2010, 46 (https://books.google.com/books?id=scpwmjE3TWYC&pg=PA46).
124. "Why 'Vegan' Is THE Word of 2016" (https://www.peta.org.au/news/vegan-google-searches-australia-2016/). PETA

Australia. 12 April 2016. Archived (https://web.archive.org/web/20180224103722/https://www.peta.org.au/news/vegan-google-searches-australia-2016/) from the original on 24 February 2018. Retrieved 24 February 2018.

125. Barbara Reiter, Anita Kattinger, "Total Vegan" (https://kurier.at/genuss/total-vegan/13.893.351), *Kurier*, 28 May 2013.
126. (in Dutch) "Minder vlees eten steeds meer ingeburgerd" (http://www.vilt.be/minder-vlees-eten-steeds-meer-ingeburgerd), *Vilt*, 16 February 2016.
127. "Most vegans, vegetarians in Canada are under 35: Survey" (https://www.theglobeandmail.com/canada/article-most-vegans-vegetarians-in-canada-are-under-35-survey/).
128. Agrawal, Sutapa; Millett, Christopher J; Dhillon, Preet K; Subramanian, SV; Ebrahim, Shah (2014). "Type of vegetarian diet, obesity and diabetes in adult Indian population" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4168165). *Nutrition Journal*. **13** (1): 89. doi:10.1186/1475-2891-13-89 (https://doi.org/10.1186%2F1475-2891-13-89). PMC 4168165 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4168165). PMID 25192735 (https://www.ncbi.nlm.nih.gov/pubmed/25192735).
129. Sales, Ben (17 October 2014). "Israelis growing hungry for vegan diet" (https://www.timesofisrael.com/israelis-growing-hungry-for-vegan-diet/). Tel Aviv: Jewish Telegraphic Agency. Archived (https://web.archive.org/web/20180303151620/https://www.timesofisrael.com/israelis-growing-hungry-for-vegan-diet/) from the original on 3 March 2018. Retrieved 3 March 2018 – via *The Times of Israel*.

    Avivi, Yuval (6 March 2014). "Is Tel Aviv's vegan craze here to stay?" (https://web.archive.org/web/20170901154926/https://www.al-monitor.com/pulse/originals/2014/03/vegetarians-vegans-israel-trend-tel-aviv-meat-violence.html). Al-Monitor. Archived from the original (https://www.al-monitor.com/pulse/originals/2014/03/vegetarians-vegans-israel-trend-tel-aviv-meat-violence.html) on 1 September 2017. Retrieved 15 April 2018. "Another poll, published by the Panels Institute in advance of the new season of the reality cooking show 'Master Chef' in January 2014 found that 8% of Israelis define themselves as vegetarians and 5% as vegans. In that same poll, 13% of the respondents said that they are considering adopting a vegan or vegetarian lifestyle in the near future, while almost 25% said that they had reduced their meat consumption in the last year."

    Cohen, Tova (21 July 2015). "In the land of milk and honey, Israelis turn vegan" (https://www.reuters.com/article/us-israel-food-vegan-idUSKCN0PV1H020150721). Tel Aviv: Reuters. Archived (https://archive.is/20180305012048/https://www.reuters.com/article/us-israel-food-vegan-idUSKCN0PV1H020150721) from the original on 4 March 2018. Retrieved 4 March 2018. "A study prepared for the Globes newspaper and Israel's Channel Two found 5 percent of Israelis identify as vegan and 8 percent as vegetarian while 13 percent are weighing going vegan or vegetarian. In 2010 just 2.6 percent were vegetarian or vegan."

130. "Veganism in Israel (Society & Culture: Veganism)" (https://www.jewishvirtuallibrary.org/veganism-in-israel). *The Jewish Virtual Library*. AICE. February 2016. Archived (https://web.archive.org/web/20180305012943/https://www.jewishvirtuallibrary.org/veganism-in-israel) from the original on 5 March 2018. Retrieved 4 March 2018. "Israel is home to the largest percentage of vegans per capita in the world. Approximately 5 percent of Israelis (approximately 300,000) are vegans according to a 2015 survey by Globes and Israel's Channel 2 News, compared to 2 percent of U.S. and U.K. citizens and only 1 percent of Germans. Hence, it's not surprising that more than 400 certified vegan restaurants can be found in Tel Aviv alone."
131. Shpigel, Noa (13 September 2015). "Veganism on the Rise Among Israeli Arabs" (https://www.haaretz.com/.premium-veganism-on-the-rise-among-israeli-arabs-1.5397532). *Haaretz*. Archived (https://web.archive.org/web/20180305014456/https://www.haaretz.com/.premium-veganism-on-the-rise-among-israeli-arabs-1.5397532) from the original on 5 March 2018. Retrieved 4 March 2018.
132. Kamin, Debra (December 2015). "Big in Israel: Vegan Soldiers" (https://www.theatlantic.com/magazine/archive/2015/12/big-in-israel-vegan-warriors/413149/). *The Atlantic*. Archived (https://archive.is/20180305015346/https://www.theatlantic.com/magazine/archive/2015/12/big-in-israel-vegan-warriors/413149/) from the original on 4 March 2018.

Retrieved 4 March 2018. "The IDF is also issuing leather-free combat boots and wool-free berets to soldiers who register as vegan, so they can march into battle knowing that no living creature has been harmed in their provisioning. (What happens *during* battle is, of course, harder to control.)"

Cheslow, Daniella (10 December 2015). "As More Israelis Go Vegan, Their Military Adjusts Its Menu" (https://www.npr.org/sections/thesalt/2015/12/10/459212839/why-so-many-israeli-soldiers-are-going-vegan). The Salt. NPR. Archived (https://web.archive.org/web/20180305020644/https://www.npr.org/sections/thesalt/2015/12/10/459212839/why-so-many-israeli-soldiers-are-going-vegan) from the original on 4 March 2018. Retrieved 4 March 2018. "The Israeli military, it turns out, was surprisingly eager to help. A military spokesman tells The Salt that vegans serve in all capacities, including as combat soldiers. Vegan soldiers wear wool-free berets and leather-free boots, and they get an additional stipend to supplement their food, the military says."

133. (in Italian) Vera Schiavazzi, "Addio carne e pesce: in aumento il popolo dei vegetariani e vegani in Italia" (http://www.repubblica.it/salute/2015/10/02/news/e_tu_quanto_sei_vegano_-124177488/), *La Repubblica*, 2 October 2015.
134. (in Dutch) NVV, "Vegan jaaroverzicht 2017" (https://www.veganisme.org/2017/12/27/vegan-jaaroverzicht-2017/), 2018.
135. "What Vegan Travelers Need to Know about Dining in Romania" (https://www.huffingtonpost.com/entry/what-vegan-travelers-need-to-know-about-dining-in-romania_us_58a368c2e4b0e172783aa180?guccounter=1). *Huffington Post*. 14 February 2017. Retrieved 30 July 2018.
136. Molloy, Antonia (24 March 2014). "One in ten Swedes is vegetarian or vegan, according to study" (https://www.independent.co.uk/news/world/europe/one-in-ten-swedes-is-vegetarian-or-vegan-according-to-study-9212176.html). *The Independent*. Archived (https://web.archive.org/web/20180322232126/https://www.independent.co.uk/news/world/europe/one-in-ten-swedes-is-vegetarian-or-vegan-according-to-study-9212176.html) from the original on 22 March 2018. Retrieved 22 March 2018. "In the poll conducted by Demoskop, six per cent of respondents said they were vegetarians, while four per cent said they were vegans. The highest prevalence was seen among 15–34 year-olds, with 17 per cent describing themselves as vegetarian or vegan."
137. "FAQ: Wie viele VeganerInnen gibt es in der Schweiz?" (https://vegan.ch/was-wir-tun/faq/#wie-viele-veganerinnen-gibt-es-in-der-schweiz) [FAQ: How many vegans are there in Switzerland?] (in German). Vegane Gesellschaft Schweiz (Vegan Society Switzerland). Archived (https://web.archive.org/web/20180308053046/https://vegan.ch/was-wir-tun/faq/#wie-viele-veganerinnen-gibt-es-in-der-schweiz) from the original on 8 March 2018. Retrieved 7 March 2018. "Es gibt keine verlässlichen und aktuellen Zahlen für die Schweiz, die Daten werden nicht statistisch erhoben. Die Vegane Gesellschaft Schweiz geht davon aus, dass aktuell rund 1% der Schweizer Bevölkerung vegan lebt."
138. "Would you describe yourself as a vegetarian or vegan?" (http://archive.defra.gov.uk/evidence/statistics/environment/pubatt/download/pas2007_data_all.pdf), Survey of Public Attitudes and Behaviours toward the Environment, Department for Environment, Food and Rural Affairs, 2007, table 210, question F7, 481: 81 respondents out of 3,618 said they were vegans.
139. "Find out how many vegans are in Great Britain" (https://www.vegansociety.com/whats-new/news/find-out-how-many-vegans-are-great-britain). The Vegan Society. 17 May 2016. Archived (https://web.archive.org/web/20180305022033/https://www.vegansociety.com/whats-new/news/find-out-how-many-vegans-are-great-britain) from the original on 5 March 2018. Retrieved 4 March 2018. "There are over half a million vegans in Britain—at least 1.05% of the 15 and over population*—new research commissioned by The Vegan Society in partnership with Vegan Life magazine, has found. At least 542,000 people in Britain are now following a vegan diet and never consume any animal products including meat, fish, milk, cheese, eggs and honey. This is a whopping increase since the last estimate of 150,000 ten years ago, making veganism one of Britain's fastest growing lifestyle movements. [...] *There are 51 million people in England, Scotland and Wales aged 15 and over."

140. Petter, Olivia (3 April 2018). "Number of vegans in UK soars to 3.5 million, survey finds" (https://www.independent.co.uk/life-style/food-and-drink/vegans-uk-rise-popularity-plant-based-diets-veganism-figures-survey-compare-the-market-a8286471.html). Indy/Eats. *The Independent*. Archived (https://web.archive.org/web/20180403173810/https://www.independent.co.uk/life-style/food-and-drink/vegans-uk-rise-popularity-plant-based-diets-veganism-figures-survey-compare-the-market-a8286471.html) from the original on 3 April 2018. Retrieved 3 April 2018. "[A]ccording to a new survey by comparethemarket.com, there has been a significant spike in the number of people going vegan in the UK since 2016, with more than 3.5 million Brits now identifying as such. The research means that seven per cent of Great Britain's population are now shunning animal products altogether for life less meaty—and cheesy. [...] Supported by Gresham College professor Carolyn Roberts, the research suggests that environmental concerns are largely responsible for edging people towards a vegan diet, as Brits strive to reduce their carbon footprint."
141. "Veganism Skyrockets To 7% Of UK Population, Says New Survey" (https://www.plantbasednews.org/post/veganism-skyrockets-to-7-of-uk-population-says-new-survey). 2 April 2018.
142. "Statistics" (https://www.vegansociety.com/news/media/statistics).
143. Newport, Frank (26 July 2012). "In U.S., 5% Consider Themselves Vegetarians" (http://news.gallup.com/poll/156215/consider-themselves-vegetarians.aspx). Gallup. Archived (https://web.archive.org/web/20180305022730/http://news.gallup.com/poll/156215/consider-themselves-vegetarians.aspx) from the original on 5 March 2018. Retrieved 4 March 2018. "Vegetarianism in the U.S. remains quite uncommon and a lifestyle that is neither growing nor waning in popularity. The 5% of the adult population who consider themselves to be vegetarians is no larger than it was in previous Gallup surveys conducted in 1999 and 2001. The incidence of veganism is even smaller, at a scant 2% of the adult population."
144. "Study of Current and Former Vegetarians and Vegans" (https://faunalytics.org/wp-content/uploads/2015/06/Faunalytics_Current-Former-Vegetarians_Full-Report.pdf), Faunalytics, December 2014, 4; "How Many Former Vegetarians and Vegans Are There?" (https://faunalytics.org/how-many-former-vegetarians-and-vegans-are-there/), Faunalytics, 2 December 2014.
145. Neff, Michelle (27 June 2017). "6 Percent of Americans Now Identify as Vegan – Why This Is a Huge Deal for the Planet" (https://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/). One Green Planet. Archived (https://web.archive.org/web/20180403202947/https://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/) from the original on 3 April 2018. Retrieved 3 April 2018.

    "Top Trends in Prepared Foods 2017: Exploring trends in meat, fish and seafood; pasta, noodles and rice; prepared meals; savory deli food; soup; and meat substitutes" (https://www.reportbuyer.com/product/4959853/top-trends-in-prepared-foods-2017-exploring-trends-in-meat-fish-and-seafood-pasta-noodles-and-rice-prepared-meals-savory-deli-food-soup-and-meat-substitutes.html). Research and Markets. June 2017. Archived (https://web.archive.org/web/20180403203437/https://www.reportbuyer.com/product/4959853/top-trends-in-prepared-foods-2017-exploring-trends-in-meat-fish-and-seafood-pasta-noodles-and-rice-prepared-meals-savory-deli-food-soup-and-meat-substitutes.html) from the original on 3 April 2018. Retrieved 3 April 2018 – via Report Buyer. "Consumers' diets are diverse, and while most claim not to follow a specific diet, there is a gradual shift occurring in response to health trends. Interestingly, 44% of consumers in Germany follow a low-meat diet, which is a significant increase from 2014 (26%). Similarly, 6% of US consumers now claim to be vegan, up from just 1% in 2014." _
146. "Criteria for Vegan Food" (https://web.archive.org/web/20100207022227/http://vegansociety.com/Lifestyle-And-Nutrition/Food/Criteria-for-Vegan-Food.aspx). The Vegan Society. Archived from the original (https://vegansociety.com/Lifestyle-And-Nutrition/Food/Criteria-for-Vegan-Food.aspx) on 7 February 2010. Retrieved 13 March 2018.
147. "Vegan Trademark standards" (https://vegansociety.com/your-business/vegan-trademark-standards). The Vegan Society. Archived (https://web.archive.org/web/20180314010829/https://vegansociety.com/your-business/vegan-trademark-standards) from the original on 14 March 2018. Retrieved 13 March 2018.
148. "What is Vegan?" (http://www.americanvegan.org/vegan.htm). American Vegan Society. Archived (https://web.archive.org/web/20180317065205/http://www.americanvegan.org/vegan.htm) from the original on 17 March 2018.

Retrieved 17 March 2018.

149. "Medications" (https://www.vegansociety.com/resources/nutrition-and-health/medications). The Vegan Society. Archived (https://web.archive.org/web/20180314011249/https://www.vegansociety.com/resources/nutrition-and-health/medications) from the original on 14 March 2018. Retrieved 13 March 2018. "Vegans avoid using animals 'as far as is practicable and possible'. This definition recognises that it is not always possible to make a choice that avoids the use of animals. Sometimes, you may have no alternative to taking prescribed medication."
150. Kollewe, Julia (29 November 2016). "Bank of England urged to make new £5 note vegan-friendly" (https://www.theguardian.com/business/2016/nov/29/bank-of-england-urged-to-make-new-5-note-vegan-friendly). *The Guardian*. London. Retrieved 7 January 2019.
151. Halford, Jodie (8 December 2016). "How difficult is it to avoid animal products in everyday life?" (https://www.bbc.co.uk/news/uk-england-38205600). *BBC News Online*. Retrieved 7 January 2019.
152. "The FDA's Drug Review Process: Ensuring Drugs Are Safe and Effective" (https://www.fda.gov/drugs/resourcesforyou/consumers/ucm143534.htm). Food and Drug Administration. 24 November 2017. Archived (https://web.archive.org/web/20180314011521/https://www.fda.gov/drugs/resourcesforyou/consumers/ucm143534.htm) from the original on 14 March 2018. Retrieved 13 March 2018.
153. *Science, Medicine, and Animals. Safety Testing* (https://www.ncbi.nlm.nih.gov/books/NBK24645/). Washington (DC): National Academies Press (US): National Research Council (US) Committee to Update Science, Medicine, and Animals. 2004.
154. Gary Steiner, *Animals and the Limits of Postmodernism*, New York: Columbia University Press, 2013, 127–128.
155. Embar, Wanda. "Ingredients" (https://web.archive.org/web/20180126012455/https://www.veganpeace.com/ingredients/ingredients.htm). Vegan Peace. Archived from the original (https://www.veganpeace.com/ingredients/ingredients.htm) on 26 January 2018. Retrieved 13 March 2018.

    David L. Meeker (ed.), *Essential Rendering: All About The Animal By-Products Industry* (http://assets.nationalrenderers.org/essential_rendering_book.pdf), National Renderers Association, 2006.
156. Barkham, Patrcik (12 January 2019). " 'We're humus sapiens': the farmers who shun animal manure" (https://www.theguardian.com/lifeandstyle/2019/jan/12/were-humus-sapiens-the-farmers-who-shun-animal-manure). *The Guardian*. Retrieved 14 January 2019.
157. "Flublok Seasonal Influenza (Flu) Vaccine" (https://www.cdc.gov/flu/protect/vaccine/qa_flublok-vaccine.htm). Centers for Disease Control and Prevention. 14 December 2017. Archived (https://web.archive.org/web/20180314013058/https://www.cdc.gov/flu/protect/vaccine/qa_flublok-vaccine.htm) from the original on 14 March 2018. Retrieved 13 March 2018.
158. Stepaniak 2000, 20 (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA20), 115–118 (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA115), 154 (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA154).
159. S. Aerts, et al., "Culling of day-old chicks: opening the debates of Moria?" in Kate Millar, Pru Hobson West, Brigitte Nerlich (eds.), *Ethical Futures: Bioscience and Food Horizons*, Wageningen Academic Publishers, 2009, 117 (https://books.google.com/books?id=cFwbq035LsQC&pg=PA117).
160. Lori Gruen, *Ethics and Animals*, Cambridge University Press, 2011, 85–86.
161. Erik Marcus, *Veganism: The New Ethics of Eating*, McBooks Press, 2000, 128–129 (https://books.google.com/books?id=ONYfgAGyvPQC&pg=PA128).
162. Engber, Daniel (30 July 2008). "The Great Vegan Honey Debate: Is honey the dairy of the insect world?" (https://www.slate.com/articles/life/food/2008/07/the_great_vegan_honey_debate.html). *Slate*. Archived (https://web.archive.org/web/20180309213633/https://www.slate.com/articles/life/food/2008/07/the_great_vegan_honey_debate.html) from the original on 9 March 2018. Retrieved 9 March 2018.
163. "The honey industry" (https://www.vegansociety.com/go-vegan/honey-industry). The Vegan Society. Archived (https://

163. "The honey industry" (https://www.vegansociety.com/go-vegan/honey-industry). The Vegan Society. Archived (https://web.archive.org/web/20180309212116/https://www.vegansociety.com/go-vegan/honey-industry) from the original on 9 March 2018. Retrieved 9 March 2018.

164. Heinze, Cailin (15 March 2017). "A big pawprint: The environmental impact of pet food" (https://theconversation.com/a-big-pawprint-the-environmental-impact-of-pet-food-74004). Environment+Energy. *The Conversation*. Archived (https://web.archive.org/web/20180413223017/https://theconversation.com/a-big-pawprint-the-environmental-impact-of-pet-food-74004) from the original on 13 April 2018. Retrieved 13 April 2018.

Hewitt, Alison (4 August 2017). "The truth about cats' and dogs' environmental impact" (https://newsroom.ucla.edu/releases/the-truth-about-cats-and-dogs-environmental-impact). UCLA Newsroom. University of California, Los Angeles. Archived (https://web.archive.org/web/20180412030628/https://newsroom.ucla.edu/releases/the-truth-about-cats-and-dogs-environmental-impact) from the original on 12 April 2018. Retrieved 12 April 2018.

165. Rastogi, Nina (23 February 2010). "The Trouble With Kibbles" (https://www.slate.com/articles/health_and_science/the_green_lantern/2010/02/the_trouble_with_kibbles.html). Health and Science (The Green Lantern). *Slate*. Archived (https://web.archive.org/web/20180412083930/https://www.slate.com/articles/health_and_science/the_green_lantern/2010/02/the_trouble_with_kibbles.html) from the original on 12 April 2018. Retrieved 12 April 2018.

166. Wakefield, Lorelei A.; Shofer, Frances S.; Michel, Kathryn E. (2006). "Evaluation of cats fed vegetarian diets and attitudes of their caregivers". *Journal of the American Veterinary Medical Association* (published 1 July 2006). **229** (1): 70–3. doi:10.2460/javma.229.1.70 (https://doi.org/10.2460%2Fjavma.229.1.70). PMID 16817716 (https://www.ncbi.nlm.nih.gov/pubmed/16817716).

Rothgerber, Hank (1 September 2013) [Epub published on 22 April 2013]. "A Meaty Matter: Pet Diet and the Vegetarian's Dilemma". *Appetite* (Research report). **68**: 76–82. doi:10.1016/j.appet.2013.04.012 (https://doi.org/10.1016%2Fj.appet.2013.04.012). eISSN 1095-8304 (https://www.worldcat.org/issn/1095-8304). ISSN 0195-6663 (https://www.worldcat.org/issn/0195-6663). LCCN 83646052 (https://lccn.loc.gov/83646052). PMID 23619313 (https://www.ncbi.nlm.nih.gov/pubmed/23619313).

Welch, Dan; Brown, Katy (24 May 2010). "The ethics of veggie cats and dogs" (https://www.theguardian.com/environment/blog/2010/may/24/vegetarianism-pets-national-vegetarian-week-cats-dogs). *The Guardian*. Archived (https://web.archive.org/web/20180412024445/https://www.theguardian.com/environment/blog/2010/may/24/vegetarianism-pets-national-vegetarian-week-cats-dogs) from the original on 12 April 2018. Retrieved 12 April 2018.

Gonzalez, Robbie (31 July 2015). "The Animal-Lover's Dilemma: I Don't Eat Meat, but My Pet Does" (https://io9.gizmodo.com/the-animal-lovers-dilemma-i-dont-eat-meat-but-my-pet-1717715778). io9. Archived (https://web.archive.org/web/20180412092746/https://io9.gizmodo.com/the-animal-lovers-dilemma-i-dont-eat-meat-but-my-pet-1717715778) from the original on 12 April 2018. Retrieved 12 April 2018.

Greener, Helen Bee (15 November 2017). "Should we feed cats and dogs a vegan diet?" (http://www.veganfoodandliving.com/should-we-feed-cats-and-dogs-a-vegan-diet/). *Vegan Food & Living*. Anthem Publishing. Archived (https://web.archive.org/web/20180413222123/http://www.veganfoodandliving.com/should-we-feed-cats-and-dogs-a-vegan-diet/) from the original on 13 April 2018. Retrieved 13 April 2018.

167. Capps, Ashley (15 June 2015). "Should Vegans Have Vegan Dogs and Cats?" (https://freefromharm.org/common-justifications-for-eating-animals/vegan-dogs-and-cats/). Free From Harm. Archived (https://web.archive.org/web/20180412111246/https://freefromharm.org/common-justifications-for-eating-animals/vegan-dogs-and-cats/) from the original on 12 April 2018. Retrieved 12 April 2018.

168. Gabardi, Chiara Spagnoli (7 April 2016). "Can Dogs & Cats Eat a Vegan Diet?" (https://eluxemagazine.com/magazine/cats-eat-a-vegan-diet/). *Eluxe Magazine*. Archived (https://web.archive.org/web/20180412025057/https://eluxemagazine.com/magazine/cats-eat-a-vegan-diet/) from the original on 12 April 2018. Retrieved 12 April 2018.

169. Knight, Andrew (20 March 2015). "Vegan animal diets: facts and myths" (https://www.vegansociety.com/whats-new/blog/vegan-animal-diets-facts-and-myths). The Vegan Society. Archived (https://web.archive.org/web/20180412024538

/https://www.vegansociety.com/whats-new/blog/vegan-animal-diets-facts-and-myths) from the original on 12 April 2018. Retrieved 12 April 2018.

170. James, Lauren (7 October 2017). "Vegan dogs and cats in Hong Kong – how diet lowers pets' carbon footprint and improves their health, according to owners" (http://www.scmp.com/lifestyle/health-beauty/article/2114234/vegan-pets-hong-kong-how-diet-lowers-carbon-footprint-dogs). Lifestyle (Health & Wellness). *South China Morning Post*. Alibaba Group (published 6 October 2017). Archived (https://web.archive.org/web/20180413222327/http://www.scmp.com/lifestyle/health-beauty/article/2114234/vegan-pets-hong-kong-how-diet-lowers-carbon-footprint-dogs) from the original on 13 April 2018. Retrieved 13 April 2018.

    Solon, Olivia (2 February 2018). "The owners putting pets on vegan diets: 'We feed our animals without exploiting others' " (https://www.theguardian.com/lifeandstyle/2018/feb/02/the-owners-putting-pets-on-vegan-diets-we-feed-our-animals-without-exploiting-others). Life and Style. *The Guardian*. Archived (https://web.archive.org/web/20180412110754/https://www.theguardian.com/lifeandstyle/2018/feb/02/the-owners-putting-pets-on-vegan-diets-we-feed-our-animals-without-exploiting-others) from the original on 12 April 2018. Retrieved 12 April 2018.

171. "Veggie Cat Food? Why Not All Cats Need Meat" (https://www.scientificamerican.com/article/veggie-cat-food/). EarthTalk. Scientific American. 12 March 2009. Archived (https://web.archive.org/web/20180412103032/https://www.scientificamerican.com/article/veggie-cat-food/) from the original on 12 April 2018. Retrieved 12 April 2018 – via *E–The Environmental Magazine*.

172. McDermott, Marie Tae (6 June 2017). "The Vegan Dog" (https://www.nytimes.com/2017/06/06/well/family/the-vegan-dog.html). *The New York Times*. Archived (https://web.archive.org/web/20180412115437/https://www.nytimes.com/2017/06/06/well/family/the-vegan-dog.html) from the original on 12 April 2018. Retrieved 12 April 2018.

173. Heussner, Ki Mae; Berman, John (8 April 2009). "Can My Pet Be a Vegan Like Me?" (https://abcnews.go.com/Technology/story?id=7154396). Technology. ABC News. Archived (https://web.archive.org/web/20180412085809/https://abcnews.go.com/Technology/story?id=7154396) from the original on 12 April 2018. Retrieved 12 April 2018.

    Hawn, Roxanne (19 May 2011). "Should Your Pet Go on a Vegetarian Diet?" (https://pets.webmd.com/features/vegetarian-diet-dogs-cats). Healthy Pets. Reviewed by Audrey Cook. WebMD. Archived (https://web.archive.org/web/20180412024435/https://pets.webmd.com/features/vegetarian-diet-dogs-cats) from the original on 12 April 2018. Retrieved 12 April 2018.

    Nancarrow, Dan (2 May 2012). "Vegan pet food triggers meaty debate" (https://www.brisbanetimes.com.au/national/queensland/vegan-pet-food-triggers-meaty-debate-20120501-1xx3l.html). *Brisbane Times*. Fairfax Digital. Archived (https://web.archive.org/web/20180412024948/https://www.brisbanetimes.com.au/national/queensland/vegan-pet-food-triggers-meaty-debate-20120501-1xx3l.html) from the original on 12 April 2018. Retrieved 12 April 2018.

    Lee, Justine A. (25 September 2013). "Is It Possible (Or Safe) to Make Your Pet a Vegetarian?" (https://www.pethealthnetwork.com/cat-health/cat-diet-nutrition/it-possible-or-safe-make-your-pet-a-vegetarian). *Pet Health Network*. IDEXX Laboratories. Archived (https://web.archive.org/web/20180412091953/https://www.pethealthnetwork.com/cat-health/cat-diet-nutrition/it-possible-or-safe-make-your-pet-a-vegetarian) from the original on 12 April 2018. Retrieved 12 April 2018.

    Whigham, Nick (10 April 2018). "Is it a terrible idea to make your pet a vegan?" (http://www.news.com.au/technology/science/animals/is-it-a-terrible-idea-to-make-your-pet-a-vegan/news-story/cfe7f7bd4015b946c73d4e9071d7ccb8). Technology & Science (Animals). news.com.au. News Corp Australia. Archived (https://web.archive.org/web/20180413222322/http://www.news.com.au/technology/science/animals/is-it-a-terrible-idea-to-make-your-pet-a-vegan/news-story/cfe7f7bd4015b946c73d4e9071d7ccb8) from the original on 13 April 2018. Retrieved 13 April 2018.

174. Knight, Andrew; Leitsberger, Madelaine (2016). Phillips, Clive J. C. (ed.). "Vegetarian versus Meat-Based Diets for Companion Animals" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5035952). *Animals* (Review article) (published 21 September 2016). **6** (9): 57. doi:10.3390/ani6090057 (https://doi.org/10.3390%2Fani6090057). PMC 5035952 (htt

ps://www.ncbi.nlm.nih.gov/pmc/articles/PMC5035952). PMID 27657139 (https://www.ncbi.nlm.nih.gov/pubmed/27657139).

175. Kanakubo, Kayo; Fascetti, Andrea; Larsen, Jennifer A. (2015). "Assessment of protein and amino acid concentrations and labeling adequacy of commercial vegetarian diets formulated for dogs and cats". *Journal of the American Veterinary Medical Association* (published 15 August 2015). **247** (4): 385–92. doi:10.2460/javma.247.4.385 (https://doi.org/10.2460%2Fjavma.247.4.385). PMID 26225610 (https://www.ncbi.nlm.nih.gov/pubmed/26225610).
176. Reed Mangels, Virginia Messina and Mark Messina, *The Dietitian's Guide to Vegetarian Diets*, Jones & Bartlett Learning, 2011, 7 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA7).
177. Berkeley Wellness (2 December 2014). "Fake Meat Gets Real" (http://www.berkeleywellness.com/healthy-eating/food/article/fake-meat-gets-real). *Berkeley Wellness*. Berkeley University of California. Archived (https://web.archive.org/web/20180225112004/http://www.berkeleywellness.com/healthy-eating/food/article/fake-meat-gets-real) from the original on 25 February 2018. Retrieved 25 February 2018. "Made from such ingredients as soy, beans, lentils, wheat gluten, rolled oats, brown rice, nuts, sunflower seeds, and vegetables (like mushrooms, onions, peas, peppers, and carrots), fake meats are also being embraced by some hard-core meat eaters. And you won't find just faux burgers, sausages, hot dogs, and breakfast patties anymore. Now there is everything from chicken-less strips and beef-less tips to pulled 'pork' and 'fish' fillets, all ready to heat and eat. Faux prawns are not only vegetarian, but kosher to boot."
178. Mangels, Messina and Messina 2011, 256–257 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA256).
179. Mangels, Messina and Messina, 2011, 444 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA444).
180. "Basic Report: 01077, Milk, whole, 3.25% milkfat, with added vitamin D" (https://web.archive.org/web/20180316212841/https://ndb.nal.usda.gov/ndb/foods/show/70). Agricultural Research Service. United States National Agricultural Library. United States Department of Agriculture. May 2016. Archived from the original (https://ndb.nal.usda.gov/ndb/foods/show/70) on 16 March 2018. Retrieved 16 March 2018.
181. "Basic Report: 16222, Soymilk (all flavors), unsweetened, with added calcium, vitamins A and D" (https://web.archive.org/web/20180316215652/https://ndb.nal.usda.gov/ndb/foods/show/4913). Agricultural Research Service. United States National Agricultural Library. United States Department of Agriculture. May 2016. Archived from the original (https://ndb.nal.usda.gov/ndb/foods/show/4913) on 16 March 2018. Retrieved 16 March 2018.
182. "Full Report (All Nutrients): 45179305, Silk, almondmilk, unsweetened original, UPC: 025293001701" (https://ndb.nal.usda.gov/ndb/foods/show/137361). Label Insight. 25 June 2017. Archived (https://web.archive.org/web/20180316224850/https://ndb.nal.usda.gov/ndb/foods/show/137361) from the original on 16 March 2018. Retrieved 16 March 2018 – via United States Department of Agriculture.
183. Krule, Miriam (15 August 2012). "Two Scoops, Hold the Dairy: What's the best vegan ice cream? We taste-tested six dairy-free brands" (https://www.slate.com/articles/life/shopping/2012/08/what_s_the_best_vegan_ice_cream_we_taste_tested_six_dairy_free_brands_.single.html). *Slate*. Archived (https://web.archive.org/web/20180303112207/https://www.slate.com/articles/life/shopping/2012/08/what_s_the_best_vegan_ice_cream_we_taste_tested_six_dairy_free_brands_.single.html) from the original on 3 March 2018. Retrieved 3 March 2018.
184. Monica Reinagel, *Nutrition Diva's Secrets for a Healthy Diet*, Macmillan 2011, 20–21 (https://books.google.com/books?id=cvJ4-qB0hOUC&pg=PA20).
185. Reed Mangels, *The Everything Vegan Pregnancy Book*, Adams Media, 2011, 174 (https://books.google.com/books?id=o2rcKyQxlqoC&pg=PA174).
186. Russell J. Merritt, Belinda H. Jenks, "Safety of Soy-Based Infant Formulas Containing Isoflavones: The Clinical Evidence" (http://jn.nutrition.org/content/134/5/1220S.long), *The Journal of Nutrition*, 134(5), 1 May 2004, 1220–1224: "Modern soy formulas meet all nutritional requirements and safety standards of the Infant Formula Act of 1980." PMID 15113975 (https://www.ncbi.nlm.nih.gov/pubmed/15113975)
187. Coscarelli, Chloe (2012). ***Chloe's Kitchen: 125 Easy, Delicious Recipes for Making the Food You Love the Vegan***

Way (https://books.google.com/books?id=grRQZ7yHvq4C&pg=PA12). Simon and Schuster. ISBN 978-1451636758.

188. Stepkin, Kay (16 January 2013). "Vegan cheese replaces lingering brie craving: Vegan brie takes just minutes of actual work" (http://articles.chicagotribune.com/2013-01-16/features/sc-food-0111-veggie-cheese-20130116_1_coconut-oil-brie-vegetarian). *Chicago Tribune*. Archived (https://web.archive.org/web/20180303133322/http://articles.chicagotribune.com/2013-01-16/features/sc-food-0111-veggie-cheese-20130116_1_coconut-oil-brie-vegetarian) from the original on 3 March 2018. Retrieved 3 March 2018.
189. Buren, Alex Van (29 March 2018). "What Is Vegan Cheese Exactly—and Should You Be Eating It?" (https://www.yahoo.com/news/vegan-cheese-exactly-eating-220539964.html). Health. Yahoo!. Archived (https://web.archive.org/web/20180403151415/https://www.yahoo.com/news/vegan-cheese-exactly-eating-220539964.html) from the original on 3 April 2018. Retrieved 3 April 2018. "Those looking to emulate the creamy texture and saltiness of real cheese tend to find themselves reaching for cashews, both at restaurants and at home. [...] But several other nuts can be transformed into vegan 'cheese'—what Keenan calls 'nutcheese'—such as almonds and pine nuts, among others."
190. Moreau, Elise. "What in the World is Vegan Cheese, Anyway? Can it Actually Replace 'Real' Cheese?" (https://www.organicauthority.com/foodie-buzz/what-is-vegan-cheese-made-of.html). Foodie Buzz. Organic Authority. Archived (https://web.archive.org/web/20180403145914/https://www.organicauthority.com/foodie-buzz/what-is-vegan-cheese-made-of.html) from the original on 3 April 2018. Retrieved 3 April 2018. "Depending on the brand and recipe that's used, vegan cheese can be made from soy protein (used in shiny, slick, rubbery varieties), solidified vegetable oil (like coconut, palm, or safflower) nutritional yeast, thickening agar flakes, nuts (including cashews, macadamias, and almonds), tapioca flour, natural enzymes, vegetable glycerin, assorted bacterial cultures, arrowroot, and even pea protein."
191. Mangels, Messina and Messina 2011, 445 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA445).
192. Ryland, Ali (22 May 2015). "20 amazing things you can do with aquafaba" (https://www.vegansociety.com/whats-new/blog/20-amazing-things-you-can-do-aquafaba). The Vegan Society. Archived (https://web.archive.org/web/20180305002913/https://www.vegansociety.com/whats-new/blog/20-amazing-things-you-can-do-aquafaba) from the original on 5 March 2018. Retrieved 4 March 2018.
193. "Die 10 besten Ei-Alternativen: Kochen und Backen ohne Ei" (https://vebu.de/essen-genuss/pflanzliche-alternativen/eiersatz-die-besten-ei-alternativen/).
194. Brenda Davis and Vesanto Melina, *Becoming Raw: The Essential Guide to Raw Vegan Diets*, Summertown: Book Publishing Company, 2010, 4 (https://books.google.com/books?id=hm9F4j8NojYC&pg=PA4).
195. Mangels, Messina and Messina 2011, 71 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA71); for their chapter on protein, 65–79 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA65).
196. Mangels, Messina and Messina 2011, 72 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA72), 78 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA78).
197. M. Messina and V. Messina, "The role of soy in vegetarian diets", *Nutrients*, 2(8), August 2010, 855–888. doi:10.3390/nu2080855 (https://doi.org/10.3390%2Fnu2080855) PMID 22254060 (https://www.ncbi.nlm.nih.gov/pubmed/22254060)

    A. Vega-Gálvez, et al., "Nutrition facts and functional potential of quinoa (Chenopodium quinoa willd.), an ancient Andean grain: a review", *Journal of the Science of Food and Agriculture*, 90(15), December 2010, 2541–2547. doi:10.1002/jsfa.4158 (https://doi.org/10.1002%2Fjsfa.4158) PMID 20814881 (https://www.ncbi.nlm.nih.gov/pubmed/20814881)

    L. E. James Abugoch, "Quinoa (Chenopodium quinoa Willd.): composition, chemistry, nutritional, and functional properties", *Advances in Food and Nutrition Research*, 58, 2009, 1–31. doi:10.1016/S1043-4526(09)58001-1 (https://doi.org/10.1016%2FS1043-4526%2809%2958001-1) PMID 19878856 (https://www.ncbi.nlm.nih.gov/pubmed/19878856)

Joel Fuhrman, D. M. Ferreri, "Fueling the vegetarian (vegan) athlete", *Current Sports Medicine Reports*, 9(4), July–August 2010, 233–241. doi:10.1249/JSR.0b013e3181e93a6f (https://doi.org/10.1249%2FJSR.0b013e3181e93a6f) PMID 20622542 (https://www.ncbi.nlm.nih.gov/pubmed/20622542)

198. Long, Cynthia (22 February 2012). "Crediting Tofu and Soy Yogurt Products" (https://web.archive.org/web/20170712101903/https://www.fns.usda.gov/sites/default/files/SP16-2012os.pdf) (PDF). Food and Nutrition Service (Memorandum). Alexandria, VA: United States Department of Agriculture. Archived from the original (https://www.fns.usda.gov/sites/default/files/SP16-2012os.pdf) (PDF) on 12 July 2017. Retrieved 13 March 2018. "The *Nutrition Standards in the National School Lunch and School Breakfast Programs* final rule was published on January 26, 2012. The final rule gives schools the option to offer commercially prepared tofu as a meat alternate in the National School Lunch Program (NSLP) and School Breakfast Program (SBP)."
199. Mangels, Messina and Messina 2011, 75ff (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA75).
200. Mangels, Messina and Messina 2011, 77 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA77).
201. Fumio Watanabe, et al., "Vitamin B_{12}-Containing Plant Food Sources for Vegetarians" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4042564/), *Nutrients*, 6(5), 5 May 2014, 1861–1873. doi:10.3390/nu6051861 (https://doi.org/10.3390%2Fnu6051861) PMID 24803097 (https://www.ncbi.nlm.nih.gov/pubmed/24803097)

    Fumio Watanabe, et al., "Biologically active vitamin B_{12} compounds in foods for preventing deficiency among vegetarians and elderly subjects", *Journal of Agriculture and Food Chemistry*, 61(280), 17 July 2013, 6769–6775. doi:10.1021/jf401545z (https://doi.org/10.1021%2Fjf401545z) PMID 23782218 (https://www.ncbi.nlm.nih.gov/pubmed/23782218)

    Martin T. Croft, et al., "Algae acquire vitamin B_{12} through a symbiotic relationship with bacteria", *Nature*, 438(7064), 3 November 2005, 90–93. doi:10.1038/nature04056 (https://doi.org/10.1038%2Fnature04056) PMID 16267554 (https://www.ncbi.nlm.nih.gov/pubmed/16267554)

202. Reed Mangels, Virginia Messina, and Mark Messina, "Vitamin B_{12} (Cobalamin)", *The Dietitian's Guide to Vegetarian Diets*, Jones & Bartlett Learning, 2011, 181–192 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA181).
203. "Vitamin B12 – Fact Sheet for Health Professionals" (https://ods.od.nih.gov/factsheets/VitaminB12-HealthProfessional/). Office of Dietary Supplements, US National Institutes of Health. 11 February 2016. Retrieved 24 February 2018.
204. Briani C, Dalla Torre C, Citton V, Manara R, Pompanin S, Binotto G, et al. (2013). "Cobalamin deficiency: clinical picture and radiological findings" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3847746). *Nutrients* (Review). **5** (11): 4521–39. doi:10.3390/nu5114521 (https://doi.org/10.3390%2Fnu5114521). PMC 3847746 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3847746). PMID 24248213 (https://www.ncbi.nlm.nih.gov/pubmed/24248213).
205. Debra Wasserman, Reed Mangels, *Simply Vegan*, The Vegetarian Resource Group, 2006, 171 (https://books.google.com/books?id=VSEy_HJ_w7QC&pg=PA171); also at Reed Mangels, "Vitamin B12 in the Vegan Diet" (http://www.vrg.org/nutrition/b12.htm), The Vegetarian Resource Group, accessed 8 July 2015.
206. Roman Pawlak, et al., "The prevalence of cobalamin deficiency among vegetarians assessed by serum vitamin B12: a review of literature", *European Journal of Clinical Nutrition*, 68(5), May 2014, 541–548. doi:10.1038/ejcn.2014.46 (https://doi.org/10.1038%2Fejcn.2014.46) PMID 24667752 (https://www.ncbi.nlm.nih.gov/pubmed/24667752)
207. C. W. Wong, "Vitamin B12 deficiency in the elderly: is it worth screening? (http://www.hkmj.org/system/files/hkmj144383.pdf)", *Hong Kong Medical Journal*, 21(2), April 2015, 155–164. doi:10.12809/hkmj144383 (https://doi.org/10.12809%2Fhkmj144383) PMID 25756278 (https://www.ncbi.nlm.nih.gov/pubmed/25756278)
208. Roman Pawlak, et al., "How prevalent is vitamin B(12) deficiency among vegetarians?", *Nutrition Reviews*, 71(2), February 2013, 110–117. doi:10.1111/nure.12001 (https://doi.org/10.1111%2Fnure.12001) PMID 23356638 (https://www.ncbi.nlm.nih.gov/pubmed/23356638)

209. Moore, SJ; Warren, MJ (1 June 2012). "The anaerobic biosynthesis of vitamin B12". *Biochemical Society Transactions*. **40** (3): 581–6. doi:10.1042/BST20120066 (https://doi.org/10.1042%2FBST20120066). PMID 22616870 (https://www.ncbi.nlm.nih.gov/pubmed/22616870).
210. Graham, Ross M.; Deery, Evelyne; Warren, Martin J. (2009). "18: Vitamin B12: Biosynthesis of the Corrin Ring". In Warren, Martin J.; Smith, Alison G. (eds.). *Tetrapyrroles Birth, Life and Death*. New York, NY: Springer-Verlag New York. p. 286. doi:10.1007/978-0-387-78518-9_18 (https://doi.org/10.1007%2F978-0-387-78518-9_18). ISBN 978-0-387-78518-9.
211. "Foods highest in Vitamin B_{12} (based on levels per 100-gram serving)" (http://nutritiondata.self.com/foods-000116000000000000000-w.html). Nutrition Data, Conde Nast, USDA National Nutrient Database, release SR-21. 2014. Retrieved 16 February 2017.
212. "Dietary Supplement Fact Sheet: Vitamin B12" (http://ods.od.nih.gov/factsheets/vitaminb12). Office of Dietary Supplements, National Institutes of Health. Retrieved 28 September 2011.
213. Mangels, Messina and Messina 2011, 187 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA187).
214. Mangels, Messina and Messina 2011, 190, 297; Debra Wasserman, Reed Mangels, *Simply Vegan*, The Vegetarian Resource Group, 2006, 171 (https://books.google.com/books?id=VSEy_HJ_w7QC&pg=PA171); Mangels 2006 (http://www.vrg.org/nutrition/b12.htm).
215. Joanne Stepaniak, *The Nutritional Yeast Cookbook*, Book Publishing Company, 1997, 6.
216. Fang H, Kang J, Zhang D (2017). "Microbial production of vitamin B12: a review and future perspectives" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5282855). *Microb Cell Fact* (Review). **16** (1): 15. doi:10.1186/s12934-017-0631-y (https://doi.org/10.1186%2Fs12934-017-0631-y). PMC 5282855 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5282855). PMID 28137297 (https://www.ncbi.nlm.nih.gov/pubmed/28137297).
217. Riaz, Muhammad; Fouzia Iqbal; Muhammad Akram (2007). "Microbial production of vitamin B12 by methanol utilizing strain of Pseudomonas specie" (https://pu-pk.academia.edu/MuhammadAkram/Papers/83315/Microbial_production_of_vitamin_B12_by_methanol_utilizing_strain_of). *Pak J. Biochem. Mol. Biol*. 1. **40**: 5–10.
218. Kent JA, Bommaraju T, Barnicki SD (2017). *Handbook of Industrial Chemistry and Biotechnology* (https://www.springer.com/la/book/9783319522852). Springer. p. 1561. ISBN 978-3-319-52287-6.
219. Xia W, Chen W, Peng WF, Li KT (2015). "Industrial vitamin B12 production by Pseudomonas denitrificans using maltose syrup and corn steep liquor as the cost-effective fermentation substrates". *Bioprocess Biosyst Eng*. **38** (6): 1065–73. doi:10.1007/s00449-014-1348-5 (https://doi.org/10.1007%2Fs00449-014-1348-5). PMID 25561346 (https://www.ncbi.nlm.nih.gov/pubmed/25561346).
220. "Calcium (Fact Sheet for Health Professionals)" (https://ods.od.nih.gov/factsheets/Calcium-HealthProfessional/). Office of Dietary Supplements. National Institutes of Health. 2 March 2017. Archived (https://web.archive.org/web/20180317073525/https://ods.od.nih.gov/factsheets/Calcium-HealthProfessional/) from the original on 17 March 2018. Retrieved 17 March 2018.
221. Mangels, Messina and Messina 2011, 109ff (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA109).
222. Catherine A. Ross, et al. (eds.), "DRI Dietary Reference Intakes, Calcium, Vitamin D" (http://books.nap.edu/openbook.php?record_id=13050), Committee to Review Dietary Reference Intakes for Vitamin D and Calcium, Institute of Medicine, 2011.
223. Mangels, Messina and Messina 2011, 110 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA110).
224. Paul N. Appleby et al., "Comparative fracture risk in vegetarians and nonvegetarians in EPIC-Oxford" (http://www.nature.com/ejcn/journal/v61/n12/full/1602659a.html), *European Journal of Clinical Nutrition*, 61(12), February 2007, 1400–1406. doi:10.1038/sj.ejcn.1602659 (https://doi.org/10.1038%2Fsj.ejcn.1602659) PMID 17299475 (https://www.ncbi.nlm.nih.gov/pubmed/17299475)
225. "Calcium: Dietary Supplement Fact Sheet" (http://ods.od.nih.gov/factsheets/Calcium-HealthProfessional/), National

Institutes of Health, Office of Dietary Supplements, 21 November 2013.

226. A. Reed Mangels, "Bone nutrients for vegetarians" (http://ajcn.nutrition.org/content/100/Supplement_1/469S.long), *American Journal of Clinical Nutrition*, July 2014, Supplement 1, 69S–765S. doi:10.3945/ajcn.113.071423 (https://doi.org/10.3945%2Fajcn.113.071423) PMID 24898231 (https://www.ncbi.nlm.nih.gov/pubmed/24898231)
227. L. T. Ho-Pham et al., "Effect of vegetarian diets on bone mineral density: a Bayesian meta-analysis" (http://ajcn.nutrition.org/content/90/4/943.long), *American Journal of Clinical Nutrition*, 90(4), October 2009, 943–950. doi:10.3945/ajcn.2009.27521 (https://doi.org/10.3945%2Fajcn.2009.27521) PMID 19571226 (https://www.ncbi.nlm.nih.gov/pubmed/19571226)
228. Annabelle M. Smith, "Veganism and osteoporosis: a review of the current literature", *International Journal of Nursing Practice*, 12(5), October 2006, 302–306. doi:10.1111/j.1440-172X.2006.00580.x (https://doi.org/10.1111%2Fj.1440-172X.2006.00580.x) PMID 16942519 (https://www.ncbi.nlm.nih.gov/pubmed/16942519)
229. "Vitamin D" (http://ods.od.nih.gov/factsheets/VitaminD-HealthProfessional/), Office of Dietary Supplements, National Institutes of Health; Mangels et al. 2011, 204–209 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA204); Ross et al. (Institute of Medicine) 2011 (http://books.nap.edu/openbook.php?record_id=13050), 75–124.
230. Mangels et al. 2011, 207–208 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA207); "Vitamin D: Health Risks from Excessive Vitamin D" (http://ods.od.nih.gov/factsheets/VitaminD-HealthProfessional/#h8), Office of Dietary Supplements, National Institutes of Health.
231. Wang, Ting; Bengtsson, Göran; Kärnefelt, Ingvar; Björn, Lars Olof (1 September 2001). "Provitamins and vitamins D_2 and D_3 in *Cladina* spp. over a latitudinal gradient: possible correlation with UV levels" (https://lup.lub.lu.se/search/ws/files/4763528/624375.pdf) (PDF). *Journal of Photochemistry and Photobiology B: Biology*. **62** (1–2): 118–122. doi:10.1016/S1011-1344(01)00160-9 (https://doi.org/10.1016%2FS1011-1344%2801%2900160-9). PMID 11693362 (https://www.ncbi.nlm.nih.gov/pubmed/11693362). Archived (https://web.archive.org/web/20180322234902/https://lup.lub.lu.se/search/ws/files/4763528/624375.pdf) (PDF) from the original on 22 March 2018. Retrieved 22 March 2018.
232. Watson, Elaine (13 March 2012). "Veggie vitamin D3 maker explores novel production process to secure future supplies" (https://www.nutraingredients-usa.com/Article/2012/03/13/Veggie-vitamin-D3-maker-explores-novel-production-process-to-secure-future-supplies). *NutraIngredients-USA*. William Reed Business Media. Archived (https://web.archive.org/web/20180322234242/https://www.nutraingredients-usa.com/Article/2012/03/13/Veggie-vitamin-D3-maker-explores-novel-production-process-to-secure-future-supplies) from the original on 22 March 2018. Retrieved 22 March 2018. "The D3 is currently wild harvested from lichen that grows on rocks, trees and other locations in North America, Asia and Scandinavia [...] It is collected in buckets and washed at source, and then put through a multi-step process of extraction (using ethanol), purification and concentration in the UK before it is added to a vegetable oil carrier (medium chain triglycerides). It is then shipped over to GHT in canisters to be made into finished products (sprays, softgels etc)."

    Watson, Elaine (7 December 2012). "Lichen-based vegan vitamin D3 gains momentum as Nordic Naturals introduces new product" (https://www.nutraingredients-usa.com/Article/2012/12/07/Lichen-based-vegan-vitamin-D3-gains-momentum-as-Nordic-Naturals-introduces-new-product). *NutraIngredients-USA*. William Reed Business Media. Archived (https://web.archive.org/web/20180322233514/https://www.nutraingredients-usa.com/Article/2012/12/07/Lichen-based-vegan-vitamin-D3-gains-momentum-as-Nordic-Naturals-introduces-new-product) from the original on 22 March 2018. Retrieved 22 March 2018.
233. Mangels, Messina and Messina 2011, 209 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA209).
234. Ross et al. (Institute of Medicine) 2011, 75 (http://books.nap.edu/openbook.php?record_id=13050&page=75).
235. Mangels, Messina and Messina 2011, 141.
236. Mangels, Messina and Messina 2011, 138ff (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA138), 143–144. For a detailed discussion, "Iron" (http://www.nap.edu/openbook.php?record_id=10026&page=290), Food and

Nutrition Board, Institute of Medicine, National Academy Press, 2001, 290–393.

237. Mangels, Messina and Messina 2011, 146].
238. Mangels, Messina and Messina 2011, 143 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA143).
239. "Iron: Health Risks from Excessive Iron" (http://ods.od.nih.gov/factsheets/Iron-HealthProfessional/#h8), Office of Dietary Supplements, National Institutes of Health.
240. Davida Gypsy Breier, Reed Mangels, *Vegan & Vegetarian FAQ*, The Vegetarian Resource Group, 2001, 27 (https://books.google.com/books?id=MdrSAAra88IC&pg=PA27).
241. Mangels, Messina and Messina 2011, 142 (https://books.google.com/books?id=eJ10HoYQ2woC&pg=PA142); Reed Mangels, "Iron in the Vegan Diet" (http://www.vrg.org/nutrition/iron.htm), The Vegetarian Resources Group.
242. Sanders Tom A (1999). "The nutritional adequacy of plant-based diets" (http://journals.cambridge.org/action/displayAbstract?fromPage=online&aid=795552). *The Proceedings of the Nutrition Society*. **58** (2): 265–9. doi:10.1017/S0029665199000361 (https://doi.org/10.1017%2FS0029665199000361). PMID 10466165 (https://www.ncbi.nlm.nih.gov/pubmed/10466165).
243. "Omega-3 Fatty Acids and Health" (https://ods.od.nih.gov/factsheets/Omega3FattyAcids-HealthProfessional/), Office of Dietary Supplements, National Institutes of Health. The Adequate Intake for ALA is 1.1–1.6 g/day.
244. "Omega-3 Fatty Acids and Health" (http://ods.od.nih.gov/factsheets/Omega3FattyAcidsandHealth-HealthProfessional/), Office of Dietary Supplements, National Institutes of Health. Adequate Intakes for EPA and DHA have not been determined.
245. Paul N. Appleby, et al., "The Oxford Vegetarian Study: an overview" (http://ajcn.nutrition.org/content/70/3/525s.full?sid=c3fe410c-8b46-499b-8875-c90219e8e878), *American Journal of Clinical Nutrition*, 70(3), September 1999, 525S–531S.
246. "Iodine" (http://ods.od.nih.gov/factsheets/Iodine-HealthProfessional/), Office of Dietary Supplements, National Institutes of Health. The RDA is 110 mcg (0–six months), 130 mcg (7–12 months), 90 mcg (1–8 years), 120 mcg (9–13 years), 150 mcg (14+). The RDA for pregnancy and lactation is 220 and 290 mcg respectively.
247. Turner-Mcgrievy, G; Harris, M (2014). "Key elements of plant-based diets associated with reduced risk of metabolic syndrome". *Current Diabetes Reports*. **14** (9): 524. doi:10.1007/s11892-014-0524-y (https://doi.org/10.1007%2Fs11892-014-0524-y). PMID 25084991 (https://www.ncbi.nlm.nih.gov/pubmed/25084991).
248. Le, L. T; Sabaté, J (2014). "Beyond meatless, the health effects of vegan diets: Findings from the Adventist cohorts" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4073139). *Nutrients*. **6** (6): 2131–47. doi:10.3390/nu6062131 (https://doi.org/10.3390%2Fnu6062131). PMC 4073139 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4073139). PMID 24871675 (https://www.ncbi.nlm.nih.gov/pubmed/24871675).
249. Tuso, P. J; Ismail, M. H; Ha, B. P; Bartolotto, C (2013). "Nutritional Update for Physicians: Plant-Based Diets" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3662288). *The Permanente Journal*. **17** (2): 61–66. doi:10.7812/TPP/12-085 (https://doi.org/10.7812%2FTPP%2F12-085). PMC 3662288 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3662288). PMID 23704846 (https://www.ncbi.nlm.nih.gov/pubmed/23704846).
250. Huang, R. Y; Huang, C. C; Hu, F. B; Chavarro, J. E (2016). "Vegetarian Diets and Weight Reduction: A Meta-Analysis of Randomized Controlled Trials" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4699995). *Journal of General Internal Medicine*. **31** (1): 109–16. doi:10.1007/s11606-015-3390-7 (https://doi.org/10.1007%2Fs11606-015-3390-7). PMC 4699995 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4699995). PMID 26138004 (https://www.ncbi.nlm.nih.gov/pubmed/26138004).
251. Dinu, M; Abbate, R; Gensini, G. F; Casini, A; Sofi, F (2017). "Vegetarian, vegan diets and multiple health outcomes: A systematic review with meta-analysis of observational studies" (https://flore.unifi.it/bitstream/2158/1079985/4/Vegetarian%2c%20vegan%20diets%20and%20multiple%20he...meta-analysis%20of%20observational%20studies.pdf) (PDF). *Critical Reviews in Food Science and Nutrition*. **57** (17): 3640–3649. doi:10.1080/10408398.2016.1138447 (htt

ps://doi.org/10.1080%2F10408398.2016.1138447). hdl:2158/1079985 (https://hdl.handle.net/2158%2F1079985). PMID 26853923 (https://www.ncbi.nlm.nih.gov/pubmed/26853923).

252. Woo, K. S; Kwok, T. C; Celermajer, D. S (2014). "Vegan Diet, Subnormal Vitamin B-12 Status and Cardiovascular Health" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4145307). *Nutrients*. **6** (8): 3259–3273. doi:10.3390/nu6083259 (https://doi.org/10.3390%2Fnu6083259). PMC 4145307 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4145307). PMID 25195560 (https://www.ncbi.nlm.nih.gov/pubmed/25195560).
253. "Vitamin B$_{12}$ or folate deficiency anaemia – Symptoms" (http://www.nhs.uk/Conditions/Anaemia-vitamin-B12-and-folate-deficiency/Pages/Symptoms.aspx). National Health Service, England. 16 May 2016. Retrieved 16 February 2017.
254. Venkatramanan S, Armata IE, Strupp BJ, Finkelstein JL (2016). "Vitamin B-12 and Cognition in Children" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5015033). *Adv Nutr* (Review). **7** (5): 879–88. doi:10.3945/an.115.012021 (https://doi.org/10.3945%2Fan.115.012021). PMC 5015033 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5015033). PMID 27633104 (https://www.ncbi.nlm.nih.gov/pubmed/27633104).
255. "Position of the American Dietetic Association and Dietitians of Canada: Vegetarian diets" (http://www.andjrnl.org/article/S0002-8223%2803%2900294-3/fulltext). *Journal of the American Dietetic Association*. **103** (6): 748–765. 2003. doi:10.1053/jada.2003.50142 (https://doi.org/10.1053%2Fjada.2003.50142). PMID 12826028 (https://www.ncbi.nlm.nih.gov/pubmed/12826028).
256. "Position of the American Dietetic Association: Vegetarian diets" (http://www.andjrnl.org/article/S0002-8223%2809%2900700-7/fulltext). *Journal of the American Dietetic Association*. **109** (7): 1266–1282. 2009. doi:10.1016/j.jada.2009.05.027 (https://doi.org/10.1016%2Fj.jada.2009.05.027).
257. "Dietary Guidelines for Australia" (http://www.nhmrc.gov.au/_files_nhmrc/publications/attachments/n31.pdf) (PDF). Australian National Health and Medical Research Council.
258. "Government recognises vegan diet as viable option for all Australians" (https://web.archive.org/web/20130922033910/http://www.international.to/index.php?option=com_content&id=8942%3Agovernment-recognises-vegan-diet-as-viable-option-for-all-australians&Itemid=307) (Press release). Vegan Australia. 12 July 2013. Archived from the original (http://www.international.to/index.php?option=com_content&id=8942%3Agovernment-recognises-vegan-diet-as-viable-option-for-all-australians&Itemid=307) on 22 September 2013 – via News International.
259. "The eatwell plate" (http://www.nhs.uk/Livewell/Goodfood/Pages/eatwell-plate.aspx), National Health Service; "The vegan diet" (http://www.nhs.uk/Livewell/Vegetarianhealth/Pages/Vegandiets.aspx), National Health Service.
260. "What Foods Are in the Protein Foods Group?" (http://www.choosemyplate.gov/food-groups/protein-foods.html). United States Department of Agriculture. 23 February 2015.
261. "Vegetarian Choices in the Protein Foods Group" (https://web.archive.org/web/20141018014657/http://www.choosemyplate.gov/food-groups/vegetarian.html). United States Department of Agriculture. Archived from the original (http://www.choosemyplate.gov/food-groups/vegetarian.html) on 18 October 2014. Retrieved 13 October 2014.
262. "Position of the American Dietetic Association: vegetarian diets" (http://www.andjrnl.org/article/S0002-8223%2809%2900700-7/fulltext), *Journal of the American Dietetic Association*, 109(7), July 2009, 1266–1282. doi:10.1016/j.jada.2009.05.027 (https://doi.org/10.1016%2Fj.jada.2009.05.027) PMID 19562864 (https://www.ncbi.nlm.nih.gov/pubmed/19562864)
263. Minoli Amit, "Position statement: Vegetarian diets in children and adolescents" (http://www.cps.ca/documents/position/vegetarian-diets), *Paediatric Child Health*, 15(5), 2010, 303–314, 1 June 2010, reaffirmed 1 February 2016. PMID 21532796 (https://www.ncbi.nlm.nih.gov/pubmed/21532796)
264. Piccoli, GB; Clari, R; Vigotti, FN; Leone, F; Attini, R; Cabiddu, G; Mauro, G; Castelluccia, N; Colombi, N; Capizzi, I; Pani, A; Todros, T; Avagnina, P (April 2015). "Vegan-vegetarian diets in pregnancy: danger or panacea? A systematic narrative review". *BJOG: An International Journal of Obstetrics & Gynaecology*. **122** (5): 623–633. doi:10.1111/1471-0528.13280 (https://doi.org/10.1111%2F1471-0528.13280). PMID 25600902 (https://www.ncbi.nlm.nih.gov/pubmed/25600902).

265. "Nutrition considerations" (http://www.andjrnl.org/article/S0002-8223%2809%2900700-7/fulltext#sec4.1.12), *Journal of the American Dietetic Association*, 2009; 109(7): doi:10.1016/j.jada.2009.05.027 (https://doi.org/10.1016%2Fj.jada.2009.05.027) PMID 19562864 (https://www.ncbi.nlm.nih.gov/pubmed/19562864)
266. Foster, Meika; Herulah, Ursula; Prasad, Ashlini; Petocz, Peter; Samman, Samir (2015). "Zinc Status of Vegetarians during Pregnancy: A Systematic Review of Observational Studies and Meta-Analysis of Zinc Intake" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4488799). *Nutrients*. **7** (6): 4512–4525. doi:10.3390/nu7064512 (https://doi.org/10.3390%2Fnu7064512). ISSN 2072-6643 (https://www.worldcat.org/issn/2072-6643). PMC 4488799 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4488799). PMID 26056918 (https://www.ncbi.nlm.nih.gov/pubmed/26056918). *This article incorporates text (http://www.mdpi.com/2072-6643/7/6/4512/htm) by Meika Foster, Ursula Nirmala Herulah, Ashlini Prasad, Peter Petocz, and Samir Samman available under the CC BY 4.0 license.*
267. M. R. Pepper, M. M. Black, "B12 in fetal development", *Seminars in Cell and Developmental Biology*, 22(6), August 2011, 619–623. doi:10.1016/j.semcdb.2011.05.005 (https://doi.org/10.1016%2Fj.semcdb.2011.05.005) PMID 21664980 (https://www.ncbi.nlm.nih.gov/pubmed/21664980)
268. Ann Reed Mangels and V. Messina, "Considerations in planning vegan diets: Infants" (http://www.andjrnl.org/article/S0002-8223%2801%2900169-9/fulltext), *Journal of the American Dietetic Association*, 101(6), June 2001. doi:10.1016/S0002-8223(01)00169-9 (https://doi.org/10.1016%2FS0002-8223%2801%2900169-9) PMID 11424546 (https://www.ncbi.nlm.nih.gov/pubmed/11424546)
269. "Vitamins, supplements and nutrition in pregnancy" (http://www.nhs.uk/conditions/pregnancy-and-baby/pages/vitamins-minerals-supplements-pregnant.aspx), National Health Service, UK.
270. Amy Schweitzer, "Dietary Supplements During Pregnancy" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1804304/), *The Journal of Perinatal Education*, 15(4), Fall 2006, 44–45. doi:10.1624/105812406X107834 (https://doi.org/10.1624%2F105812406X107834)
271. *Animal Ingredients A to Z*, E. G. Smith Collective, 2004, 3rd edition; Lars Thomsen and Reuben Proctor, *Veganissimo A to Z*, The Experiment, 2013 (first published in Germany, 1996).

    "Animal-Derived Ingredients Resource" (https://www.peta.org/living/food/animal-ingredients-list/). PETA. 18 April 2012. Archived (https://web.archive.org/web/20180315020126/https://www.peta.org/living/food/animal-ingredients-list/) from the original on 15 March 2018. Retrieved 14 March 2018.
272. Mestel, Rosie (20 April 2012). "Cochineal and Starbucks: Actually, this dye is everywhere" (https://web.archive.org/web/20161206021847/https://articles.latimes.com/2012/apr/20/news/la-heb-cochineal-starbucks-20120420). *Los Angeles Times*. Archived from the original (https://articles.latimes.com/2012/apr/20/news/la-heb-cochineal-starbucks-20120420) on 6 December 2016. Retrieved 14 March 2018.
273. Raymond Eller Kirk, Donald Frederick Othmer, *Kirk-Othmer Chemical Technology of Cosmetics*, John Wiley & Sons, 2012, 535.
274. "Certification" (https://vegan.org/certification/). Vegan Awareness Foundation. Archived (https://web.archive.org/web/20180315022456/https://vegan.org/certification/) from the original on 15 March 2018. Retrieved 14 March 2018.
275. Croswell, Alexis (5 February 2014). "How to Read a Cruelty-Free Cosmetics Label" (https://www.onegreenplanet.org/lifestyle/how-to-read-a-cruelty-free-cosmetics-label/). One Green Planet. Archived (https://web.archive.org/web/20180315021008/https://www.onegreenplanet.org/lifestyle/how-to-read-a-cruelty-free-cosmetics-label/) from the original on 15 March 2018. Retrieved 14 March 2018.

    "FAQ: Are all Leaping Bunny companies vegan (i.e., manufactured without animal by-products)?" (http://www.leapingbunny.org/about/faq#answer-7). Leaping Bunny. 27 February 2014. Archived (https://web.archive.org/web/20180315023941/http://www.leapingbunny.org/about/faq#answer-7) from the original on 15 March 2018. Retrieved 14 March 2018. "The Leaping Bunny list does not provide information about the composition of ingredients. Because ingredient information is available—and required by law—we know that conscientious consumers can read labels to discover whether products are vegan or not. For this reason, Leaping Bunny chooses to focus its resources on validating information that is not readily available to consumers, such as animal testing claims. Many Leaping Bunny companies are committed to manufacturing natural and vegan products; however, the Leaping Bunny Program can only certify the animal testing component of this process."

276. "Trademark search" (https://vegansociety.com/resources/lifestyle/shopping/trademark-search). The Vegan Society. Archived (https://web.archive.org/web/20180315025809/https://vegansociety.com/resources/lifestyle/shopping/trademark-search) from the original on 15 March 2018. Retrieved 14 March 2018.
277. "Choose Cruelty Free list (vegan) Archives" (https://choosecrueltyfree.org.au/lists/vegan/). Choose Cruelty Free. Archived (https://web.archive.org/web/20180315024633/https://choosecrueltyfree.org.au/lists/vegan/) from the original on 15 March 2018. Retrieved 14 March 2018.
278. Linzey, Andrew. "Dowding, Lady Muriel", *Encyclopedia of Animal Rights and Animal Welfare*. Greenwood, 1998, 139

    "About Beauty Without Cruelty (The History of Beauty Without Cruelty)" (https://www.beautywithoutcruelty.com/about-us). Beauty Without Cruelty. Archived (https://web.archive.org/web/20180315030116/https://www.beautywithoutcruelty.com/about-us) from the original on 15 March 2018. Retrieved 14 March 2018.
279. Morgan, Brittney (18 February 2016) [10 June 2015]. "13 Cool Vegan-Friendly Businesses That Inspire" (https://www.businessnewsdaily.com/8093-vegan-businesses.html). Business News Daily. Archived (https://web.archive.org/web/20180315030922/https://www.businessnewsdaily.com/8093-vegan-businesses.html) from the original on 15 March 2018. Retrieved 14 March 2018.
280. Joanne Stepaniak (2000). *The Vegan Sourcebook* (https://books.google.com/books?id=6Ia5eZIlgLUC&pg=PA115). ISBN 9780071392211.
281. Phloem (29 June 2017). "These are the five most innovative materials being used in vegan fashion" (https://www.theflamingvegan.com/view-post/These-are-the-five-most-innovative-materials-being-used-in-vegan-fashion-1). The Flaming Vegan. Archived (https://web.archive.org/web/20180315032300/https://www.theflamingvegan.com/view-post/These-are-the-five-most-innovative-materials-being-used-in-vegan-fashion-1) from the original on 15 March 2018. Retrieved 14 March 2018.
282. Hickey, Shane (21 December 2014). "Wearable pineapple fibres could prove sustainable alternative to leather" (https://www.theguardian.com/business/2014/dec/21/wearable-pineapple-leather-alternative). *The Guardian*. ISSN 0261-3077 (https://www.worldcat.org/issn/0261-3077). Archived (https://web.archive.org/web/20180315030418/https://www.theguardian.com/business/2014/dec/21/wearable-pineapple-leather-alternative) from the original on 15 March 2018. Retrieved 14 March 2018.
283. Gary Francione, Erik Marcus (2013). "Animals as Persons: Erik Marcus Debates Professor Francione on Abolition vs. Animal Welfare" (http://www.abolitionistapproach.com/media/pdf/francione-marcus-debate.pdf) (PDF). Columbia University Press. p. 150. Retrieved 25 February 2007. "(Francione) Pursuing improved welfare conditions is like campaigning for 'conscientious rapists' who will rape without beating."
284. Eric Prescott, "I'm Vegan: Gary Francione (http://vimeo.com/23001319), Vimeo, 2009, from 00:13:53.
285. Tom Regan, *The Case for Animal Rights*, University of California Press, 1983, 243 (https://books.google.com/books?id=Y0tWjRmxFE4C&pg=PA243), 333–339 (https://books.google.com/books?id=Y0tWjRmxFE4C&pg=PA333).
286. Peter Singer, *Practical Ethics*, Cambridge University Press, 1999, 50 (https://books.google.com/books?id=lNgnV0eDtM0C&pg=PA50); Singer 1999, 60–61 (https://books.google.com/books?id=lNgnV0eDtM0C&pg=PA60).
287. Peter Singer and Jim Mason, *The Way We Eat*, Rodale, 2006, 281–282.
288. Bruce Friedrich, "Personal Purity vs. Effective Advocacy" (https://web.archive.org/web/20080611232631/http://www.goveg.com/effectiveAdvocacy_personal.asp), PETA, 2006.
289. Val Plumwood, "Gender, Eco-Feminism and the Environment", in Robert White (ed.), *Controversies in Environmental Sociology*, Cambridge University Press, 2004, 52–53.

290. Val Plumwood, *The Eye of the Crocodile* (http://epress.anu.edu.au/titles/the-eye-of-the-crocodile), edited by Lorraine Shannon, Canberra: Australian National University E Press, 2012, 87.

291. "Professor Ben Mepham – Founder Director of the Food Ethics Council" (https://www.foodethicscouncil.org/about-us/whoweare/professor-ben-mepham-founder-director-of-the-food-ethics-council.html). Food Ethics Council. Archived (https://web.archive.org/web/20180308032339/https://www.foodethicscouncil.org/about-us/whoweare/professor-ben-mepham-founder-director-of-the-food-ethics-council.html) from the original on 8 March 2018. Retrieved 7 March 2018.

292. Mepham, B (March 2011). "The Animal Rights Debate: Abolition or Regulation?" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4552207). *Animals* (Book Review). **1** (4): 200–204. doi:10.3390/ani1010200 (https://doi.org/10.3390%2Fani1010200). PMC 4552207 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4552207).

293. Thweatt-Bates, Jeanine (2016). *Cyborg Selves: A Theological Anthropology of the Posthuman*. London: Routledge, 100–101 (first published 2012).

294. Hughes, James J. (2007). "The Compatibility of Religious and Transhumanist Views of Metaphysics, Suffering, Virtue and Transcendence in an Enhanced Future" (http://ieet.org/archive/20070326-Hughes-ASU-H+Religion.pdf), Institute for Ethics and Emerging Technologies, 20.

295. Pearce, David (2015) [Originally published in 2009]. "Reprogramming Predators: the case for high-tech Jainism and a pan-species welfare state" (https://www.hedweb.com/abolitionist-project/reprogramming-predators.html). *HedWeb.com*. Archived (https://web.archive.org/web/20180304201938/https://www.hedweb.com/abolitionist-project/reprogramming-predators.html) from the original on 4 March 2018. Retrieved 4 March 2018.

296. Pearce, David (16 September 2009). "The Genomic Bodhisattva" (http://hplusmagazine.com/2009/09/16/genomic-bodhisattva/). *H+ Magazine* (Interview). Interviewed by James Kent. Archived (https://web.archive.org/web/20180304210132/http://hplusmagazine.com/2009/09/16/genomic-bodhisattva/) from the original on 4 March 2018. Retrieved 4 March 2018. "Jewish Nobel Laureate Isaac Bashevis Singer described life for factory-farmed animals as 'an eternal Treblinka': a world of concentration camps extermination camps and industrialized mass-killing. Strip away our ingrained anthropocentric bias, and what we do to other sentient beings is barbaric. Combating great evil justifies heroic personal sacrifice; going vegan entails mild personal inconvenience. The non-human animals we factory-farm and kill are functionally akin to human babies and toddlers. Babies and toddlers need looking after, not liberating. As the master species we have a duty of care to lesser beings, just as we have a duty of care to vulnerable and handicapped humans. As our mastery of technology matures, I think we need to build a cross-species global analogue of the welfare state."

297. Verchot, Manon (30 September 2014). "Meet the people who want to turn predators into herbivores" (https://www.treehugger.com/natural-sciences/meet-the-people-who-want-to-turn-predators-into-vegans.html). *TreeHugger*. Archived (https://web.archive.org/web/20180304201342/https://www.treehugger.com/natural-sciences/meet-the-people-who-want-to-turn-predators-into-vegans.html) from the original on 4 March 2018. Retrieved 4 March 2018.

298. Pearce, David (30 July 2014). "The Radical Plan to Phase Out Earth's Predatory Species" (https://io9.gizmodo.com/the-radical-plan-to-eliminate-earths-predatory-species-1613342963) (Interview). Interviewed by George Dvorsky. io9. Archived (https://web.archive.org/web/20180304195650/https://io9.gizmodo.com/the-radical-plan-to-eliminate-earths-predatory-species-1613342963) from the original on 4 March 2018. Retrieved 4 March 2018. "Carnivorous predators keep populations of herbivores in check. Plasmodium-carrying species of the *Anopheles* mosquito keep human populations in check. In each case, a valuable ecological role is achieved at the price of immense suffering and the loss of hundreds of millions of lives. What's in question isn't the value of the parasite or predator's ecological role, but whether intelligent moral agents can perform that role better. On some fairly modest assumptions, fertility regulation via family planning or cross-species immunocontraception is a more civilised and compassionate policy option than famine, predation and disease. The biggest obstacle to a future of compassionate ecosystems is the ideology of traditional conservation biology—and unreflective status quo bias."

299. Fairlie, Simon (2010). *Meat: A Benign Extravagance*. Chelsea Green Publishing. 230–231. ISBN 978-1603583251.

300. Dominick, Brian. *Animal Liberation and Social Revolution: A vegan perspective on anarchism or an anarchist*

300. Dominick, Brian. *Animal Liberation and Social Revolution: A vegan perspective on anarchism or an anarchist perspective on veganism*, third edition, Firestarter Press, 1997, pp. 5–6.
301. Pelley, Virginia (29 January 2018). "This Extreme Sect of Vegans Thinks Your Baby Will Destroy the Planet" (https://www.marieclaire.com/culture/a14751412/antinatalism/). Marie Claire. Retrieved 30 July 2018.
302. Watson, Paul (6 May 2014). "V" (https://web.archive.org/web/20170803062650/https://seashepherd.org/news-and-commentary/commentary/v.html). Sea Shepherd Conservation Society. Archived from the original (https://seashepherd.org/news-and-commentary/commentary/v.html) on 3 August 2017. Retrieved 7 March 2018. "So why are all the meals on Sea Shepherd ships vegan? The answer is because vegetarianism and especially veganism are powerful alternatives to eight billion human beings and their domestic animals eating the oceans alive. The diversity in our ocean is being diminished more and more every day and when diversity collapses, interdependence between species collapses and the result is a dead ocean. And a dead ocean means death to all creatures big and small because if the ocean dies, we all die. [...] Sea Shepherd's position is that all commercial fisheries must be shut down so fish can have a chance to recover. The only relatively 'sustainable' fisheries are artisanal fishing by fishermen working from very small boats out of tiny ports in India, Africa, etc. We need to remove the corporations, the big trawlers, seiners, and long-liners, the heavy gear, the big nets, the long lines and the factory ships if our oceans are going to be saved."
303. Henning Steinfeld, et al., *Livestock's Long Shadow* (http://www.fao.org/docrep/010/a0701e/a0701e00.htm), Food and Agriculture Organization, United Nations, 2006, xx.
304. Bland, Alastair (1 August 2012). "Is the Livestock Industry Destroying the Planet?" (https://www.smithsonianmag.com/travel/is-the-livestock-industry-destroying-the-planet-11308007/). *Smithsonian*. Archived (https://archive.is/20180303135407/https://www.smithsonianmag.com/travel/is-the-livestock-industry-destroying-the-planet-11308007/) from the original on 3 March 2018. Retrieved 3 March 2018. "The global scope of the livestock issue is huge. A 212-page online report published by the United Nations Food and Agriculture Organization says 26 percent of the earth's terrestrial surface is used for livestock grazing."
305. Gaverick Matheny, "Least Harm: A Defense of Vegetarianism from Steven Davis's Omnivorous Proposal" (http://fewd.univie.ac.at/fileadmin/user_upload/inst_ethik_wiss_dialog/Matheny__G._2003_Defense_of_Veg__in_J._Agric_Ethics.pdf), *Journal of Agricultural and Environmental Ethics*, 16(5), 2003, 505–511.
306. Steinfeld et al. 2006 (http://www.fao.org/docrep/010/a0701e/a0701e00.htm), 132.
307. Steinfeld et al. 2006 (http://www.fao.org/docrep/010/a0701e/a0701e00.htm), 3, 74.
308. Steinfeld et al. 2006 (http://www.fao.org/docrep/010/a0701e/a0701e00.htm), 12, 42. The roots, vegetables and pulses are mostly cassava, potatoes, sweet potatoes, cabbage, plantain, peas, and beans.
309. Steinfeld et al. 2006 (http://www.fao.org/docrep/010/a0701e/a0701e00.htm), 272.
310. "Inventory of U.S. greenhouse gas emissions and sinks: 1990–2009" (http://www.epa.gov/climatechange/Downloads/ghgemissions/US-GHG-Inventory-2011-Complete_Report.pdf), United States Environmental Protection Agency, 2011.
311. Wolf, Julie; Asrar, Ghassem R.; West, Tristram O. (29 September 2017). "Revised methane emissions factors and spatially distributed annual carbon fluxes for global livestock" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5620025). *Carbon Balance and Management*. **12** (16): 16. doi:10.1186/s13021-017-0084-y (https://doi.org/10.1186%2Fs13021-017-0084-y). PMC 5620025 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5620025). PMID 28959823 (https://www.ncbi.nlm.nih.gov/pubmed/28959823).

    "Methane emissions from cattle are 11% higher than estimated" (https://www.theguardian.com/environment/2017/sep/29/methane-emissions-cattle-11-percent-higher-than-estimated). *The Guardian*. Agence France-Presse. 29 September 2017. Archived (https://web.archive.org/web/20180303150025/https://www.theguardian.com/environment/2017/sep/29/methane-emissions-cattle-11-percent-higher-than-estimated) from the original on 3 March 2018. Retrieved 3 March 2018.

312. Gander, Kashmira (1 June 2018). "Want to Save the Planet? Go Vegan, Study Says" (http://www.newsweek.com/want-save-planet-go-vegan-study-says-952789). *Newsweek*. Retrieved 2 June 2018.
313. Carrington, Damian (31 May 2018). "Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth" (https://www.theguardian.com/environment/2018/may/31/avoiding-meat-and-dairy-is-single-biggest-way-to-reduce-your-impact-on-earth). *The Guardian*. Retrieved 12 March 2019.
314. *Assessing the Environmental Impacts of Consumption and Production* (https://web.archive.org/web/20120616221700/http://www.unep.org/resourcepanel/Portals/24102/PDFs/PriorityProductsAndMaterials_Report.pdf), International Panel for Resource Management, United Nations Environment Programme, June 2010.
315. Carus, Felicity (2 June 2010). "UN urges global move to meat and dairy-free diet" (https://www.theguardian.com/environment/2010/jun/02/un-report-meat-free-diet). *The Guardian*. Archived (https://web.archive.org/web/20180303145344/https://www.theguardian.com/environment/2010/jun/02/un-report-meat-free-diet) from the original on 3 March 2018. Retrieved 3 March 2018.

    "Energy and Agriculture Top Resource Panel's Priority List for Sustainable 21st Century" (http://www.unep.org/Documents.Multilingual/Default.asp?DocumentID=628&ArticleID=6595&l=en&t=long), United Nations Environment Programme (UNEP), Brussels, 2 June 2010.

    For an opposing position, Simon Fairlie, *Meat: A Benign Extravagance*, Chelsea Green Publishing, 2010.
316. Christian J. Peters, Jennifer Wilkins, Gary W. Ficka, "Testing a complete-diet model for estimating the land resource requirements of food consumption and agricultural carrying capacity: The New York State example" (http://journals.cambridge.org//action/displayAbstract?fromPage=online&aid=1091328), *Renewable Agriculture and Food Systems*, 22(2), June 2007, 145–153. doi:10.1017/S1742170507001767 (https://doi.org/10.1017%2FS1742170507001767)

    Lang, Susan S. (4 October 2007). "Diet for small planet may be most efficient if it includes dairy and a little meat, Cornell researchers report" (https://news.cornell.edu/stories/2007/10/diet-little-meat-more-efficient-many-vegetarian-diets). *Cornell Chronicle*. Cornell University. Archived (https://web.archive.org/web/20180303144655/https://news.cornell.edu/stories/2007/10/diet-little-meat-more-efficient-many-vegetarian-diets) from the original on 3 March 2018. Retrieved 3 March 2018.
317. Brian Machovia, K. J. Feeley, W. J. Ripple, "Biodiversity conservation: The key is reducing meat consumption", *Science of the Total Environment*, 536, 1 December 2015, 419–431. doi:10.1016/j.scitotenv.2015.07.022 (https://doi.org/10.1016%2Fj.scitotenv.2015.07.022) PMID 26231772 (https://www.ncbi.nlm.nih.gov/pubmed/26231772)

    Morell, Virginia (11 August 2015). "Meat-eaters may speed worldwide species extinction, study warns" (https://www.sciencemag.org/news/2015/08/meat-eaters-may-speed-worldwide-species-extinction-study-warns). *Science*. doi:10.1126/science.aad1607 (https://doi.org/10.1126%2Fscience.aad1607). Archived (https://web.archive.org/web/20180303141506/https://www.sciencemag.org/news/2015/08/meat-eaters-may-speed-worldwide-species-extinction-study-warns) from the original on 3 March 2018. Retrieved 3 March 2018.
318. Smithers, Rebecca (5 October 2017). "Vast animal-feed crops to satisfy our meat needs are destroying planet" (https://www.theguardian.com/environment/2017/oct/05/vast-animal-feed-crops-meat-needs-destroying-planet). *The Guardian*. Archived (https://web.archive.org/web/20180303143952/https://www.theguardian.com/environment/2017/oct/05/vast-animal-feed-crops-meat-needs-destroying-planet) from the original on 3 March 2018. Retrieved 3 March 2018.
319. Carrington, Damian (21 May 2018). "Humans just 0.01% of all life but have destroyed 83% of wild mammals – study" (https://www.theguardian.com/environment/2018/may/21/human-race-just-001-of-all-life-but-has-destroyed-over-80-of-wild-mammals-study). *The Guardian*. Retrieved 8 June 2018.
320. Bar-On, Yinon M; Phillips, Rob; Milo, Ron (2018). "The biomass distribution on Earth" (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6016768). *Proceedings of the National Academy of Sciences*. **115** (25): 6506–6511. doi:10.1073/pnas.1711842115 (https://doi.org/10.1073%2Fpnas.1711842115). PMC 6016768 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6016768). PMID 29784790 (https://www.ncbi.nlm.nih.gov/pubmed/29784790)

321. Ripple WJ, Wolf C, Newsome TM, Galetti M, Alamgir M, Crist E, Mahmoud MI, Laurance WF (13 November 2017). "World Scientists' Warning to Humanity: A Second Notice". *BioScience*. **67** (12): 1026–1028. doi:10.1093/biosci/bix125 (https://doi.org/10.1093%2Fbiosci%2Fbix125).
322. Devlin, Hannah (19 July 2018). "Rising global meat consumption 'will devastate environment' " (https://www.theguardian.com/environment/2018/jul/19/rising-global-meat-consumption-will-devastate-environment). *The Guardian*. Retrieved 21 July 2018.
323. Kaplan, Karen (26 March 2018). "By going vegan, America could feed an additional 390 million people, study suggests" (https://www.latimes.com/science/sciencenow/la-sci-sn-more-food-vegan-20180326-story.html). *Los Angeles Times*. Archived (https://web.archive.org/web/20180330022826/https://www.latimes.com/science/sciencenow/la-sci-sn-more-food-vegan-20180326-story.html) from the original on 30 March 2018. Retrieved 29 March 2018. "If U.S. farmers took all the land currently devoted to raising cattle, pigs and chickens and used it to grow plants instead, they could sustain more than twice as many people as they do now, according to a report published Monday in the Proceedings of the National Academy of Sciences."
324. Adams, C. J. (2010). "Why feminist-vegan now?". *Feminism & Psychology*. **20** (3): 302–317. doi:10.1177/0959353510368038 (https://doi.org/10.1177%2F0959353510368038).
325. Duvnjak, Angella (6 September 2011). "Joining the Dots: Some Reflections on Feminist-Vegan Political Practice and Choice" (https://archive.is/20180308035756/https://www.outskirts.arts.uwa.edu.au/volumes/volume-24/duvnjak). *Outskirts* (published May 2011). **24**. Archived from the original (https://www.outskirts.arts.uwa.edu.au/volumes/volume-24/duvnjak) on 8 March 2018. Retrieved 7 March 2018.
326. Hamilton, Carrie (2017). "sex, work, meat: the feminist politics of veganism". *Feminist Review*. **114** (1): 112–129. doi:10.1057/s41305-016-0011-1 (https://doi.org/10.1057%2Fs41305-016-0011-1).
327. "Vegan Feminist: An Interview with Carol J. Adams.: at USF Libraries" (http://eds.b.ebscohost.com/eds/pdfviewer/pdfviewer?sid=88416ac1-93ae-431e-89c1-b12379291e33@sessionmgr103&vid=7&hid=104). *eds.b.ebscohost.com*. Retrieved 26 April 2017.
328. Labendz, Jacob Ari, 1977- editor. Yanklowitz, Shmuly, 1981- editor. *Jewish veganism and vegetarianism : studies and new directions* (http://worldcat.org/oclc/1097665203). ISBN 9781438473628. OCLC 1097665203 (https://www.worldcat.org/oclc/1097665203).
329. Linzey, Andrew. (2018). *The Routledge Handbook of Religion and Animal Ethics* (http://worldcat.org/oclc/1057668715). Routledge. ISBN 9780429953125. OCLC 1057668715 (https://www.worldcat.org/oclc/1057668715).
330. Adams, Carol J. (2017). "The Poetics of Christian Engagement: Living Compassionately in a Sexual Politics of Meat World" (http://journals.sagepub.com/doi/10.1177/0953946816674148). *Studies in Christian Ethics*. **30** (1): 45–59. doi:10.1177/0953946816674148 (https://doi.org/10.1177%2F0953946816674148). ISSN 0953-9468 (https://www.worldcat.org/issn/0953-9468).
331. "Should Hindus Be Vegan? Case Study: The International Society for Krishna Consciousness (ISKCON) - The Hindu Teachings on Nonviolence, Karma, Reincarnation and the Sacred Status of the Cow, All Indicate Veganism is a Realistic Response to Cow-Killing - Articles - The Writings of Vasu S. Murti: Human Rights" (https://www.all-creatures.org/murti/art-hindus-teachings-03.html). *www.all-creatures.org*. Retrieved 2 May 2019.
332. *Buddhism & veganism : essays connecting spiritual awakening & animal liberation* (https://www.worldcat.org/oclc/1091273483). Tuttle, Will M.,. Danvers, Massachusetts. ISBN 9781940184494. OCLC 1091273483 (https://www.worldcat.org/oclc/1091273483).
333. Yacoubou, Jeanne (2006). "Vegetarian Certifications on Food Labels: What Do They Mean?" (http://www.vrg.org/journal/vj2006issue3/2006_issue3_labels.php#vlft). *Vegetarian Journal*. **17** (3): 25. Retrieved 6 August 2017.
334. Basas, Carrie Griffin (2011). " "V" is for Vegetarian: FDA-Mandated Vegetarian Food Labeling". *Utah Law Review*. **4**: 1275. doi:10.2139/ssrn.1434040 (https://doi.org/10.2139%2Fssrn.1434040).

335. Starostinetskaya, Anna (17 July 2017). "New Flag Launches to Unite Vegans Across the Globe" (http://vegnews.com/articles/page.do?pageId=9771&catId=1). *VegNews*. Archived (https://archive.is/20180308051711/http://vegnews.com/articles/page.do?pageId=9771&catId=1) from the original on 8 March 2018. Retrieved 7 March 2018.

External links

- The Vegan Society (https://www.vegansociety.com/)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Veganism&oldid=895844145"

This page was last edited on 6 May 2019, at 20:53 (UTC).

Exhibit

40

WIKIPEDIA

Meat analogue

A **meat analogue**, also called a **meat alternative**, **meat substitute**, **mock meat**, **faux meat**, **imitation meat**, **vegetarian meat**, or **vegan meat**, approximates certain aesthetic qualities (e.g. texture, flavor, appearance) and/or chemical characteristics of specific types of meat.


Hong Kong style tofu from Buddhist cuisine is prepared as an alternative to meat

Generally, *meat analogue* means a food made from vegetarian ingredients, and sometimes without animal products such as dairy. Many analogues are soy-based (e.g. tofu, tempeh) or gluten-based, but now may also be pea protein-based. The market for meat analogues includes vegetarians, vegans, non-vegetarians seeking to reduce their meat consumption, and people following religious dietary laws in Hinduism, Judaism, Islam, and Buddhism.


Tempeh burger

Tofu, a popular meat analogue made from soybeans, was invented in China during the Han dynasty.[1] A document written by Tao Gu (903–970) describes how tofu was called "small mutton" and valued as an imitation meat. Meat analogues such as tofu and wheat gluten are associated with Buddhist cuisine in China and other parts of East Asia.[2] In today's China, tofu is often prepared with pork, since the Han Chinese don't consider tofu to be a meat substitute. An example is ma po dofu (麻婆豆腐). In Medieval Europe, meat analogues were popular during the Christian observance of Lent, when the consumption of meat from warm-blooded animals is forbidden.[3]

Meat analogue may also refer to a meat-based and/or less-expensive alternative to a particular meat product, such as surimi.


A vegan faux-meat pie, containing soy protein and mushrooms, from an Australian bakery

An alternative modern technology is cultured meat grown *in vitro* from the muscle tissue of animals.

Contents

History

Tofu, a popular meat analogue, was invented in China by the Han dynasty (206 BC–220 AD). Drawings of tofu production have been discovered in a Han dynasty tomb.[1][4] Its use as a meat analogue is recorded in a document written by Tao Gu (simplified Chinese: 陶谷; traditional Chinese: 陶穀; pinyin: *Táo Gǔ*, 903–970). Tao describes how tofu was popularly known as "small mutton" (Chinese: 小宰羊; pinyin: *xiǎo zǎiyáng*), which shows that the Chinese valued tofu as an imitation meat. Tofu was widely consumed during the Tang dynasty (618–907), and likely spread to Japan during the later Tang or early Song dynasty.[1]

Two slices of vegetarian bacon

Prior to the arrival of Buddhism, China was predominantly a meat consuming culture. The vegetarian dietary laws of Buddhism led to development of meat analogues as a replacement for the meat-based dishes that the Chinese were no longer able to consume as Buddhists. Meat analogues such as tofu and wheat gluten are still associated with Buddhist cuisine in China and other parts of East Asia.[2] Meat analogues were also popular in Medieval Europe during Lent, which prohibited the consumption of warm-blooded animals, eggs, and dairy products. Chopped almonds and grapes were used as a substitute for mincemeat. Diced bread was made into imitation cracklings and greaves.[3]

Chipotle and imitation chicken quesadilla

The American medical physician, inventor and businessman John Harvey Kellogg developed meat replacements variously from nuts, grains, and soy, starting around 1877, to feed patients in his vegetarian sanitarium.[5]

Animal protein analogues

Some vegetarian meat analogues are based on centuries-old recipes for seitan (wheat gluten), rice, mushrooms, legumes, tempeh, yam flour or pressed-tofu, with flavoring added to make the finished product taste like chicken, beef, lamb, ham, sausage, seafood, etc. Other alternatives use modified defatted peanut flour, Yuba and textured vegetable protein (TVP); yuba and TVP are both soy-based meat analogues, the former made by layering the thin skin which forms on top of boiled soy milk,[6] and the latter being a dry bulk commodity derived from soy and soy protein concentrate. Some meat analogues include mycoprotein, such as Quorn which usually uses egg white as a binder.

In April 2013, Beyond Meat began selling Beyond Chicken in Whole Foods stores in the US. A mixture of soy and pea proteins, fiber, and other ingredients, the well-received product was marketed as a healthy alternative to chicken meat. The California-based company developed a number of other imitation meat products including three different products to mimic beef and one to mimic pork sausage.

In 2016, Impossible Foods introduced a beef substitute, which it claimed offered appearance, taste and cooking properties very similar to meat. It uses a synthetic heme compound that is produced by genetically modified yeasts.[7] To replicate fat, flecks of coconut oil are mixed into ground textured wheat and potato protein.[8] In April 2019, Burger King introduced a new product, the Impossible Whopper. This trial product is currently only available in St. Louis, but it could be the largest rollout yet of the Impossible Burger.[9]

Veggie burgers garnished with onion, ketchup, and Cheddar cheese

Dairy analogues may be composed of processed rice, soy (tofu, soymilk, soy protein isolate), almond, cashew, gluten (such as with the first non-dairy creamers), nutritional yeast, or a combination of these, as well as flavoring to make it taste like milk, cheeses, yogurt, mayonnaise, ice cream, cream cheese, sour cream, whipped cream, buttermilk, rarebit or butter. Many dairy analogues contain casein, which is extracted dried milk proteins, making them unsuitable for vegans.

Egg substitutes include tofu, tapioca starch, ground flax seed, aquafaba, mashed bananas, applesauce and commercially prepared products that recreate the leavening, binding and/or textural effects of eggs in baked goods.

Composition

Soy protein isolates or soybean flour and gluten are usually used as foundation for most meat analogs that are available on the market. Soy protein isolate is a highly pure form of soy protein with a minimum protein content of 90%. The process of extracting the protein from the soybeans starts with the dehulling, or decortication, of the seeds. The seeds are then treated with solvents such as hexane in order extract the oil from them. The oil-free soybean meal is then suspended in water and treated with alkali to dissolve the protein while leaving behind the carbohydrates. The alkaline solution is then treated with acidic substances in order to precipitate the protein, before being washed and dried. The removal of fats and carbohydrates, results in a product that has a relatively neutral flavor.[10] Soy protein is also considered a “complete protein” as it contains all of the essential amino acids that are crucial for proper human growth and development.[11]

Lipids are added to the meat analog in the form of liquid or semi-liquid glyceride shortening from synthesis, or other sources such as plants or animals. The glycerides could potentially contain unsaturated or saturated long chain acyl radicals ranging from 12 to around 22 carbon atoms. Due to the target audience of meat analogs, plant based lipid sources such as soybean oil, olive oil, canola oil, and others alike are usually used.[12] While lipids do not contribute to the structure of the meat analog, it is crucial in increasing the palatability and broadening the appeal of the product across the consumer base.

Food additives include flavor compounds, coloring agents, leavening agents, and emulsifiers. Sodium bicarbonate is a commonly used leavening agent in a variety of baked products such as bread and pancakes. The carbon dioxide released by sodium bicarbonate aids in the expansion and the unilateral stretching of the protein network during production. A variety of emulsifiers can be used to stabilize the meat analog system. These could include, but are not limited to polyglycerol monoesters of fatty acids, monoacylglycerol esters of dicarboxylic acids, sucrose monoesters of fatty acids, and phospholipids. Polyglycerol monoesters consist on average of 2 to 10 glycerol units and an average of one acyl fatty acid group per glycerol component. The polymer is created from esterification reactions with fatty acids and contains 14 to 16 carbons per polyglycerol moiety. Sucrose monoesters are derived from the esterification of sucrose with a fatty acid ester or a fatty acid and it ideally should have a fatty acyl group ranging from 14 to 18 carbon atoms. Lastly, phospholipid such as lecithin, cephalin, and sphingomyelin can also be used as effective emulsifiers.[12] In addition, some of the emulsifier act as a lubricant during the extrusion process.

Overall the composition of dry protein mix can contain between 30% to 100% water-hydratable, heat-coagulable protein by weight. A dry mix that contains 100% protein content yields the most desirable fibrous texture, but from the palatability standpoint between 50% to 70% was determined to generate the most positive feedback.[12] Protein content of lower than 30% would inhibit the formation of meat-like fibers during processing. The optimal fat content for the desirable mouth feel was determined to be around 30% to 40% by weight.

Processing

Meat analog products are currently made by two basic processes, through either thermoplastic extrusion or fiber spinning. Thermoplastic extrusion involves the adaptation of production processes that are more commonly associated with the making of ready-to-eat cereal products. Extruders are simple in nature and are considered to be a cost effective method of accommodating large-scale productions. It also provides the conditions that are crucial to the formation of the desirable fibers. The wet mix is mixed in a heated vessel at a temperature lower than the coagulation temperature of the proteins. The elevated temperature assists in lowering the viscosity of the dough and allows for a more homogenized mixing process. Special caution must be taken as to not overmix the dough as it has been known to substantially decrease the amount of fibers formed.[11]

Extruders should be set to the temperature in which the protein used will start to coagulate for max efficiency. Gluten and soy proteins coagulate at 75 °C and 68 °C respectively. Due to the fact that the extruder also cooks the product, the temperature of the inner walls of extruder should be within the range of 77 °C to 149 °C. Turbulent conditions caused by aggressive mixing and agitation should be avoided during processing as it contributes to the undesirable formation of randomly oriented, non-meat like fibers. Unidirectional and parallel fibers can only be formed through extruding and stretching under none turbulent, or laminar, conditions. Laminar flow condition occurs under low velocities where the fluid in question flows smoothly with overlapping layers, and it is characterized by having a Reynold number of less than 2040. Stretching of the meat analog would take place simultaneously during the extrusion. Ideally, the amount of linear expansion of the protein dough should be around 50% in either direction.[11]

Fiber spinning method is not commonly used to produce meat analogs due to its complexity, and it also negates one of the key advantages of meat analogs. This method of production increases the cost of production, which eliminates the advantage of creating an inexpensive meat/protein substitute. The fiber spinning techniques were adopted from the spun fiber method used to create synthetic fibers in the textile industry. In general, fibers are made through creating filaments out of the protein used as the starting material. The process begins through the dispersion of proteins into a dispersing medium such as an alkaline aqueous solution. This dispersion is then fed through a spinneret, a device used to extrude a polymer solution to form fibers, and deposited into an acidic salt solution with a pH range of 5.6 to 6.4 for coagulation. The filaments after exiting the small die of the spinneret would have a diameter of around .003 inches. These filaments are then stretched and elongated until the average thickness is around 20 microns.[11]

Excess salt solution is then removed from the fibers through squeezing or centrifuging prior to further processing. After the drying process, edible binders such as proteins, starches, cereals, dextrins, carboxy methyl cellulose, or a combination of them, are added to keep the fibers physically tied together through functioning as an adhesive or serving as a matrix in which the fibers embed upon. The fibers are then passed through a bath of melted fat and proceed to be pressed together to form the final product. The meat analog is then cut into suitable length for either packaging and distribution or further processing.[11] Overall this method allows for the desirable formation of highly fine fibers, but at the cost of longer and more complicated processing steps, as well as incurring an increase in cost. Regardless of which method was used, the final product should be stored under at temperatures ranging from 13 °C to 21 °C. Ideally the humidity should be around 15%. The expected shelf life of meat analog products while in an air tight package is up to 10 years, while it is only up to 1 year when it has been opened.

Physical structure

The formation of fibers through protein coagulation can be described through the wool and fiber models. “Silk” fibers are characterized by its relatively high content of alanine, glycine, and serine; these make up over 80% of the protein residue. In order to give sufficient cohesion to resist flow, these protein chains form a tight fit over a large area. The proximity of the chains allows for firm hydrogen bonding to occur along the peptide bonds of the chain backbone. Although hydrogen bonds are relatively weak non-covalent interaction, the sheer quantity of them increases their overall effectiveness in maintaining the structure.[13]

The “wool” model is the more important model of the two as the composition of natural protein resembles wool rather than silk. This type of fiber is stabilized through cross-linkages as it provides strength and prevents plastic flow resulting from slippage of protein chains. Wool is much less crystalline due to its greater bulkiness of its side chains. About 50% of the weight is composed of side chains. Due to the abundance of hydrophobic groups, wet wool fibers are considerably stronger than other synthetically made protein fibers. This is the result of stabilizing through disulfide linkages. When these bonds are broken at elevated temperature through hydrolysis or reduction, the wet wool fibers lose its unique strength and act like typical synthetic protein fibers.[13]

The folding and the unfolding of the proteins also contribute to the physical and mechanical properties of the fibers formed. Studies have shown that reversible “sol-gel” transformations take place within the amorphous areas of the fibers.[13] Sol-gel refers to the production of solid materials from small molecules. In material science, the process involves the transformation of monomers into a colloidal solution (sol) that acts as the precursor to an integrated matrix (gel). When the stabilizing bond between the fibers are broken, the system responds by unfolding or slipping in attempt to relieve the tension. The bonds would then rearrange in a less stressed position. The uncoiling of the fibers, and to a less extent the stretching of bonds, contributes to the elastic properties of the fiber. While the plastic properties, or flow, are due to the slipping of protein chains pass one another.

The behavior of the fibers can be shown by mechanical models consisting of combinations of springs and dashpots connected in various combinations as demonstrated in figure 2. The deformation of fibers can either be reversible, in the form of elastic properties, or irreversible, in the form of plastic properties. The elastic properties are represented by Hooke's law constant (g_1 and g_2), while the plastic properties are presented by a dashpot characterized by viscosity (μ). The system in which the spring is in conjunction with the dashpot on the right side of figure is known as the Maxwell viscoelastic unit. The deformation can then be described by the spring system in conjunction with the Maxwell unit. An applied force, f_1, on this model would be the sum of the partial forces f_1 on the spring at the left and f_2 on the Maxwell unit. The resulting strain on the system is dependent on the spring constants and the viscosity of the dashpot. The general assumption is that the dashpot behavior is Newtonian, in which the flow of the viscous elements is directly proportional to the applied stress on the element.[13] This model only provides a simplified behavior of fibers, but in most cases, especially the protein fibers, the characteristics are much more complex.

Theoretical mechanical model and mathematical representation of fiber deformation

The matrix formed by the protein network is also affected by temperature. Temperature has a large impact on the elastic properties of the fibers. The interaction is similar to the influence of temperature on a gas. The elastic tension of the stretched fibers is dependent upon the entropy of the system in a manner analogous to the pressure of a confined gas. When the temperature of the fiber is increased the thermal motion, like the pressure of a heated gas is increased. Equilibrium force acting on the rubber-like fiber is determined by thermal kinetic motions of free chain segments between network junctions.[13] The thermal motions of the free chain segments promote random coiling at the junctions, thus maximizing entropy. A larger force is then required to displace the chains from the position similar to the pressure required to compress a gas. The elasticity of the fiber is increased as a direct result.

The emulsion in this instance is a water-in-oil one. Studies have shown that by surrounding the water-soluble flavor extracts with the continuous oil phase of the emulsion resulted in a slower rate of flavor dispersion from the water, leading to the prolonged taste of flavor in the final product. The oil phase effectively prevents the flavor-containing water particles from leaching out from the product and transferring to the surrounding environment, such as sauces or other food materials.

See also

- List of bacon substitutes
- List of meat substitutes
- List of vegetarian and vegan companies
- Nut roast, an alternative to a Sunday roast
- Nuteena, former (until 2005) vegetarian meat analogue made primarily from peanut meal, soy, corn, and rice flour
- Single-cell protein, meat analogues containing protein extract from pure or mixed cultures of algae, yeasts, fungi or bacteria
- Tofurkey, faux turkey, a meat substitute in the form of a loaf or casserole of vegetarian protein, usually made from

tofu (soybean protein) or seitan (wheat protein) with a stuffing made from grains or bread, flavored with a broth and seasoned with herbs and spices

Notes

1. DuBois, Christine; Tan, Chee-Beng; Mintz, Sidney (2008). *The World of Soy* (https://books.google.com/books?id=tW6fjds6YwkC&pg=PA101). National University of Singapore Press. pp. 101–102. ISBN 978-9971-69-413-5.
2. Anderson, E.N. (2014). "China". *Food in Time and Place*. University of California Press. p. 44. ISBN 978-0-520-95934-7.
3. Adamson, Melitta Weiss (2004). *Food in Medieval Times*. Greenwood Publishing Group. p. 72. ISBN 978-0-313-32147-4.
4. William Shurtleff; Akiko Aoyagi (18 December 2014). *History of Meat Alternatives (965 CE to 2014): Extensively Annotated Bibliography and Sourcebook* (https://books.google.com/books?id=CkvgBQAAQBAJ). Soyinfo Center. ISBN 978-1-928914-71-6.
5. "Dr. John Harvey Kellogg and Battle Creek Foods" (http://www.soyinfocenter.com/HSS/john_kellogg_and_battle_creek_foods.php). *www.soyinfocenter.com*.
6. Patterson, Daniel. *The Way We Eat: I Can't Believe It's Tofu* (https://www.nytimes.com/2006/08/06/magazine/06food.html), *New York Times*, 2006-08-06. Retrieved on 2009-02-26.
7. Reilly, Michael (June 22, 2016). "Fake meat companies might finally cure our addiction to animal flesh" (https://www.technologyreview.com/s/601756/if-the-world-gives-up-meat-we-can-still-have-burgers). Technology Review. Retrieved 2016-07-28.
8. HOSHAW, LINDSEY (June 21, 2016). "Silicon Valley's Bloody Plant Burger Smells, Tastes And Sizzles Like Meat" (https://www.npr.org/sections/thesalt/2016/06/21/482322571/silicon-valley-s-bloody-plant-burger-smells-tastes-and-sizzles-like-meat). Retrieved 2016-07-28.
9. Popper, Nathaniel (2019-04-01). "Behold the Beefless 'Impossible Whopper' " (https://www.nytimes.com/2019/04/01/technology/burger-king-impossible-whopper.html). *The New York Times*. Retrieved 2019-04-03.
10. Sedgwick, Tali (June 28, 2013). "Meat Analogs" (http://www.foodandnutrition.org/July-August-2013/Meat-Analogs/). *Food and Nutrition*. Academy of Nutrition and Dietetics. Retrieved December 10, 2016.
11. [1] (https://www.google.com/patents/US2682466) US patent (https://worldwide.espacenet.com/textdoc?DB=EPODOC&IDX=US5285709) 5285709, Robert A. Boyer, "Meat Analog Compositions.", issued 1954-06-29
12. US patent 3814823 (https://www.google.com/patents/US3814823), Yang J. and R. Olsen, "Meat Analogs Having the Fiber Structure of Meat.", issued 1974-06-04
13. Lundgren, Harold (1949). "Synthetic fibers made from proteins". *Advances in Protein Chemistry*. **5**: 305–327.

External links

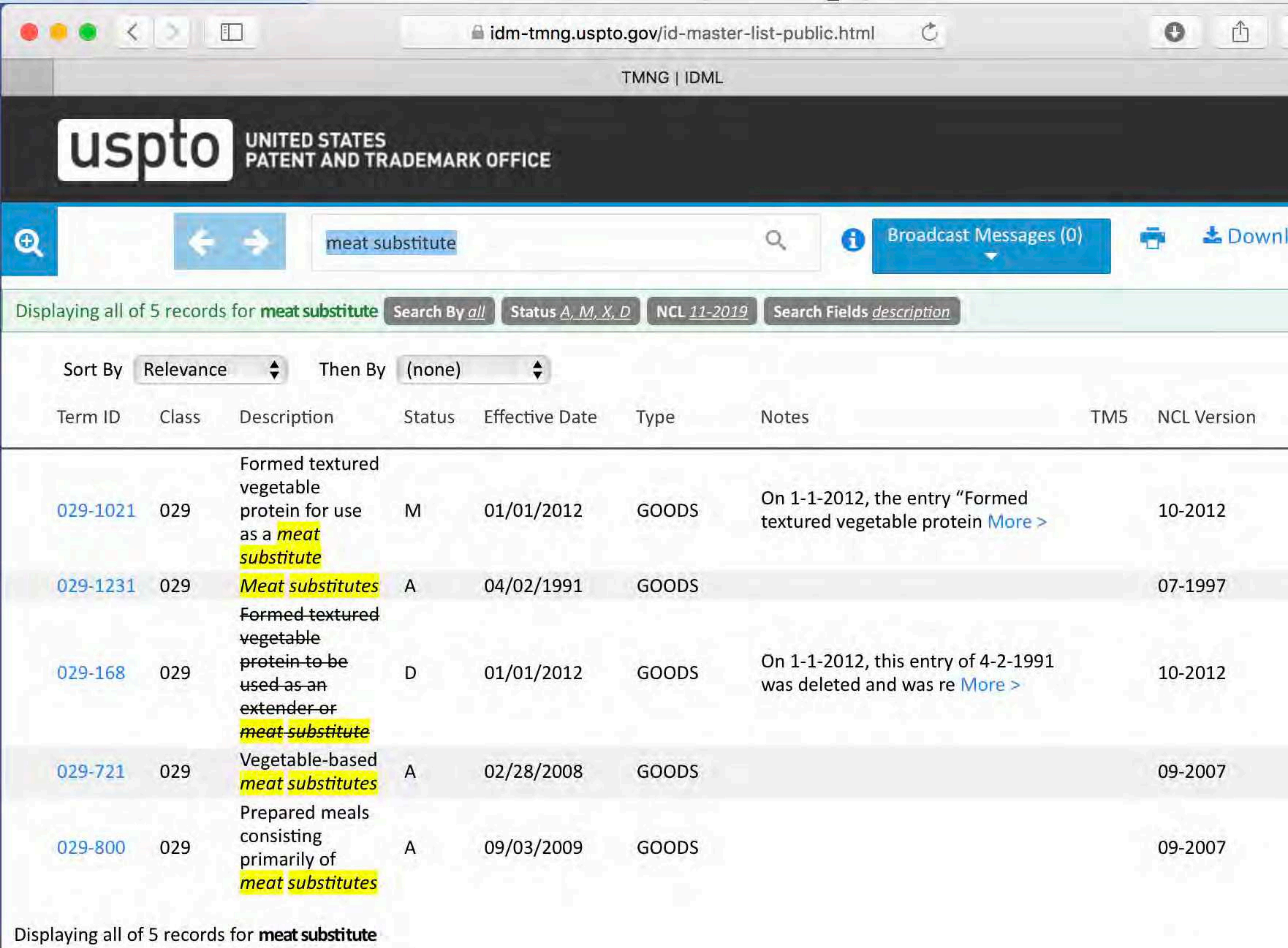
- Research Market: vegetarian profits (http://www.researchandmarkets.com/reports/3941/3941.pdf)
- Soyfoods Association of North America (http://www.soyfoods.org/)
- Meat-analogues on "FutureFood – Meat without livestock" (http://www.futurefood.org/tofu/index_en.php)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Meat_analogue&oldid=890813891"

This page was last edited on 3 April 2019, at 18:21 (UTC).

Exhibit

41



meat substitute

Displaying all of 5 records for **meat substitute** **Search By** *all* **Status** *A, M, X, D* **NCL** *11-2019* **Search Fields** *description*

Sort By Relevance Then By (none)

Term ID	Class	Description	Status	Effective Date	Type	Notes	TM5	NCL Version
029-1021	029	Formed textured vegetable protein for use as a *meat substitute*	M	01/01/2012	GOODS	On 1-1-2012, the entry “Formed textured vegetable protein More >		10-2012
029-1231	029	*Meat substitutes*	A	04/02/1991	GOODS			07-1997
029-168	029	~~Formed textured vegetable protein to be used as an extender or *meat substitute*~~	D	01/01/2012	GOODS	On 1-1-2012, this entry of 4-2-1991 was deleted and was re More >		10-2012
029-721	029	Vegetable-based *meat substitutes*	A	02/28/2008	GOODS			09-2007
029-800	029	Prepared meals consisting primarily of *meat substitutes*	A	09/03/2009	GOODS			09-2007

Displaying all of 5 records for **meat substitute**

Exhibit

42

FDA Gives Green Light To Impossible Foods' Bleeding Burgers

Christina Troitino

The Impossible Burger by Silicon Valley's Impossible Foods is a plant-based burger that mimics the sensory experience of a meat burger through the isolation of overlapping properties found in plants. (Credit: Impossible Foods)

Impossible Foods

After years of speculation, the U.S. Food and Drug Administration has finally given its stamp of approval on Impossible Foods' key ingredient, meaning that its "bleeding" plant-based burgers are here to stay.

Impossible Foods, the maker of the famed Impossible Burger, which is known for its sensory replication of animal-based burgers, received a no-questions letter from the FDA clearing its somewhat controversial use of soy leghemoglobin in response to the review of a 1,066-page submission from Impossible Foods filed in October 2017. Previously, Impossible Foods had faced criticism from organizations including the ETC Group and Friends of the Earth who argued last year that the Impossible Burger should be removed from the market until the FDA had adequate proof that the genetically engineered protein was safe for consumption.

The Impossible Burger by Silicon Valley's Impossible Foods is a plant-based burger that mimics the sensory experience of a meat burger through the isolation of overlapping properties found in plants. (Credit: Impossible Foods / Christina Troitino)

Christina Troitino

In a joint press release from ETC Group and Friends of Earth submitted on August 2017, the organizations pressured Impossible Foods to seek further FDA approvals as a mean to protect consumers from this relatively new ingredient:

> The FDA told Impossible Foods that its burger was not going to meet government safety standards, and the company admitted it didn't know all of its constituents. Yet it sold it anyway to thousands of unwitting consumers. Responsible food companies don't treat customers this way. Impossible Foods should pull the burgers from the market unless and until safety can be established by the FDA and apologize to those whose safety it may have risked.

Prior to this positive approval from the FDA, Impossible Foods had previously submitted its products for safety testing. In 2014, it had been given a GRAS approval, short for "general recognized as safe," which allowed the company legal clearance to sell its product despite having yet received an official FDA approval. The company also conducted a rat-feeding study in 2016 where rats fed unrealistically high levels of soy leghemoglobin were monitored for side effects, and resultantly did not see any.

The Impossible Burger by Silicon Valley's Impossible Foods is a plant-based burger that mimics the sensory experience of a meat burger through the isolation of overlapping properties found in plants. (Credit: Impossible Foods / Christina Troitino)

Christina Troitino

This approval is significant as soy leghemoglobin is the key ingredient that differentiates Impossible Foods from its plant-based competitors. Unlike other meat substitute products on the market, the Impossible Burger has been able to mimic the experience of eating an animal-based burger, including its iron taste and bleeding, through the use of this engineered yeast which replicates plant-based heme (leghemoglobin) molecules that make blood and meat red and gives it its savory flavor. With the use of this yeast, Impossible Foods has been able to impress plant-based and meat-eaters alike with its eerily accurate sensory experience.

The value prop of Impossible Foods is that, in addition to mimicking the sensory experience of eating an animal-based burger, it aims to use economies of scale in its production to make its meat price competitive to that of a standard burger so that it can be assessable to the mass market, rather than just vegan or vegetarian eaters.

On its mission to scale, Impossible Foods has partnered with swaths of purveyors, from high-end restaurants to more familiar chains, to introduce its product to the masses. To date, it is sold in 1,300 restaurants including Momofuku Nishi and Fatburger. More recently it has started selling $1.99 Impossible Sliders at select White Castle locations as well as has announced that it will be the exclusive plant-based burger at Umami Burgers nationwide, where it already sells 2,100 burgers weekly.

Impossible Foods, maker of Pat Brown's internet famous bleeding veggie burger, has announced it will be selling Impossible Sliders at 140 White Castles.

Allison Partners

This FDA approval is also particularly significant as the food world is embroiled over the sea change of regulatory expansion over the definition of terms like "meat" and "beef" on store shelves. On July 26, the National Cattlemen's Beef Association submitted a letter to President Donald Trump requesting that the USDA regulates the safety and labeling standards of lab-grown fake meat products instead of the FDA, which was described in the letter as a "regulatory power grab."

So what's next for Impossible Foods? Foremost, it will need to continue monitoring regulatory standards that could potentially be put into place should the USDA succeed in shifting regulatory power. However, should the company continues its healthy expansion and strong strategic bets, it will likely eventually begin producing other animal-substitute products.

In a post on its Facebook page on July 24, the company wrote: "We’re still hard at work scaling our first product, the Impossible Burger, but we don’t plan on stopping there. Many more meat and dairy products from plants will be released in the coming years. The Impossible Burger is only the beginning."

Exhibit

43

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat May 11 03:47:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP | PREV LIST | CURR LIST | NEXT LIST | FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start **List At:** ☐ **OR** Jump **to record:** ☐ **Record 15 out of 39**

TSDR | ASSIGN Status | TTAB Status ***(Use the "Back" button of the Internet Browser to return to TESS)***

IMPOSSIBLE BURGER

Word Mark	IMPOSSIBLE BURGER
Goods and Services	IC 029. US 046. G & S: Substitutes for food, namely, plant-based meat substitutes, plant-based fish substitutes, and plant-based chicken substitutes
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87924475
Filing Date	May 16, 2018
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	October 30, 2018
Owner	(APPLICANT) **Impossible Foods** Inc. CORPORATION DELAWARE 400 Saginaw Drive Redwood City CALIFORNIA 94063
Attorney of Record	Lisa Greenwald-Swire
Prior Registrations	5459255
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BURGER" APART FROM THE MARK AS SHOWN

Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Exhibit

44


Yarnell's
Scoop
Yarnell's
PREMIUM ICE CREAM
HOG WILD

Exhibit

45

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
2,687	2,069	2,899	368	1

Yarnell's Ice Cream @Yarnells · 23 May 2015

Tune into @KATVNews NOW to learn about all our @ARKRiverfest activities!

Advanced Search

85°
Clear

June 5, 2013

Home News Sports Opinion Community Obituaries E-Edition Facebook Twitter **Jobs** **Classifieds**

Welcome to the site! Login below.

Login

Home News

Very important ice cream

Story **Comments** Print Font Size:

Recommend 0 Tweet 0 0

Sandy LaGrange hands Tori Cole a fresh bowl of vanilla ice cream straight off the Yarnell's assembly line. Cole and LaGrange were visiting the Yarnell's Ice Cream factory in Searcy Saturday as part of a VIP tour.

Posted: Tuesday, June 26, 2007 12:00 am

Yarnell's Ice Cream Company opens its doors, reveals the magic

By Warren Watkins

The Daily Citizen

Most people are more interested in how Yarnell's ice cream tastes than where and how it is made.

But a glimpse into the background of Arkansas' only ice cream factory shows why its tasty treats have brought smiles to faces for 75 years.

Searcy's version of Willy Wonka's Chocolate Factory is a complex of industrial buildings covering four city blocks adjacent to Spring Park, the town's birthplace. Saturday, Rogers Yarnell, president of Yarnell's Ice Cream Company, gave tours to those interested in the magic used by his staff of 280 as the company hosted an open house and community picnic in honor of its diamond anniversary.

"Ice cream begins in the big bay, where we take in milk and cream," Yarnell said. "The best ice cream begins with fresh milk and cream."

The liquids are pumped out of trucks and into tanks where they are measured by weight, then heated to ensure quality. Yarnell's quality control system uses the highest technology available. A clean-in-place method is used, and machines used in the pre-sterilization side are not allowed to come in contact with those on the production side.

Submit Your News!

We're always interested in hearing about news in our community. Let us know what's going on!

Submit news

News Videos

Pa. Building Collapses, Two Victims Tr…

AP

In a control room, operators push the right buttons to make the many products for which the Searcy-based company is famous.

“It’s just like baking a cake,” Yarnell said. “We mix the proper ingredients.”

Cartons manufactured upstairs march down a long assembly line like Oompa-Loompahs and are filled with the flavor of the hour, one every three seconds or so. Adorned with gold-rimmed tops, they are bundled in groups of six and whisked into a Variable Retention Temperature (VRT) system which is 30 degrees below zero. With a wind chill of 90 degrees below zero because of 20 15-horsepower fans, the VRT is dangerous.

“Humans can’t go in there,” Yarnell said.

The Yarnell’s reputation, strong in the five states covered by their unique in-store delivery system serviced by the distinctive yellow and red trucks, has gone much farther than Ray Yarnell would have dreamed when he purchased the Dairyland factory in 1932.

“A few years ago we shipped a lot of our product to Russia,” Yarnell said. “It sort of comes and goes, but it’s an interesting part of our history.”

Pumps for the company’s anhydrous liquefied ammonia tank, connected with pipes over Spruce Street to the production facility, is highly secure in accordance to regulations by the Department of Homeland Security, and 40 cameras throughout the property are used to monitor activities 24 hours a day, seven days a week.

Preventative Maintenance Services, Inc. (PMS), a sister company to Yarnell’s, services the ice cream trucks and other fleets, sometimes including the White County Sheriff’s Department vehicles. The PMS service center is on the grounds of the Yarnell factory, which is the company’s only production facility. Another building is used to service hundreds of ice cream freezers placed in stores.

Turnout at Saturday’s event, which was slowed somewhat by a hard but short summer rain shower, was still twice the 100 or so Yarnell had anticipated. Searcy Mayor Belinda LaForce, several city council members and their spouses were given a tour and, like other members of the public, wore hairnets while inside.

“”It’s a family-oriented company,” said Lea Holtz, whose husband Jeff works at the plant doing research and development. “They’re good people to work for.”

Ray A. Yarnell began the company, his son Albert Yarnell took over from his father, as did Rogers Yarnell, and now Roger’s daughter Christina, the treasurer and overseer of custom manufacturing, is the fourth generation in the business.

“This is a big deal for a privately held company to make it 75 years,” Rogers Yarnell said, “for a family to make it into four generations. We really as a corporate entity are honored and humbled this has occurred. It’s because of our customers and the discretionary effort on the part of our team members. I’m just in awe of how our team continues to get us over the bumps in the road.”

Recommend 0 Tweet 0 0

Discuss Print

Posted in Local news on *Tuesday, June 26, 2007 12:00 am.*

Similar Stories

Most Read

- Store clerk shot during robbery
- Searcy teen killed in crash
- Jason Brent McInturff
- Nine arrested in meth ring
- Searcy police investigate armed robbery

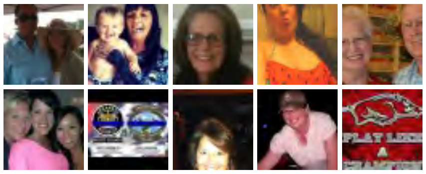
Follow Us On Facebook

The Daily Citizen
Like

The Daily Citizen
Former Searcy standout Heath Wyatt is getting comfortable with Double A baseball. http://tinyurl.com/khpqt92
18 hours ago

The Daily Citizen
A North Little Rock man accused of murder been cleared to proceed to trial following a state mental evaluation.http://tinyurl.c

3,256 people like The Daily Citizen.



Facebook social plugin

Twitter

about 18 hours agoSeaDailyCitizen was checking out Former Searcy standout Heath Wyatt is getting comfortable with Double A baseball. http://t.co/4dGmBxY06g

about 21 hours agoSeaDailyCitizen was checking out A North Little Rock man accused of murder been cleared to proceed to trial following a state mental evaluation.http://t.co/J3Am9KP02F

about a day agoSeaDailyCitizen was checking out BREAKING NEWS: Store clerk shot during armed robbery in Searcy. http://t.co/mR9Pv8mOAB

about a day agoSeaDailyCitizen was checking out Rose Bud's football team will start the season at the Hooten's Kickoff Classic. http://t.co/8GPpvSYfUz

SEARCH | Alerts | Mobile | Submit a Tip | 83° | Like 47k | Follow

THE ARKANSAS CW

RIGHT NOW

Two men dead, suspect arrested in Fort Smith...

FULL COVERAGE

Get Alerts »

Home / News / Entertainment

LOGIN WITH **FACEBOOK** AND SEE WHAT YOUR FRIENDS READ ON 4029TV.COM

Buy Local: Products, goods made in Arkansas

UPDATED 3:37 PM CDT Jun 26, 2013

Recommend 0

Tweet 0

0

Share

NEXT STORY

Authorities believe body of missing nurse found

Text Size: A A A

In support of the lovely natural state we have compiled a list of some products and goods made right her in Arkansas. Click through the list and check out some Arkansan goods!

Advertising

MOST POPULAR

SLIDESHOWS | **STORIES** | **VIDEOS**

1. Who Got Arrested?

2. Best songs to perform CPR to
3. On this day: June 26
4. Avoiding summer itchiness
5. Mansion Mondays: $1.7M Fayetteville Home
6. On this day: June 27

From the web

- 9 Most Popular Cars To Drive On a Lease
  Wall St. Cheat Sheet

Yarnell's Ice Cream has been a part of Searcy, Arkansas since 1932 when Ray Yarnell bought the assets of Southwest Dairy Products in a bankruptcy sale. It was the Great Depression and times for tough Yarnell and he had a family to feed. He grew his business from selling five gallon metal cans of ice cream onto local ice cream parlors and drug stores. The company shut its doors in June of 2011 but was bought just five months later in a bankruptcy sale and reopened its

g to www.yarnells.com. **Flicker: tombothetominator**

VIEW LARGE

Recommend 0 Tweet 0 0

Comments (0) Share Print

RECOMMENDED

STORIES

- **20 ducks show up mysteriously dead near local pond**
  4029TV.com
- **Mumford & Sons plans to play Glastonbury as 'four brothers'**
  4029TV.com
- **Food Network won't renew Paula Deen contract**
  4029TV.com
- **Former police officer charged with rape**
  4029TV.com

STORIES SELECTED FOR YOU BY OUR SPONSOR

- **Will “Stand-Your-Ground” Laws Continue to Stand?**
  Rulebase
- **Mom Watches Police Shoot Teen Hours After Her Own Son Was Killed by Cops**
  DNAinfo

[what's this]

VIDEOS

by Taboola

See the Most Realistic Driving Game Ever In Action
[Gran Turismo 6]

COMMENTS

The views expressed are not those of this site, this station or its affiliated companies. By posting your comments you agree to accept our terms of use.

- **Top 8 Myths of Golf Swing - 12 Time PGA Winner's Shocking Claim!**
  Square to Square Method
- **Sample Editorial Calendar**
  MARKETING.AI

by Taboola

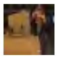
FACEBOOK ACTIVITY

40/29 News -- Fort Smith & Fayetteville, Arkansas
Like 47,061

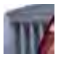
Log In Log in to Facebook to see your friends' recommendations.

Walmart ends relationship with Paula Deen
413 people recommend this.

Couple found naked in park arrested
198 people recommend this.



Two men dead, suspect arrested in Fort Smith machete stabbing
28 people recommend this.



Supreme Court strikes down part of DOMA
188 people recommend this.

Facebook social plugin

Arkansas Times

Arkansas Blog

« The Portents of Jonesboro Edition | Rally for women's reproductive righ... »

Morning report: Yarnell lovers alert, cop reports

Posted by Max Brantley on Sat, Jan 18, 2014 at 7:36 AM

click to enlarge

Top of the morning:

* **ICE CREAM MEMORIES:** David Koon **spied on Craiglist news** of a **Yarnell family estate sale in Searcy** this weekend. He notes that the ad promises lots of memorabilia from Yarnell's ice cream, no longer a family business in Searcy.

I just wish the new owner would bring back Angel Food among its vanilla flavors.

* **DEATH IN SWLR:** A report from LRPD on a shooting last night:

> At 9:44 p.m. officers received a call to 7212 Shetland to a subject that had been shot. Information was obtained from the subject that he and someone else had been shot at 7414 Mablevale Pike. Upon arrival officers located a deceased subject in a vehicle on the parking lot. The first subject was shot in the arm and his injuries are not life threatening. No suspect information is available at this time.

UPDATE: Thomas Gilbert, 31, has been identified as the homicide victim. Terrence Brison, 32, also was wounded. Brison told police that three men shot them after robbing them while sitting in an SUV on Mabelvale Pike. They fled in a four-door Toyota.

* **FATHER CHARGED WITH MURDER OF 3-YEAR-OLD**: The shooting death of a 3-year-old in Greene County by his father, earlier thought to be accidental, has had a new development. **The father has been charged with murder.**

* **ANDI DAVIS IN MORE TROUBLE:** Andi Davis, the Hot Springs lawyer whose been in a string of legal difficulties, added another theft arrest to her record yesterday, No details except a theft by receiving charge. She was released on a $3,500 bond. The day before she was arrested for theft of a trailer found at her home along with other stolen items. She shot to fame, on top of other issues, when a filing in a custody case alleged she'd had questionable contact with a list of well-known men.

* **JUDICIAL 'HELLHOLES'**: A lobby group hoping to wreck personal injury lawsuits, the **American Tort Reform Foundation, has published its latest account of Judicial Hellholes**. These are jurisdictions where the moneyed class can't get an even break from the courts. (Sarcasm intended, but it is true that there are some venues where the scales are out of whack in favor of the little guy.) Arkansas gets only the barest of mentions, though you might gather from **Arkansas State Chamber of Commerce** caterwauling that Arkansas business is on the point of collapse from work of greedy trial lawyers, runaway juries and the like. That's hogwash. But about that one mention, which came in relation to class action litigation:

Cream on Twitter: "Beach bod? No prob. Scoop up #Yarnells, guilt free. All the flavor without all the calories. h

Yarnell's Ice Cream
@Yarnells

Beach bod? No prob. Scoop up #Yarnells, guilt free. All the flavor without all the calories.

Two Scoops Of History

Museum churns up end-of-summer celebration

By Lara Hightower Posted: September 1, 2017 at 1 a.m.

Courtesy Photo Enjoy all-you-can-eat ice cream at the Fort Smith Museum of History on Sunday. The museum boasts an authentic, working soda fountain.

Visitors to the Fort Smith Museum of History will get a chance to party like it's the early 20th century from 2 to 4 p.m. Sunday as the museum hosts its annual end-of-summer Ice Cream Social.

Museum executive director Leisa Gramlich says the event has been celebrated for nearly 20 years now, marking the end of the museum's summer Sunday hours. The $5 admission fee will allow participants to explore the museum as well as enjoy all-you-can-eat ice cream sundaes made from Arkansas' own

Yarnell Ice Cream Co. The museum's vintage soda fountain -- the tables and chairs and the soda fountain itself are from a pharmacy once located in Mountainburg -- lend an authentic air to the occasion.

FAQ

Ice Cream Social

WHEN — 2-4 p.m. Sunday

WHERE — Fort Smith Museum of History, 320 Rogers Ave.

COST — $5

INFO — 783-7841

"It really gives you an idea of how an old-fashioned soda fountain would have felt," says Gramlich.

Gramlich says the event is a perfect time for visitors to explore the many exhibits within this established museum.

"We've been in continuous operation since 1910, so we're one of the oldest museums in the state," says Gramlich. "We feature the history of the city from its beginning as a military fort in 1817 to the present day. You can learn about the people, businesses, and events that made Fort Smith what it is today."

Along with the museum's permanent exhibits, Gramlich says a recently opened student-curated exhibit -- researched and created by eight high school students -- is well worth exploring.

"They did a great job," says Gramlich. The students focused on the history of three neighborhoods in the city: Belle Grove, Fishback and Chaffee. "They were learning things you might not learn in school, little history facts -- they uncovered some really great stories."

Gramlich says that, for a special treat during the ice cream social, the museum will be broadcasting music from the appropriate eras from its Radio and Television exhibit.

"A transmitter from the 1950s or 1960s was donated, and our volunteer retired engineers and broadcasters were able to fix it so that it can broadcast at a very low level, within the building," says Gramlich.

-- Lara Hightower

lhightower@nwadg.com

NAN What's Up on 09/01/2017

Two Scoops Of History

Museum churns up end-of-summer celebration

By Lara Hightower Posted: September 1, 2017 at 1 a.m.

Courtesy Photo Enjoy all-you-can-eat ice cream at the Fort Smith Museum of History on Sunday. The museum boasts an authentic, working soda fountain.

Visitors to the Fort Smith Museum of History will get a chance to party like it's the early 20th century from 2 to 4 p.m. Sunday as the museum hosts its annual end-of-summer Ice Cream Social.

Museum executive director Leisa Gramlich says the event has been celebrated for nearly 20 years now, marking the end of the museum's summer Sunday hours. The $5 admission fee will allow participants to explore the museum as well as enjoy all-you-can-eat ice cream sundaes made from Arkansas' own

Yarnell Ice Cream Co. The museum's vintage soda fountain -- the tables and chairs and the soda fountain itself are from a pharmacy once located in Mountainburg -- lend an authentic air to the occasion.

FAQ

Ice Cream Social

WHEN — 2-4 p.m. Sunday

WHERE — Fort Smith Museum of History, 320 Rogers Ave.

COST — $5

INFO — 783-7841

"It really gives you an idea of how an old-fashioned soda fountain would have felt," says Gramlich.

Gramlich says the event is a perfect time for visitors to explore the many exhibits within this established museum.

"We've been in continuous operation since 1910, so we're one of the oldest museums in the state," says Gramlich. "We feature the history of the city from its beginning as a military fort in 1817 to the present day. You can learn about the people, businesses, and events that made Fort Smith what it is today."

Along with the museum's permanent exhibits, Gramlich says a recently opened student-curated exhibit -- researched and created by eight high school students -- is well worth exploring.

"They did a great job," says Gramlich. The students focused on the history of three neighborhoods in the city: Belle Grove, Fishback and Chaffee. "They were learning things you might not learn in school, little history facts -- they uncovered some really great stories."

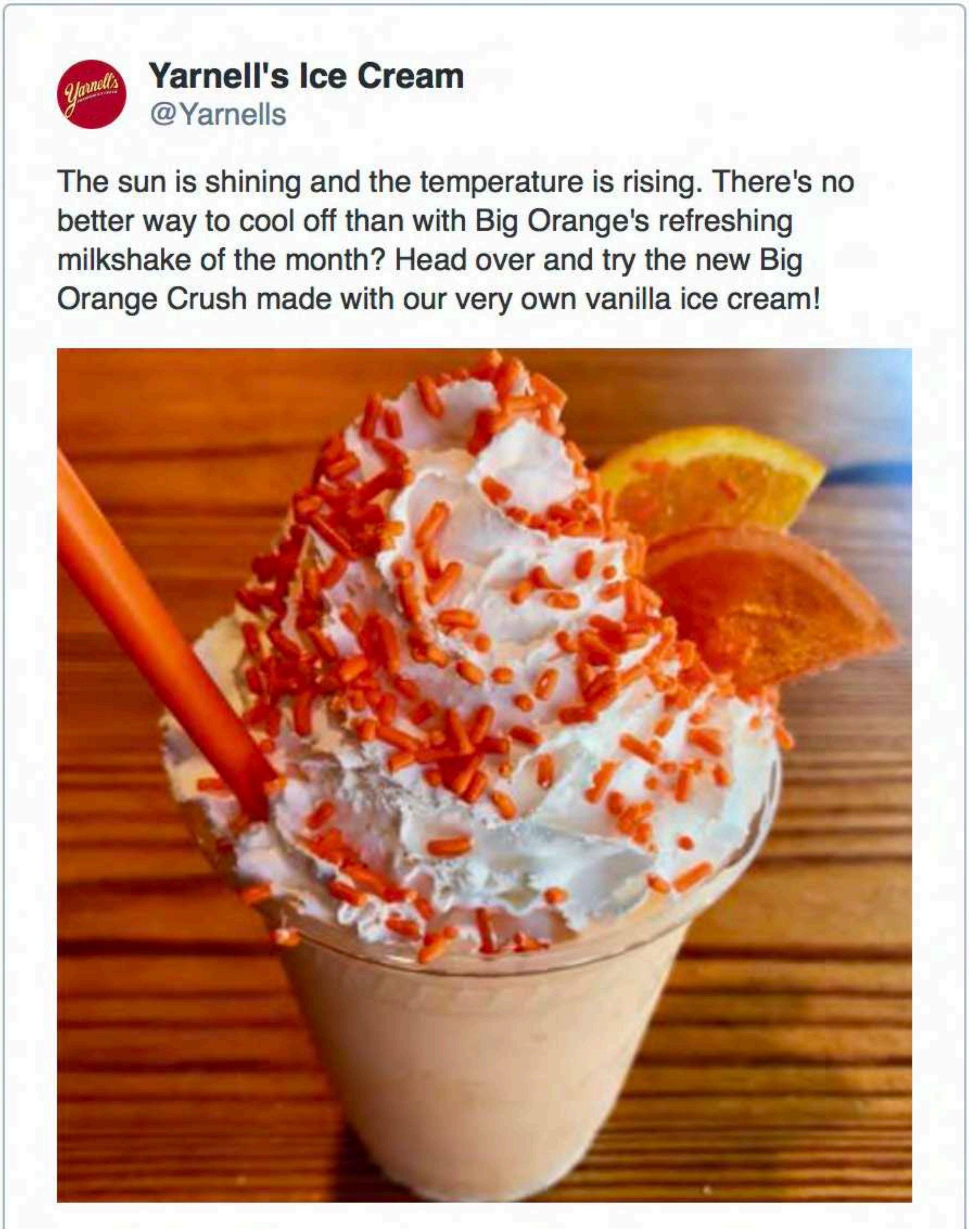
Gramlich says that, for a special treat during the ice cream social, the museum will be broadcasting music from the appropriate eras from its Radio and Television exhibit.

"A transmitter from the 1950s or 1960s was donated, and our volunteer retired engineers and broadcasters were able to fix it so that it can broadcast at a very low level, within the building," says Gramlich.

-- Lara Hightower

lhightower@nwadg.com

NAN What's Up on 09/01/2017



Yarnell's Ice Cream
@Yarnells

The sun is shining and the temperature is rising. There's no better way to cool off than with Big Orange's refreshing milkshake of the month? Head over and try the new Big Orange Crush made with our very own vanilla ice cream!

8th Annual Yarnell's Ice Cream Festival Coming To Bentonville Farmer's Market

POSTED 6:16 PM, JULY 15, 2019, BY 5NEWS WEB STAFF

BENTONVILLE, Ark. (KFSM) — Ice cream lovers are preparing for a day full of frozen treats as the Yarnell's Ice Cream Festival approaches.

The 8th Annual Yarnell's Ice Cream Festival is happening Saturday, July 20, beginning at 9 a.m. during the Bentonville Farmer's Market on the Downtown Bentonville Square.

One of the main attractions of the festival is FreezeFest – Arkansas' coolest ice cream eating contest. The first contest will begin at 9:30 a.m., with the others following at 10:30 a.m., 11:30 a.m. and 12:30 p.m. The person who can devour the most ice cream in five minutes in each contest will win a year's supply of ice cream from Yarnell. Two of the competitions are for kids 12 and under, and two are for adults. Registration to compete in FreezeFest will be held at the Yarnell's booth on the corner of Second and Main Street, in front of Spark Café. Slots are filled on a first-come, first-served basis.

Festivalgoers will also be able to enjoy free samples of ice cream, and have their picture taken with Scoop, the Yarnell's Ice Cream mascot. Free samples include Yarnell's Homemade Vanilla, Chocolate, Strawberry, and Sea Salt.

Face paintings will also be available at Yarnell's booth.

Easter Events Happening Where You Live

Woman Who Licked Tub Of Blue Bell Ice Cream In Viral Video Could Face 20 Years In Prison

Stolen Blue Bell Truck

27 Teams From Six States

Tickets Still Available For LPGA

Exhibit

46

OCTOBER 4, 2017

10 Best Places to Eat Yarnell's Ice Cream

BY APRIL FATULA

Arkansans love Yarnell's Ice Cream, and they love the Razorbacks. As the official ice cream of the Razorbacks, the partnership brings some of the most passionate fans in the country together with one of the state's most beloved brands.

Whether you are at Razorback Stadium or anywhere else in the state, Yarnell's has you covered.

Here are the Top 10 places in Arkansas to get your Down-Home Goodness fix:

At the game

Yarnell's Ice Cream's Razorback-themed flavors are available at Donald W. Reynolds Razorback Stadium. Last fall, Hog Heaven and RazorTracks joined the roster that includes Wooo Pig Chewy and Hog Wild for Cookie Dough. In addition to rotating classics such as Homemade Chocolate and Homemade Vanilla, the Razorback flavors may be purchased at concession stands throughout the stadium. During basketball and baseball season, it is available at Bud Walton Arena and Baum Stadium, respectively.

Purple Cow

Yarnell's has supplied the ice cream that produces the Purple Cow's famous hand-dipped milkshakes since its grand opening in 1989. At locations in Little Rock, North Little Rock, Hot Springs and Conway, fans can enjoy Purple Cow's classic purple vanilla, as well as mint chocolate chip and orange sherbet – flavors that are not available anywhere else.

State Parks

Arkansas State Parks put an emphasis on Arkansas-made products in the visitor centers, gift shops and lodges. In other words, while visitors may only explore one corner of the state, they can get a taste of what other parts of Arkansas have to offer – sometimes literally. Visitors to Skycrest Restaurant at Mount Magazine, Mather Lodge at Petit Jean and Queen's Restaurant at Queen Wilhelmina may enjoy Searcy's own Yarnell's ice cream for dessert.

Arkansas Alumni House

Yarnell's is part of the food, drinks and fun provided at Hog Wild Tailgate parties prior to home games. If you need some for the road, you can also purchase the ice cream in the Walmart campus store in Garland Center.

Big Orange

This burger and shake restaurant is a fan favorite in Central Arkansas, and Northwest Arkansas residents are in luck, as a Rogers location opens this fall. Big Orange uses Yarnell's in its monthly feature shakes, like Bananas Foster, Key Lime Pie, Barnhill Blackberry Cobbler and Almond Joy.

Your Independent Coffee Shop

From Jitterbug Coffeehouse in Heber Springs, to Community Bakery in Little Rock and Midnight Oil in Searcy, you can find your favorite ice cream at the same place you enjoy your espresso. These coffeehouses may be known for their lattes, but they also offer old-fashioned milkshakes featuring various flavors of Yarnell's.

Spark Café in Bentonville

The nostalgia of a brand like Yarnell's is conveyed well in ice cream parlors like Spark Café at the Walmart Museum in Bentonville. According to the Walmart Museum, Sam Walton had a strong love of ice cream. "Butter pecan, to be exact. Alice Walton remembers many happy memories of often going for ice cream with her dad, something special the two of them shared. The Spark Café Soda Fountain is a tribute to Sam's love of ice cream. The café proudly serves Yarnell's. Albert Yarnell, founder Ray Yarnell's son, remembers the days of delivering ice cream with his dad to Sam Walton's Ben Franklin store in Newport, Ark. Yarnell's was the very first ice cream Sam ever sold, so the tradition has been kept alive at The Spark Café."

Your local grocery store

Yarnell's Premium Ice Cream can be found in Walmart, Kroger and Harps stores, as well as many independent grocers throughout the state.

Postmasters Grill in Camden

This contemporary restaurant located in the Old Camden Post Office sources the best local foods and beverages as well as locally grown produce to feature on its menu wherever it can. One of its stars is the Razorback Bacon Chocolate Torte. It starts with a chocolate torte base, complete with Petit Jean bacon crumbles. A scoop of Yarnell's Wooo Pig Chewy comes next, topped with a candied Petit Jean bacon twist, and completed with an Arkansas-shaped Cocoa Krispie garnish.

Searcy, Home of Yarnell's Ice Cream

Yarnell's Premium Ice Cream Company of Searcy is steeped in tradition, tracing its roots back to 1932. Ray Yarnell survived the Depression and steadily grew the business by selling five-gallon metal cans of ice cream to local drug stores and ice cream parlors. Through a series of acquisitions, Yarnell's became the last Arkansas-based ice cream manufacturer. Now owned by Schulze & Burch Biscuit Company of Chicago, Yarnell's continues to rely on the same original formulas and recipes that have been enjoyed by generations of Arkansans. In Searcy, Yarnell's is proudly served at Midnight Oil Coffeehouse and Sno Island.

April Fatula

April Fatula is the media relations manager for Eric Rob & Isaac. She lives in Searcy with her husband and three children and dreams alternately of being a travel writer and drinking her coffee while it's still hot.

Exhibit

47

https://walmartmuseum.auth.cap-hosting.com/globalassets/documents/spark_cafe_menu.pdf

Proudly Serving

Ice Cream

Generous scoops in a dish or a cone

Flavors

Spark Cream Ice Cream (It's SO Walmartian)

Butter Pecan (Mr. Sam's Favorite)

Homemade Chocolate

Homemade Strawberry

Real Vanilla

Mint Chocolate Chip

Cookies & Cream

Guilt-Free Homemade Vanilla*

Prices

Cutie Cone or Cutie Cup: 50¢

Cake Cone, Sugar Cone or Cup
1 scoop: $0.99
2 scoops: $1.75
3 scoops: $2.50

Waffle Cone
1 scoop: $1.29
2 scoops: $2.05
3 scoops: $2.80

Ask about our featured flavor

Ice Cream Sundaes

Moonpie Palooza

Moonpie Palooza: $3.95

2 generous scoops of your choice of chocolate or vanilla ice cream nestled alongside a chocolate double decker MoonPie, topped with marshmallow cream, hot fudge, whipped cream and cherries.

Exhibit

48

Some like it Hot

Ask about our current drink specials

Hot Drinks

Hot Chocolate
Kid Size 8 oz: 99¢
Medium 12 oz: $2.00
Large 16 oz: $2.50

Drip Coffee
Medium 12 oz: $1.75
Large 16 oz: $1.95

Latte
Medium 12 oz: $2.50
Large 16 oz: $2.95

Chai Tea
Medium 12 oz: $2.95
Large 16 oz: $3.45

Hot Tea
Large 16 oz: $1.25
Green Tea, Earl Grey or English Breakfast

Counting Calories?

Ask for Guilt-Free Homemade Vanilla ice cream, skim milk and sugar-free syrup.

Flavor Shots: 50¢

- Carmel
- English Toffee
- French Vanilla
- Hazelnut
- Irish Cream
- Mocha
- Rasperry
- Vanilla
- White Mocha

Sugar-Free

- Carmel
- Chocolate
- French Vanilla
- Hazelnut
- Rasperry
- Vanilla

Who are you calling a "Jerk"?

Those folks smiling across the counter from you at the Spark Café are special. They're soda jerks, and they're proud of a tradition they continue here on the Bentonville Square.

The name soda jerk came from the "jerking" action the server would use to swing back and forth the soda fountain handle when adding the soda water. The soda fountain spigot itself typically was a sturdy, shiny fixture on the end of a metal pipe sticking out of the counter, just like the ones you see pictured here.

Soda jerks of the past – and here today at the Spark Café – wore outfits that included a distinctive hat or bandana. Above the menu board behind the counter is our special collection of soda jerk hats. The hats are all collectibles displayed here for the enjoyment of the very best people in the world – our customers.

The Walmart Museum

105 North Main Street, Bentonville, AR 72712

Hours of operation:
Monday-Thursday: 8am-9pm
Friday-Saturday: 8am-10pm
Sunday: 12pm-9pm

(479) 273-1329

The Café
Ice Cream Soda Fountain

Welcome to the Spark Café

Some like it Cold

Cold Drinks

Iced Coffee: $1.75
Iced Latte: $3.00
Iced Mocha: $3.50
Iced Chai: $3.45

Milk: 99¢
Whole, Skim, Chocolate, Almond or Soy

Look in the Fridge for cold bottled drinks

Bottled Drinks

Cheerwine	12 oz: $1.50
Coca-Cola	8 oz: $0.99
Mexican Coca-Cola	12 oz: $1.50
Dad's Root Beer	12 oz: $1.50
Dr. Pepper	8 oz: $0.99
Dasani Water	20 oz: $1.25

Fountain Drinks: 99¢

The Spark Café proudly features Coca-Cola products

- Coke
- Dr. Pepper
- Orange Fanta
- Diet Coke
- Barq's Root Beer
- Sprite

Y-1518

Proudly Serving

Ice Cream

Generous scoops in a dish or a cone

Flavors

- Spark Cream Ice Cream (It's SO Walmartian)
- Butter Pecan (Mr. Sam's Favorite)
- Homemade Chocolate
- Homemade Strawberry
- Real Vanilla
- Mint Chocolate Chip
- Cookies & Cream
- Guilt-Free Homemade Vanilla*

Prices

Cutie Cone or Cutie Cup: 50¢

Cake Cone, Sugar Cone or Cup
1 scoop: $0.99
2 scoops: $1.75
3 scoops: $2.50

Waffle Cone
1 scoop: $1.29
2 scoops: $2.05
3 scoops: $2.80

Ask about our featured flavor

Ice Cream Sundaes

Moonpie Palooza: $3.95

2 generous scoops of your choice of chocolate or vanilla ice cream nestled alongside a chocolate double decker MoonPie, topped with marshmallow cream, hot fudge, whipped cream and cherries.

Banana Split: $4.95

The classic, prepared just the way you like it. You pick 3 scoops of ice cream and 3 toppings. We add the whipped cream, nuts and cherries. You enjoy!

Supercenter Sundae: $19.95

16 scoops of your choice Yarnell's ice cream, topped with every topping on our menu, whipped cream and cherries.

Serves 8-10

Build your own Sundae

Single: $2.95

1 scoop, 1 topping, whipped cream, a cherry and nuts.

Double: $3.95

2 scoops, 2 toppings, whipped cream, a cherry and nuts.

Toppings

Add a Topping for 50¢

- Bananas
- Blueberry
- Butterscotch
- Caramel
- Chocolate Syrup
- Chopped Peanuts
- Hot Fudge
- M&M's
- Marshmallow Fluff
- Peaches
- Peanut Butter
- Pineapple Sauce
- Sprinkles
- Strawberry Sauce
- Whipped Cream and Cherry

* No sugar added, skim milk, 90 calories per serving, 3g of fat per serving, 17 carbs per serving, serving size is 1/2 cup.

From the Blender

Sam's Club Banana Pudding Shake: $2.99

Vanilla ice cream mixed with ice-cold whole milk, fresh banana, and crushed Nilla® vanilla wafers.

Milkshakes: $2.99

Your choice of ice cream mixed with ice-cold whole milk and syrup or any topping.

Malteds: $2.99

A richer kind of milkshake hand crafted with malted milk powder.

Fizzy, Frosty and Flavorful

Flavored Soda: $1.29

Regular or diet soda hand mixed with Cherry, Vanilla, Lemon or Chocolate syrup.

Ice Cream Floats: $1.75

A scoop of your favorite Yarnell's ice cream floated right on top of your favorite soda.

Ice Cream Soda: $1.75

Your choice of Yarnell's ice cream first, followed by your favorite soda.

New York Egg Cream: $1.49

Born in the Bronx (or was it Brooklyn?), the egg cream has no egg and no cream. It's a delight made with milk, seltzer and chocolate or vanilla syrup. Refreshing!

Fizzy: 99¢

Add effervescent flavor to water with fruity Fizzy tablets.

Y-1519

Exhibit

49

-ICE CREAM SUNDAES-

Banana Split $4.95

3 Scoops 3 toppings whipped cream, Nuts & Cherry

Guilt-Free - $3.95

1 scoop [illegible] Vanilla Ice cream, Sugar free chocolate or Caramel Topping, Sugar free whipped cream & cherry

MoonPie-Palooza $3.95

2 scoops Vanilla Ice cream Double Decker Moonpie

The "Supercenter" Sundae $19.99

Serves 8-10 people

-BUILD YOUR OWN SUNDAE-

$2.95 Single - 1 scoop 1 topping whipped cream, cherry, Nuts

$3.95 Double - 2 scoops 2 toppings whipped cream cherry Nuts

Toppings

• Hot Fudge • Chocolate Syrup • Caramel •

[illegible] • Strawberry Sauce • Pineapple Sauce •

[illegible] • Marshmallow • Chopped Nuts •

-SOME LIKE IT HOT-

Hot Chocolate:

Kid size and [illegible] perature $.9

Grownup Size

12 oz - $2.00

16 oz - $2.50

Drip Coffee:

12 oz - $1.75

16 oz - $1.95

Latte:

12 oz - $2.50

16 oz - $2.9

Chai Tea:

12 oz - $2.95

16 oz - $3.45

H Tea:

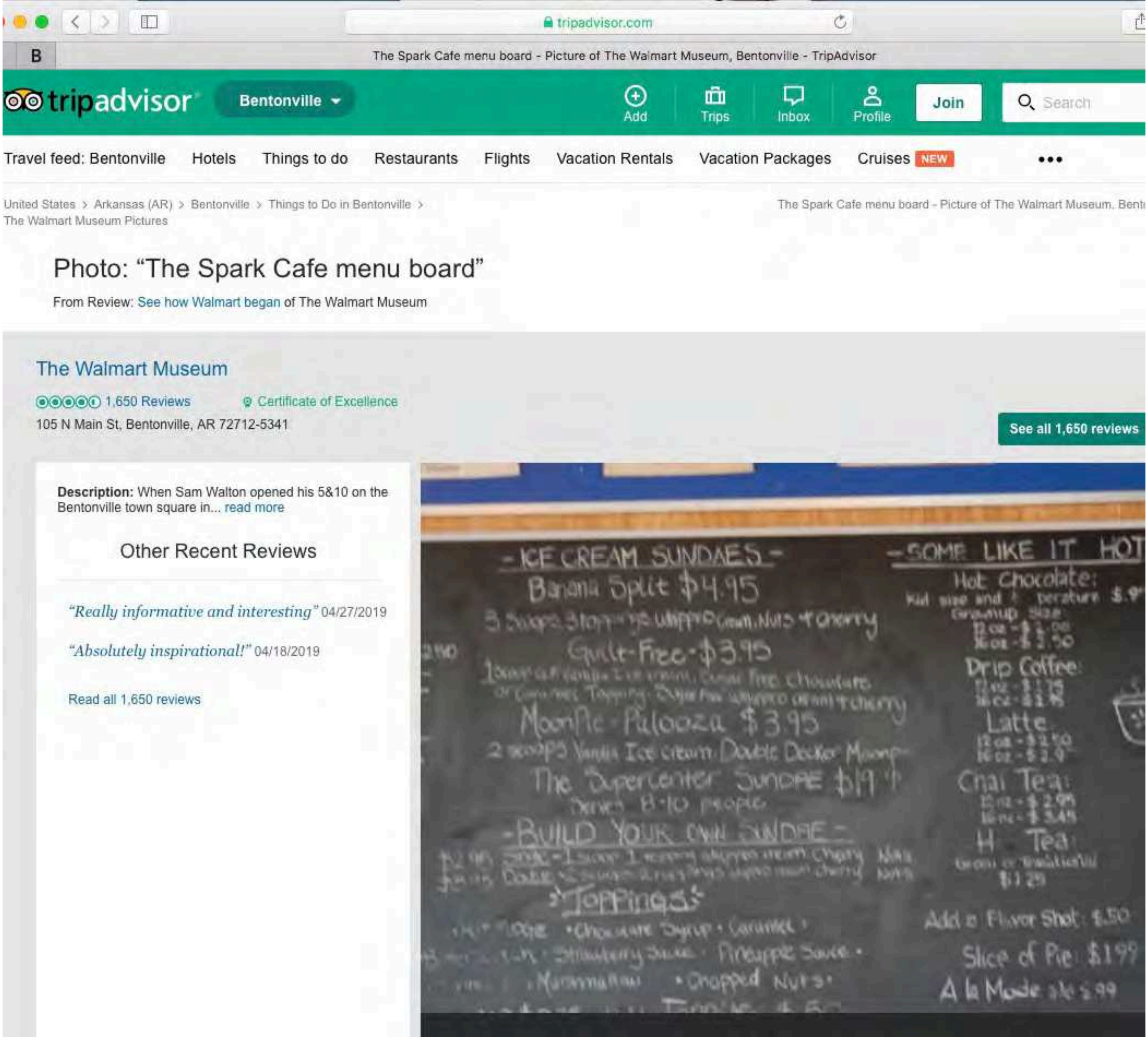
Green or Traditional

$1.25

Add a Flavor Shot: $.50

Slice of Pie: $1.99

A la Mode add $.99



The Spark Cafe menu board - Picture of The Walmart Museum, Bentonville - TripAdvisor

tripadvisor

Travel feed: Bentonville | Hotels | Things to do | Restaurants | Flights | Vacation Rentals | Vacation Packages | Cruises

United States > Arkansas (AR) > Bentonville > Things to Do in Bentonville >
The Walmart Museum Pictures

The Spark Cafe menu board - Picture of The Walmart Museum, Bent

Photo: “The Spark Cafe menu board”

From Review: See how Walmart began of The Walmart Museum

The Walmart Museum

1,650 Reviews   Certificate of Excellence

105 N Main St, Bentonville, AR 72712-5341

Description: When Sam Walton opened his 5&10 on the Bentonville town square in... read more

Other Recent Reviews

“Really informative and interesting” 04/27/2019

“Absolutely inspirational!” 04/18/2019

Read all 1,650 reviews

Exhibit

50

THE WALMART MUSEUM (/VISIT/MUSEUM) WALTON'S 5&10 (/VISIT/5-10)

THE SPARK CAFÉ

Take a seat & grab a spoon.

Open Now

Noon–9pm, Free Admission

The Walmart Museum features Walton's 5&10, a world-class exhibit gallery and The Spark Café Soda Fountain.

Hours of Operation

Monday–Thursday	8am–9pm
Friday & Saturday	8am–10pm
Sunday	Noon–9pm

Tour Info

The Walmart Museum is self-guided, but please call us if your group would like to enjoy a guided tour. Please contact us at 479-277-6851 (tel:479-277-6851) or museumtours@walmart.com (mailto:museumtours@walmart.com) for information on booking and scheduling.

✉ **Stay up-to-date with our email newsletter.**

SIGN UP (HTTPS://VISITOR.R20.CONSTANTCONTACT.COM/MANAGE/OPTIN?V=001N_KEN5E__PXE6TT68GW0OMJAQKR7E1UW9PWWBIA5BO8BFSPDYJ7EUEQKRMCWUU--SRTKUAULXVE-VN

About the Spark Café

Sam Walton loved many things: his family, his country, his business, flying, and people. But right up there is also his love of ice cream. Butter pecan, to be exact. Alice Walton remembers many happy memories of often going for ice cream with her dad, something special the two of them shared.

Becky Elliot, Sam's secretary in his later days, recalls Sam calling her up to ask if she'd bring him his beloved sweet-and-creamy butter pecan when he was not feeling his best. Helen, Sam's wife, was not thrilled with the idea and would remind Sam that it wasn't good for him. But it made him feel good and likely brought back many fond memories. Helen, of course, understood.

The Spark Café Soda Fountain is a tribute to Sam's love of ice cream. The café proudly serves Yarnell's, a family brand made in Searcy, Arkansas, not far from the Walmart Distribution Center. Albert Yarnell, founder Ray Yarnell's son, remembers the days of delivering ice cream with his dad to Sam Walton's Ben Franklin store in Newport, Arkansas. Yarnell's was the very first ice cream Sam ever sold, so the tradition has been kept alive at The Spark Café.

When you visit, you'll notice a flavor in the scooping bin that looks VERY Walmart: Spark Cream. Custom-made for customers of the Spark Café, it's a rich, flavorful ice cream in Walmart colors of blue and yellow. Ask for a taste of Spark Cream or any of the nine other flavors! The friendly staff will be glad to serve you as they do every day – with a smile.

Click here to view the Spark Café's Menu (/static/docs/Spark_Cafe_Menu.pdf)

SIGN UP FOR OUR
EMAIL NEWSLETTER
(HTTP://VISITOR.R20.CONSTANTCONTACT.COM/MANAGE/OPTIN?
V=001N_KEN5E__PXE6TT68GW0OMJAQKR7E1UW9PWWBIA5BO8BFSPDYJ7EUEQKRMCWUU-
-SRTKUAULXVE-
VN8IPOLDNRGWCRWW0NSD4LDN8ZGVLJS%3D)
FOLLOW THE MUSUEM
(HTTPS://WWW.FACEBOOK.COM/WALMARTMUSEUM)
(HTTPS://WWW.INSTAGRAM.COM/WALMARTMUSEUM)

> “ If we work together … we'll lower the cost of living for everyone. We'll give the world an opportunity to see what it's like to save and have a better life. ”
>
> *Sam Walton*

(/)

The Walmart Museum
105 N. Main Street,
Bentonville, AR 72712
479-273-1329 (tel:479-273-1329)
WmtMuseum@Walmart.com
(mailto:wmtmuseum@walmart.com)

PRIVACY POLICY (HTTP://CORPORATE.WALMART.COM/PRIVACY-SECURITY/WALMART-PRIVACY-POLICY) TERMS OF USE (/TERMS_OF_USE.ASPX)

Exhibit

51

WIKIPEDIA

Guilt (emotion)

Soul in Bondage by Elihu Vedder, painted between 1891 and 1892

Guilt is a cognitive or an emotional experience that occurs when a person believes or realizes—accurately or not—that they have compromised their own standards of conduct or have violated a universal moral standard and bear significant responsibility for that violation.[1] Guilt is closely related to the concept of remorse.

Contents

Psychology

Guilt is an important factor in perpetuating obsessive–compulsive disorder symptoms.[2] Guilt and its associated causes, merits, and demerits are common themes in psychology and psychiatry. Both in specialized and in ordinary language, guilt is an affective state in which one experiences conflict at having done something that one believes one should not have done (or conversely, having not done something one believes one should have done). It gives rise to a feeling which does not go away easily, driven by 'conscience'. Sigmund Freud described this as the result of a struggle between the ego and the superego – parental imprinting. Freud rejected the role of God as punisher in times of illness or rewarder in time of wellness. While removing one source of guilt from patients, he described another. This was the unconscious force within the individual that contributed to illness, Freud in fact coming to consider "the obstacle of an unconscious sense of guilt...as the most powerful of all obstacles to recovery."[3] For his later explicator, Lacan, guilt was the inevitable companion of the signifying subject who acknowledged normality in the form of the Symbolic order.[4]

Alice Miller claims that "many people suffer all their lives from this oppressive feeling of guilt, the sense of not having lived up to their parents' expectations....no argument can overcome these guilt feelings, for they have their beginnings in life's earliest period, and from that they derive their intensity."[5] This may be linked to what Les Parrott has called "the disease of false guilt....At the root of false guilt is the idea that what you *feel* must be true."[6] If you *feel* guilty, you must *be* guilty!

The philosopher Martin Buber underlined the difference between the Freudian notion of guilt, based on internal conflicts, and *existential guilt*, based on actual harm done to others.[7]

Guilt is often associated with anxiety. In mania, according to Otto Fenichel, the patient succeeds in applying to guilt "the defense mechanism of denial by overcompensation...re-enacts being a person without guilt feelings."[8]

In psychological research, guilt can be measured by using questionnaires, such as the Differential Emotions Scale (Izard's DES), or the Dutch Guilt Measurement Instrument.[9]

Defenses

Defenses against feeling guilt can become an overriding aspect of one's personality.[10] The methods that can be used to avoid guilt are multiple. They include:

1. Repression, usually used by the superego and ego against instinctive impulses, but on occasion employed against the superego/conscience itself.[11] If the defence fails, then (in a return of the repressed) one may begin to feel guilty years later for actions lightly committed at the time.[12]
2. Projection is another defensive tool with wide applications. It may take the form of blaming the victim: The victim of someone else's accident or bad luck may be offered criticism, the theory being that the victim may be at fault for having attracted the other person's hostility.[13] Alternatively, not the guilt, but the condemning agency itself, may be projected onto other people, in the hope that they will look upon one's deeds more favorably than one's own conscience (a process that verges on ideas of reference).[14]
3. Sharing a feeling of guilt, and thereby being less alone with it, is a motive force in both art and joke-telling; while it is also possible to "borrow" a sense of guilt from someone who is seen as in the wrong, and thereby assuage one's own.[15]
4. Self-harm may be used as an alternative to compensating the object of one's transgression – perhaps in the form of not allowing oneself to enjoy opportunities open to one, or benefits due, as a result of uncompensated guilt feelings.[16]

Behavioral responses

Feelings of guilt can prompt subsequent virtuous behavior. People who feel guilty may be more likely to exercise restraint,[17] avoid self-indulgence,[18] and exhibit less prejudice.[19] Guilt appears to prompt reparatory behaviors to alleviate the negative emotions that it engenders. People appear to engage in targeted and specific reparatory behaviors toward the persons they wronged or offended.[20]

Lack of guilt in psychopaths

Individuals high in psychopathy lack any true sense of guilt or remorse for harm they may have caused others. Instead, they rationalize their behavior, blame someone else, or deny it outright.[21] A person with psychopathy has a tendency to be harmful to his or herself and to others. They have little ability to plan ahead for the future. An individual with psychopathy will never find themselves at fault because they will do whatever it takes to benefit themselves without reservation. A person that does not feel guilt or remorse would have no reason to find themselves at fault for something that they did with the intention of hurting another person. To a person high in psychopathy, their actions can always be rationalized to be the fault of another person.[22] This is seen by psychologists as part of a lack of moral reasoning (in comparison with the majority of humans), an inability to evaluate situations in a moral framework, and an inability to develop emotional bonds with other people due to a lack of empathy.

Causes

Evolutionary theories

Some evolutionary psychologists theorize that guilt and shame helped maintain beneficial relationships, such as reciprocal altruism.[23] If a person feels guilty when he harms another, or even fails to reciprocate kindness, he is more likely not to harm others or become too selfish. In this way, he reduces the chances of retaliation by members of his tribe, and thereby increases his survival prospects, and those of the tribe or group. As with any other emotion, guilt can be manipulated to control or influence others. As highly social animals living in large, relatively stable groups, humans need ways to deal with conflicts and events in which they inadvertently or purposefully harm others. If someone causes harm to another, and then feels guilt and demonstrates regret and sorrow, the person harmed is likely to forgive. Thus, guilt makes it possible to forgive, and helps hold the social group together.

Social psychology theories

When we see another person suffering, it can also cause us pain. This constitutes our powerful system of empathy, which leads to our thinking that we should do something to relieve the suffering of others. If we cannot help another, or fail in our efforts, we experience feelings of guilt. From the perspective of group selection, groups that are made up of a high percentage of co-operators outdo groups with a low percentage of co-operators in between-group competition. People who are more prone to high levels of empathy-based guilt may be likely to suffer from anxiety and depression; however, they are also more likely to cooperate and behave altruistically. This suggests that guilt-proneness may not always be beneficial at the level of the individual, or within-group competition, but highly beneficial in between-group competition.

Other theories

Another common notion is that guilt is assigned by social processes, such as a jury trial (i. e., that it is a strictly legal concept). Thus, the ruling of a jury that O. J. Simpson or Julius Rosenberg was "guilty" or "not innocent" is taken as an actual judgment by the whole society that they must act as if they were so. By corollary, the ruling that such a person is "not guilty" may not be so taken, due to the asymmetry in the assumption that one is assumed innocent until proven guilty, and prefers to take the risk of freeing a guilty party over convicting innocents. Still others—often, but not always, theists of one type or another—believe that the origin of guilt comes from violating universal principles of right and wrong. In most instances, people who believe this also acknowledge that even though there is proper guilt from doing 'wrong' instead of doing 'right', people endure all sorts of guilty feelings which do not stem from violating universal moral principles.

Collective guilt

Collective guilt (or group guilt) is the unpleasant and often emotional reaction that results among a group of individuals when it is perceived that the group illegitimately harmed members of another group. It is often the result of "sharing a social identity with others whose actions represent a threat to the positivity of that identity." For an individual to experience collective guilt, he must identify himself as a part of the in-group. "This produces a perceptual shift from thinking of oneself in terms of 'I' and 'me' to 'us' or 'we'."[24]

Self-guilt

Feeling guilt for one's own actions. This doesn't mean that you feel guilty for your own actions all the time, you can feel self-guilt even if someone else did something. Self-guilt can often lead to depression (mood) and worst-case scenarios.

Self-guilt in relationships

While dealing with self-guilt, there's even more stuff you need to deal with. Self-guilt can mentally eat up a person while they're in a relationship, making them feel guilt on one's ownself. This can occur due to many things, one of them in insecurities. Feeling insecure can lead to self-guilt, feeling like it's one's own fault for feeling that way. This can often feel stressful, causing mental-break downs, problems in the relationship, and depression.[25]

Self-guilt & self-harm

Self-guilt is a feeling many people who self-harm get. Self-guilt is almost like mentally self-harming to one's ownself, except it's in the mind. People who self-harm often feel it's their fault for doing it, which makes them feel ashamed. Harming yourself is often felt like it's your own fault, giving the feeling of *self-guilt*.[26]

Self-guilt & depression

Depression is often related to self-guilt. Constant feeling of self-guilt can lead to depression, since an individual is constantly putting themselves down. Self-guilt sparks insecurity, indecision, and poor decisions.[27]

Cultural views

Traditional Japanese society, Korean society and Chinese culture[28] are sometimes said to be "shame-based" rather than "guilt-based", in that the social consequences of "getting caught" are seen as more important than the individual feelings or experiences of the agent (see the work of Ruth Benedict). The same has been said of Ancient Greek society, a culture where, in Bruno Snell's words, if "honour is destroyed the moral existence of the loser collapses."[29]

This may lead to more of a focus on etiquette than on ethics as understood in Western civilization, leading some in Western civilizations to question why the word *ethos* was adapted from Ancient Greek with such vast differences in cultural norms. Christianity and Islam inherit most notions of guilt from Judaism, Persian, and Roman ideas, mostly as interpreted through Augustine, who adapted Plato's ideas to Christianity. The Latin word for guilt is *culpa*, a word sometimes seen in law literature, for instance in *mea culpa* meaning "my fault (guilt)".

Etymology

Guilt, from O.E. *gylt* "crime, sin, fault, fine, debt", derived from O.E. *gieldan* "to pay for, debt". The mistaken use for "sense of guilt" is first recorded in 1690. "Guilt by association" is first recorded in 1941. "Guilty" is from O.E. *gyltig*, from *gylt*.

In literature

Guilt is a main theme in John Steinbeck's *East of Eden*, Fyodor Dostoyevsky's *Crime and Punishment*, Tennessee Williams' *A Streetcar Named Desire*, William Shakespeare's play *Macbeth*, Edgar Allan Poe's "The Tell-Tale Heart" and "The Black Cat", and many other works of literature. In Sartre's *The Flies*, the Furies (in the form of flies) represent the morbid, strangling forces of neurotic guilt which bind us to authoritarian and totalitarian power.[30]

Guilt is a major theme in many works by Nathaniel Hawthorne, and is an almost universal concern of novelists who explore inner life and secrets.

In the Christian Bible

Guilt in the Christian Bible is not merely an emotional state but is a legal state of deserving punishment. The Hebrew Bible does not have a unique word for guilt, but uses a single word to signify: "sin, the guilt of it, the punishment due unto it, and a sacrifice for it."[31] The Greek New Testament uses a word for guilt that means "standing exposed to judgment for sin" (e. g., Romans 3:19). In what Christians call the "Old Testament", Christians believe the Bible teaches that, through sacrifice, one's sins can be forgiven (Judaism categorically rejects this idea, holding that forgiveness of sin is exclusively through repentance, and the role of sacrifices was for atonement of sins committed by accident or ignorance [2] (http://www.shamash.org/lists/scj-faq/HTML/faq/11-08-02.html)). The New Testament says that this forgiveness is given as written in 1 Corinthians 15:3–4: "3 For what I received I passed on to you as of first importance: that Christ died for our sins according to the Scriptures, for that he was buried, that he was raised on the third day according to the Scriptures." Some believe that the Old and New Testaments have differing opinions on the expiation of guilt because the Old

Testaments were subject to the Age of Law and the New Testaments replace the Age of Law with the now current Age of Grace. However, both in the Old Testament and the New Testament salvation was granted based on God's grace and forgiveness (Gen 6:8; 19:19; Exo 33:12–17; 34:6–7). Animal sacrifices were only a symbol of the future sacrifice of Jesus Christ (Heb 10:1–4; 9–12). The whole world is guilty before God for abandoning him and his ways (Rom 3:19). In Jesus Christ, God took upon himself the sins of the world and died on the cross to pay our debt (Rom 6:23). Those who repent and accept the sacrifice of Jesus Christ for their sins, will be redeemed by God and thus not guilty before him. They will be granted eternal life which will take effect when Jesus comes the second time (1 Thess 4:13–18). In contrast to surrounding nations which addressed their guilt with human sacrifice, the Israeli authors of the Bible called that an abomination (1 Kings 11:7, Jer 32:35). The Bible agrees with pagan cultures that guilt creates a cost that someone must pay (Heb 9:22). (This assumption was expressed in the previous section, "Defences": "Guilty people punish themselves if they have no opportunity to compensate the transgression that caused them to feel guilty. It was found that self-punishment did not occur if people had an opportunity to compensate the victim of their transgression.") But unlike pagan deities who demanded it be paid by humans, God, according to the Bible, loved us enough to pay it Himself, as a good father would, while calling us His "children" and calling Himself our "father" (Mat 5:45).

See also

- Emotional blackmail
- Criminals from a sense of guilt
- Guilt by association
  - Collective guilt
    - German collective guilt
  - Survivor guilt
  - White guilt
- Guilt culture
  - Catholic guilt
    - Mea culpa
  - Jewish guilt
- Guilty pleasure
- Guilt trip
- Measures of guilt and shame
- Mens rea
- Postponement of guilt
- Self-blame
- Self-guilt
- Shame culture
- Georges Bataille
- Nietzsche
- Guiltive

Further reading

- Adam Phillips, 'Guilt', in *On Flirtation* (1994) pp. 138–147

- Nina Coltart, 'Sin and the Super-ego', in *Slouching Towards Bethlehem* (1992)

References

1. Compare: "Archived copy" (http://www.enotes.com/gale-psychology-encyclopedia/guilt). Archived (https://web.archive.org/web/20080502063427/http://www.enotes.com/gale-psychology-encyclopedia/guilt) from the original on 2 May 2008. Retrieved 1 January 2008. "In psychology, what is "guilt," and what are the stages of guilt development?". eNotes.com. 2006. 31 December 2007: 'Let's begin with a working definition of guilt. Guilt is "an emotional state produced by thoughts that we have not lived up to our ideal self and could have done otherwise."' Retrieved 2017-12-03.
2. Leslie J. Shapiro, LICSW. "Pathological guilt: A persistent yet overlooked treatment factor in obsessive-compulsive disorder —" (https://web.archive.org/web/20121201040951/https://www.aacp.com/Abstract.asp?AID=9322&issue=February%202011&page=C&UID=). Aacp.com. Archived from the original (https://www.aacp.com/Abstract.asp?AID=9322&issue=February%202011&page=C&UID=) on 1 December 2012. Retrieved 27 November 2012.
3. Sigmund Freud, *On Metapsychology* (PFL 11) pp. 390–1
4. Catherine Belsey, *Shakespeare in Theory and Practice* (2008) p. 25
5. Alice Miller, *The Drama of Being a Child* (1995) pp. 99–100
6. Parrott, pp. 158–9
7. Buber, M. (May 1957). "Guilt and guilt feelings". *Psychiatry*. **20** (2): 114–29. PMID 13441838 (https://www.ncbi.nlm.nih.gov/pubmed/13441838).
8. Otto Fenichel, *The Psychoanalytic Theory of Neurosis* (London 1946) pp. 409–10
9. Van Laarhoven, H; et al. (November – December 2012). "Comparison of attitudes of guilt and forgiveness in cancer patients without evidence of disease and advanced cancer patients in a palliative care setting". *Cancer Nursing*. **35** (6): 483–492.
10. Otto Fenichel *The Psychoanalytic Theory of Neurosis* (1946) p. 496
11. Sigmund Freud, *On Metapsychology* (PFL 11)p. 393
12. Eric Berne, *A Layman's Guide to Psychiatry and Psychoanalysis* (Penguin 1976) p. 191
13. *The Pursuit of Health*, June Bingham & Norman Tamarkin, M.D., Walker Press
14. Otto Fenichel, *The Psychoanalytic Theory of Neurosis* (1946) p. 165 and p. 293
15. Otto Fenichel, *The Psychoanalytic Theory of Neurosis* (1946) p. 165-6 and p. 496
16. Nelissen, R. M. A.; Zeelenberg, M. (2009). "When guilt evokes self-punishment: Evidence for the existence of a dobby effect". *Emotion*. **9** (1): 118–122. doi:10.1037/a0014540 (https://doi.org/10.1037%2Fa0014540).
17. "Guilty pleasures and grim necessities: Affective attitudes in dilemmas of self-control" (http://psycnet.apa.org/journals/psp/80/2/206/). *APA PsycNET*. Retrieved 13 October 2015.
18. "The effects of nonconsciously priming emotion concepts on behavior" (http://psycnet.apa.org/journals/psp/93/6/927/). *APA PsycNET*. Retrieved 13 October 2015.
19. Amodio, David M.; Devine, Patricia G.; Harmon-Jones, Eddie (1 June 2007). "A Dynamic Model of Guilt Implications for Motivation and Self-Regulation in the Context of Prejudice" (http://pss.sagepub.com/content/18/6/524). *Psychological Science*. **18** (6): 524–530. doi:10.1111/j.1467-9280.2007.01933.x (https://doi.org/10.1111%2Fj.1467-9280.2007.01933.x). ISSN 0956-7976 (https://www.worldcat.org/issn/0956-7976). PMID 17576266 (https://www.ncbi.nlm.nih.gov/pubmed/17576266). Archived (https://web.archive.org/web/20161205085614/http://pss.sagepub.com/content/18/6/524) from the original on 5 December 2016.
20. Cryder, Cynthia E.; Springer, Stephen; Morewedge, Carey K. (1 May 2012). "Guilty Feelings, Targeted Actions" (http:/

/psp.sagepub.com/content/38/5/607). *Personality and Social Psychology Bulletin*. **38** (5): 607–618. doi:10.1177/0146167211435796 (https://doi.org/10.1177%2F0146167211435796). ISSN 0146-1672 (https://www.worldcat.org/issn/0146-1672). PMC 4886498 (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4886498). PMID 22337764 (https://www.ncbi.nlm.nih.gov/pubmed/22337764).

21. Birket-Smith, Morten; Millon, Theodore; Simonsen, Erik; Davis, Roger E. (2002). "11. Psychopathy and the Five-Factor Model of Personality, Widiger and Lynam". *Psychopathy: Antisocial, Criminal, and Violent Behavior*. New York: The Guilford Press. pp. 173–7. ISBN 1-57230-864-8.
22. Neumann, Craig S.; Kosson, David S.; Forth, Adelle E.; Hare, Robert D. (2013). "Factor structure of the Hare Psychopathy Checklist: Youth Version (PCL:YV) in adolescent females". *Psychological Assessment*. **18**: 142–154. doi:10.1037/1040-3590.18.2.142 (https://doi.org/10.1037%2F1040-3590.18.2.142).
23. Pallanti, S., Quercioli, L. (August 2000). "Shame and psychopathology". *CNS Spectr*. **5** (8): 28–43. PMID 18192938 (https://www.ncbi.nlm.nih.gov/pubmed/18192938).
24. Branscombe, Nyla, R.; Bertjan Doosje (2004). *Collective Guilt: International Perspectives*. Cambridge University Press. ISBN 0-521-52083-5.
25. [1] (https://tinybuddha.com/topic/self-guilt-might-ruin-my-relationship-need-to-make-a-solid-change/)
26. McDonald, Glenda; O'Brien, Louise; Jackson, Debra (2007). "Guilt and shame: Experiences of parents of self-harming adolescents". *Journal of Child Health Care*. **11** (4): 298–310. doi:10.1177/1367493507082759 (https://doi.org/10.1177%2F1367493507082759). PMID 18039732 (https://www.ncbi.nlm.nih.gov/pubmed/18039732).
27. "Overcoming Guilt in Depression" (https://psychcentral.com/blog/overcoming-guilt-in-depression/). 31 March 2013.
28. Bill Brugger, *China, Liberation and Transformation* (1981) pp. 18–19
29. Quoted in M. I. Finley, *The World of Odysseus* (1967) p. 136
30. Robert Fagles trans., *The Oresteia* (Penguin 1981) p. 92
31. Owen, J. (1850). "Chapter 8". *The Doctrine of Justification by Faith*. London: Johnstone and Hunter. p. 197.

External links

- Tangney, J. P., Miller, R. S., Flicker, L., Barlow, D. H. (June 1996). "Are shame, guilt, and embarrassment distinct emotions?" (http://content.apa.org/journals/psp/70/6/1256). *J Pers Soc Psychol*. **70** (6): 1256–69. doi:10.1037/0022-3514.70.6.1256 (https://doi.org/10.1037%2F0022-3514.70.6.1256). PMID 8667166 (https://www.ncbi.nlm.nih.gov/pubmed/8667166).
- Guilt, unconscious sense of (http://www.enotes.com/psychoanalysis-encyclopedia/guilt-unconscious-sense)
- Michael Eigen, 'Guilt in an Age of Psychopathy' (http://www.psychoanalysis-and-therapy.com/human_nature/eigen/part1.html)
- Guilt (https://www.bbc.co.uk/programmes/b0084kd8), BBC Radio 4 discussion with Stephen Mulhall, Miranda Fricker & Oliver Davies (*In Our Time*, Nov. 1, 2007)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Guilt_(emotion)&oldid=894218742"

This page was last edited on 26 April 2019, at 12:00 (UTC).

Exhibit

52

Jump to discuss
comments below

x

are what

Below: Discuss Related

Choosing whole foods can ward off a variety of ailments

By
David Katz, M.D.
Prevention
updated 7/25/2010 1:02:23 PM ET

We are what we eat. We've all heard it, but most of us probably don't quite believe it. After all, you've had french fries and didn't sprout french fry antennae. So we're not really what we eat ... are we?

We are. It's every bit as true as it is hard to see. Just as our homes are made from lumber without looking like trees, our bodies are made from the nutrients we extract from foods without resembling those foods. The nutritional content of what we eat determines the composition of our cell membranes, bone marrow, blood, and hormones. Consider that the average adult loses roughly 300 billion cells to old age every day and must replace them. Our bodies are literally manufactured out of the food we consume.

That's why what we put in them is of utmost importance — and why "clean food" is an urgent priority and "junk" food is neither cute nor innocuous. In short, our bodies are only as clean as the food we feed them.

What difference does that make? Nothing less than this: Our forks — and our feet — are the master levers of medical destiny. Let me explain.

Before 1993, a list of the leading causes of death in the United States included heart disease, cancer, and stroke. But in that year, J. Michael McGinnis, MD, and William Foege, MD, changed this paradigm when they published "Actual Causes of Death in the United States" in the Journal of the American Medical Association, which looked at the causes of these diseases.

They concluded that fully half the annual deaths — roughly a million — were premature and could've been postponed by modifying behaviors, including smoking, diet and exercise, alcohol consumption, use of firearms, sexual behavior, motor vehicle crashes, and illicit drug use. Smoking and poor eating and exercise habits alone accounted for 700,000 premature deaths in 1990.

Prevention

Prevention

20 Celebrity Icons of Breast Ca
Hide Dark Circles Around You
6 Surprising Moves for a Flatte
Best Natural–Looking Makeup
Breast Cancer Beauty Buys Un

In 2004, a group of scientists at the CDC revisited this issue in JAMA and came to the same conclusion. This time, however, the toll from eating badly had gone up, due to obesity and diabetes.

Then, last summer, CDC scientists published a paper in the Archives of Internal Medicine analyzing records of more than 23,000 German adults enrolled in the European Prospective Investigation into Cancer and Nutrition study (EPIC) and investigated four behaviors: Are you eating well? Are you a healthy weight? Are you physically active? Do you smoke?

Those with four good answers (eating well, body mass index below 30, active, not smoking), compared with those with four bad answers (not eating well, BMI above 30, not active, and smoking), were 80 percent less likely to have any major chronic disease. (Imagine if a pill could reduce our risk of dying prematurely from any cause by 80 percent!)

You have doubtless heard of nature (genes) versus nurture (environment) — but this shows that lifestyle is so powerful, we can use it to nurture nature, or influence our genes. Various studies have shown this, but Dean Ornish, MD, and his colleagues have produced the most compelling results. Assigning men with prostate cancer to a "clean living" intervention that included a wholesome, plant-based diet; regular physical activity; and stress management, they demonstrated a marked reduction in the activity of genes that can promote prostate cancer growth and a significant increase in the genes that are able to control it.

That's the power and promise in clean eating, so it helps to know what it means. Is it organic? Not necessarily. Food can be organic without being nutritious — think organic gummy bears — or nutritious without being organic, such as conventionally grown broccoli. Organic is a good thing, but it's not a summary measure of "clean."

Clean foods are minimally processed and as direct from nature as possible. They're whole and free of additives, colorings, flavorings, sweeteners, and hormones. I particularly like foods with one-word ingredients, such as spinach, blueberries, almonds, salmon, and lentils. The longer the ingredient list, the more room there is for manufacturing mischief — additions of chemicals, sugar, salt, harmful oils, and unneeded calories — and the more likely it is that you should step away from the package so no one gets hurt!

Don't miss these Health stories

More women opting for preventive mastectomy - but should they be?

Rates of women who are opting

There's also strong evidence that, as a rule, the closer to nature you eat, the fewer calories it will take for you to feel satisfied. The reason? Processed foods often have low amounts of fiber and water; a high ratio of calories to nutrients; and a mix of tastes from added sugar, salt, and flavoring that overly stimulates the appetite center in the hypothalamus. Clean foods are the opposite: lots of fiber and fluid, a high ratio of nutrients to calories, and free of added flavors — all of which send signals of satiety to your brain before you consume too many calories. As an example, think of how many raw almonds you eat before stopping, then compare that to honey roasted almonds — that sugary coating spurs you to eat more. By eating clean, you can control your weight permanently without feeling deprived or hungry or having constant cravings.

So, let's sum up the importance of eating clean. Our bodies are replacing billions of cells every day — and using the foods we consume as the source of building materials. Eating well is part of the formula that can reduce our risk of any major chronic disease by 80 percent and reach into our innermost selves to improve the health of our very genes.

I recall my mother admonishing me, as a child, to clean my plate because there were starving kids in China. These days, China, like us, has epidemic obesity. Forget about cleaning your plate — focus instead on choosing clean foods to put on it in the first place. You know what's at stake: life itself, the liberty that comes with good health, and the likelihood of happiness.

Tweet **Recommend** Be the first of your friends to recommend this. +593 Share 593 Share

for preventive mastectomies,
such as Angeline Jolie, have increased by an esti
percent in recent years, experts say. But many do
puzzled because the operation doesn't carry a 10
guarantee, it's major surgery -- and women have
from a once-a-day pill to careful monitoring.

Larry Page's damaged vocal cords: Treatment trade-offs

Report questioning salt guidelines riles heart

CDC: 2012 was deadliest year for West Nile in

What stresses moms most? Themselves, surv

Exhibit

53

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 12 04:51:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | PREV LIST | NEXT LIST | IMAGE LIST | BOTTOM | HELP

Logout *Please logout when you are done to release system resources allocated for you.*

Start **List At:** ☐ **OR** Jump **to record:** ☐ **555 Records(s) found (This page: 1 ~ 50)**

Refine Search (guilt*)[COMB] Submit

Current Search: (guilt*)[COMB] docs: 555 occ: 652

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	88183358		DOUBLE THE DECADENCE WITH ZERO GUILT	TSDR	LIVE
2	88149924		TRIPLE THE TEMPTATION WITH ZERO GUILT	TSDR	LIVE
3	88214547		ZERO GUILT	TSDR	LIVE
4	88390673		NEVER PLEAD GUILTY!	TSDR	LIVE
5	88409180		STOP THE GUILT	TSDR	LIVE
6	88404445		GUILT-FREE	TSDR	LIVE
7	88294467		GUILTLESS FRIES	TSDR	LIVE
8	88247988		GUILTLESS SPENDING	TSDR	LIVE
9	88298080		NO GUILT MOM	TSDR	LIVE
10	88371137		GUILTY PLEASURES CHANNEL	TSDR	LIVE
11	88038603		BUT FIRST, NOT GUILTY	TSDR	LIVE
12	88192106		THE GUILT FREE GOURMET	TSDR	LIVE
13	88351776		THE GUILTLESS SCOOP	TSDR	LIVE
14	88202127		INDULGE WITHOUT THE GUILT	TSDR	LIVE
15	88269891		GUILT FREE	TSDR	LIVE
16	88338183		GUILTLESS QUICKIES	TSDR	LIVE
17	88338168		GUILTLESS QUICKIES	TSDR	LIVE
18	88262024		GUILT FREE	TSDR	LIVE
19	88048011	5709087	GUILTLESS NECESSITIES	TSDR	LIVE
20	88325733		GUILT IS NO LONGER A PIZZA INGREDIENT	TSDR	LIVE
21	88140046		NOT GUILTY ENTERTAINMENT	TSDR	LIVE
22	88151486		NO GUILTY. JUST PLEASURE.	TSDR	LIVE
23	88085934		INDULGE GUILTLESSLY	TSDR	LIVE

Exhibit

54

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 19 03:31:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | PREV LIST | NEXT LIST | IMAGE LIST | BOTTOM | HELP

Logout *Please logout when you are done to release system resources allocated for you.*

Start **List At:** ☐ **OR** Jump **to record:** ☐ **14 Records(s) found (This page: 1 ~ 14)**

Refine Search (guilt)[BI] and (free)[BI] and (live)[ld] and (030)[ic] Submit

Current Search: (guilt)[BI] and (free)[BI] and (live)[ld] and (030)[ic] docs: 14 occ: 56

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	88404445		GUILT-FREE	TSDR	LIVE
2	86452419	5268676	EAT ME GUILT FREE	TSDR	LIVE
3	86244190	4648468	BETTER POP {GUILT-FREE} POPCORN	TSDR	LIVE
4	77513150	3861387	A GUILTFREE ENERGIZED HEALTHY BLESSED CREATION TOTAL HOTTIE INC.	TSDR	LIVE
5	75683376	2316804	GUILT FREE	TSDR	LIVE
6	75976039	2120649	GUILT FREE	TSDR	LIVE
7	75977385	2181580	GUILT FREE	TSDR	LIVE
8	75977378	2172033	GUILT FREE	TSDR	LIVE
9	75977367	2179680	GUILT FREE	TSDR	LIVE
10	75976038	2096125	GUILT FREE	TSDR	LIVE
11	75039213	2200109	GUILT FREE	TSDR	LIVE
12	74801792	2226444	GUILT FREE	TSDR	LIVE
13	74713833	2189588	GUILT FREE	TSDR	LIVE
14	74347058	2205913	GUILT FREE	TSDR	LIVE

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | PREV LIST | NEXT LIST | IMAGE LIST | TOP | HELP

| .HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Exhibit

55

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 19 03:31:02 EDT 2019

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | PREV LIST | NEXT LIST | IMAGE LIST | BOTTOM | HELP

Logout *Please logout when you are done to release system resources allocated for you.*

Start **List At:** ☐ **OR** Jump **to record:** ☐ **14 Records(s) found (This page: 1 ~ 14)**

Refine Search (guilt)[BI] and (free)[BI] and (live)[ld] and (029)[ic] Submit

Current Search: (guilt)[BI] and (free)[BI] and (live)[ld] and (029)[ic] docs: 14 occ: 58

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	88404445		GUILT-FREE	TSDR	LIVE
2	87566210		FULL OF FLAVOR FREE OF GUILT	TSDR	LIVE
3	86452419	5268676	EAT ME GUILT FREE	TSDR	LIVE
4	86322302	4758795	WHITE CAMEL SMOOTH & SILKY GOURMET HUMMUS GUILT-FREE INDULGENCE	TSDR	LIVE
5	75977385	2181580	GUILT FREE	TSDR	LIVE
6	75976038	2096125	GUILT FREE	TSDR	LIVE
7	75975599	2065990	GUILT FREE	TSDR	LIVE
8	75170221	2099328	GUILT FREE	TSDR	LIVE
9	75128159	2215013	GUILT FREE	TSDR	LIVE
10	75039213	2200109	GUILT FREE	TSDR	LIVE
11	74802214	2200081	GUILT FREE	TSDR	LIVE
12	74702036	2189581	GUILT FREE	TSDR	LIVE
13	74608023	2192459	GUILT FREE	TSDR	LIVE
14	74347058	2205913	GUILT FREE	TSDR	LIVE

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | PREV LIST | NEXT LIST | IMAGE LIST | TOP | HELP

| .HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Exhibit

56

OUTSTANDING FOODS, INC.

New Search | Manage this Business | $ Calculate List Fees | Printer Friendly

Business Entity Information

Status:	Active	**File Date:**	5/18/2015
Type:	Domestic Corporation	**Entity Number:**	E0253102015-8
Qualifying State:	NV The home state where the entity resides.	**List of Officers Due:**	5/31/2019
Managed By:		**Expiration Date:**	
NV Business ID:	NV20151321290	**Business License Exp:**	5/31/2019

Additional Information

Central Index Key:	

Registered Agent Information

Name:	VCORP SERVICES, LLC	**Address 1:**	701 S. CARSON STREET, SUITE 200
Address 2:		**City:**	CARSON CITY
State:	NV	**Zip Code:**	89701
Phone:		**Fax:**	
Mailing Address 1:		**Mailing Address 2:**	
Mailing City:		**Mailing State:**	NV
Mailing Zip Code:			
Agent Type:	Commercial Registered Agent - Limited-Liability Corporation		
Jurisdiction:	NEW YORK	**Status:**	Active

View all business entities under this registered agent

Financial Information

No Par Share Count:	0	**Capital Amount:**	$ 75.00
Par Share Count:	75,000.00	**Par Share Value:**	$ 0.001

Officers

☐ Include Inactive Officers

President - BILL GLASER

Address 1:	10700 WILSHIRE BLVD #404	**Address 2:**	
City:	LOS ANGELES	**State:**	CA

Zip Code:	90024	**Country:**	
Status:	Active	**Email:**	

Secretary - BILL GLASER

Address 1:	10700 WILSHIRE BLVD #404	**Address 2:**	
City:	LOS ANGELES	**State:**	CA
Zip Code:	90024	**Country:**	
Status:	Active	**Email:**	

Treasurer - BILL GLASER

Address 1:	10700 WILSHIRE BLVD #404	**Address 2:**	
City:	LOS ANGELES	**State:**	CA
Zip Code:	90024	**Country:**	
Status:	Active	**Email:**	

Director - BILL GLASER

Address 1:	10700 WILSHIRE BLVD #404	**Address 2:**	
City:	LOS ANGELES	**State:**	CA
Zip Code:	90024	**Country:**	
Status:	Active	**Email:**	

Actions\Amendments

Click here to view 6 actions\amendments associated with this company

Exhibit

57

Bill Glaser • 3rd

Serial Entrepreneur, financier and investor

Los Angeles, California

Message ···

Outstanding Foods, Inc

Ithaca College

See contact info

500+ connections

An accomplished financial executive and serial entrepreneur, I began my career as a financial advisor at Drexel Burnham and Smith Barney. After serving as a branch manager at a regional Investment Banking firm, I became an Investment Banker and took several companies public. I then founded my ...

Show more

Experience

CEO and Founder

Outstanding Foods, Inc

Jan 2018 – Present · 1 yr 2 mos

OUTSTANDING FOODS was founded to create tasty as hell plant-based foods that everyone can love! How do we make our products so full of flavor and free of guilt? We keep it real with pure, wholesome ingredients – and NOTHING artificial or from animals. To top it off, every product is skillfully prepared for you by renowned chef Dave Anderson with his proprietary chef-crafted methods. Chef Dave won't let anything leave his kitchen until it tastes absolutely OUTSTANDING!

Chairman

Rowl, Inc.

Sep 2010 – Present · 8 yrs 6 mos

Beverly Hills, CA

Rowl acquires mobile technology startups to accelerate and realize their full potential and value. As tech entrepreneurs seek to become tech titans, they find it fraught with challenges including managing growth, accessing capital and making key connections. We have the leadership, capital, connections, experience and tech these high-growth startups need.

Rowl has:

- a portfolio of companies in which users can share experiences together online and via mobile with more than 10 million registered users.
- 12 seasoned advisors including a former Co-founder/CTO of Pandora, a former head of Investment Banking for Bank of America and a former CEO of Logitech.
- a compelling Rowl-Up strategy, where we diversify our subsidiaries to increase the opportunity of investing in unicorns, cutting costs and increasing market value. Our recently acquired music platform plug.dj is at the forefront of curated music and social. Plug has over 6

People Also Viewed

Elizabeth Fisher
Lavva CEO & Founder

Aidan Altman • 3rd
CEO | Co-Founder at Fora

David Anderson • 3rd
--

Natalia Domestico • 3rd
Owner at Happy Uma

Michael Portera • 3rd
Executive Vice President, Director of Business Development; Board Member

Teagan Fail • 3rd
Administrative and Personal Assistant at Outstanding Foods, Inc

Greg Lambrecht • 3rd
CEO and Founder of SinglePoint, Inc. (OTCQB:SING)- mobile payments, ancillary cannabis services and blockchain solutions

Bruce Blechman • 3rd
CEO at Entrepreneur Capital Corporation

Richard Weaver
--

Christy Krejci
Co-founder and CEO at Vegetarian Traveler, LLC

Learn the skills Bill has

Pitching to Investors
Viewers: 59,167

million registered users who spend an average of more than 2 hours each session. Rowl also owns OpenMe.com, which focuses on ecards and special occasion reminders and owns the #1 Birthday reminder app on Google Play, "Birthdays For Android," with over 4 million users. Open Me has an exclusive relationship for greeting cards with Threadless, a design crowdsourcing juggernaut, providing 200,000 ecard designs via their artist community of over 2 million. In May, 2008, Inc. Magazine featured Threadless as "The Most Innovative Company in America."

- developed a proprietary geolocation engine that can power many apps with an Uber-like experience, connecting people with the places, fans, experience, celebrities and events around them. See less

CEO

Namaste Advisors, Inc.

Jul 2005 – Present · 13 yrs 8 mos

Capital sourcing, M&A and Financial Advisory, Strategic Advisory, and Financial Marketing for public and private emerging growth companies.

Founder, CEO

uKarma Corp.

2007 – Aug 2010 · 3 yrs

A lifestyle multimedia and consumer products and services company focused on health, wellness and personal development. uKarma's mission is to enrich peoples' lives and well being through the creation of exceptional DVDs, CDs, books and other proprietary products and services. uKarma's focus is developing products that are fun, entertaining, and engaging so our customers are empowered to reduce stress, lose weight, build fitness, improve nutrition, enhance personal relationships, and become financially successful. See less

Education

Ithaca College

Bachelor of Science (BS), Finance and Economics

Skills & Endorsements

Entrepreneurship · 99+

Endorsed by **Lewis Howes and 20 others who are highly skilled at this**

Endorsed by **5 of Bill's colleagues at Rowl, Inc.**

Start-ups · 90

Endorsed by **Lou Kerner and 9 others who are highly skilled at this**

Endorsed by **4 of Bill's colleagues at Rowl, Inc.**

Strategic Partnerships · 73

Endorsed by **Damon D'Amore and 2 others who are highly skilled at this**

Endorsed by **4 of Bill's colleagues at Rowl, Inc.**

Show more

Recommendations

Received (14) Given (3)

Patrick Garrard
Helping young ventures find funding and prepare their early-stage marketing
August 2, 2013, Patrick was a client of Bill's

Bill has helped me, off and on, for the past four years in all kinds of ways — he's the most practical, problem-solving kind of guy I know. For example, he has helped me raise working capital for a new venture, designed a campaign for Linkedin that pulled in a ton of leads, figured out a way to cut down the produ... See more

Will Glaser
CEO of Grabango, Founder of Pandora Media, Board Member of Blue Shield of California.
March 20, 2013, Will worked with Bill but at different companies

Bill is a really sharp guy working on an important new app that uses geospatial technology to leverage one's social network.

Show more ⌄

Interests

DealFlow Source Network | Privat... 99,055 members	**A STARTUP SPECIALISTS GROUP...** 285,129 members
Small & Micro Cap Funding Group... 3,024 members	**Angel Investor Group** 43,014 members
Vegan Leaders in Corporate Man... 3,362 members	**Rowl, Inc.** 197 followers

See all

LinkedIn

About
Careers
Advertising
Mobile

Talent Solutions
Marketing Solutions
Sales Solutions
Small Business

Community Guidelines
Privacy & Terms ⌄
Send feedback
Safety Center

Questions?
Visit our Help Center.

Manage your account and privacy.
Go to your Settings.

Messaging

Search

CareerPurpose by TIAA **Sponsored • Looking for...**	1
Tina Ngo **LinkedIn Offer • Celebra...**	1
Hofstra Online Health... **Sponsored • Health law ...**	1
LinkedIn Learning **LinkedIn Offer •** The #1 talent ...	
John Loper, CFP® **Sponsored • A Word of F...**	1
Tina Ngo **LinkedIn Offer • Find lea...**	1
Larry Brueck **Sponsored • Maximize y...**	1
Michael Scaramella Michael Scaramella is now a co...	
American Express Bu... **Sponsored • A Limited T...**	1
Clara Yoon **LinkedIn Offer • Target t...**	1
Anthony Holman You: Congratulations (Anthony ...	
Marco Maggio	1

Exhibit

58

United States Patent and Trademark Office

Home | Site Index | Search | Guides | Contacts | eBusiness | eBiz alerts | News | Help

TTABVUE. Trademark Trial and Appeal Board Inquiry System v1.9

Summary

Query: Proceeding Status is: ALL
and Party Name contains all words: YARNELL ICE CREAM
Number of results: 35
Results are in reverse chronological order

Page #1. Go to page: 1 2 Next

Proceeding Filing Date	Defendant(s), Property(ies)	Plaintiff(s), Property(ies)
88192106 04/26/2019	The Low Point Gourmet LLC. **Mark:** THE GUILT FREE GOURMET **S#:**88192106	Yarnell Ice Cream, LLC
88202127 04/17/2019	RIP VAN WAFELS, INC. **Mark:** INDULGE WITHOUT THE GUILT **S#:**88202127	Yarnell Ice Cream, LLC
91244684 11/12/2018	Outstanding Foods, Inc. **Mark:** FULL OF FLAVOR FREE OF GUILT **S#:**87566210	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804
91243630 09/17/2018	Popcorn Holdings, LLC. **Mark:** GUILT FREE CINEMA **S#:**87747406	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804
87566210 08/15/2018	Outstanding Foods, Inc. **Mark:** FULL OF FLAVOR FREE OF GUILT **S#:**87566210	Yarnell Ice Cream, LLC
87747406 06/13/2018	Popcorn Holdings, LLC. **Mark:** GUILT FREE CINEMA **S#:**87747406	Yarnell Ice Cream, LLC
91241188 05/15/2018	The Protein Cheesecake Company, LLC **Mark:** INDULGE WITHOUT GUILT **S#:**87586835	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804
87586835 01/26/2018	The Protein Cheesecake Company, LLC **Mark:** INDULGE WITHOUT GUILT **S#:**87586835	Yarnell Ice Cream, LLC
87016153 05/05/2017	Carnivore Meat Company LLC **Mark:** GF GLUTEN FREE GRAIN FREE GUILT FREE **S#:**87016153	Yarnell Ice Cream, LLC

87233547 05/05/2017	Lunar Eclipse Management LLC **Mark:** EST. 2016 GREEN TABLE · GUILT FREE CUISINE & MATCH **S#:**87233547	Yarnell Ice Cream, LLC
91234196 04/24/2017	Javers Roth Ltd. **Mark:** FONDRE' SNACK WITHOUT GUILT **S#:**79169579	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307
86824279 02/22/2017		Yarnell Ice Cream, LLC **Mark:** SCOOP **S#:**86824279
79169579 01/20/2017	JAVERS ROTH LTD **Mark:** FONDRE' SNACK WITHOUT GUILT **S#:**79169579	Yarnell Ice Cream, LLC
91226289 02/12/2016	Cristie Besu **Mark:** EAT ME GUILT FREE **S#:**86452419	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307
91226301 02/12/2016	Harsha Chigurupati **Mark:** GUILT-FREE **S#:**86647309 **Mark:** GUILT FREE **S#:**86681577	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307
91226180 01/29/2016	Yummy & Guiltfree, société par actions simplifiée **Mark:** Y & G YUMMY AND GUILTFREE **S#:**79163311	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307 **Mark:** S&B **S#:**85167453 **R#:**3985214
86452419 11/17/2015	Besu, Cristie **Mark:** EAT ME GUILT FREE **S#:**86452419	Yarnell Ice Cream, LLC
86647309 11/17/2015	Harsha Chigurupati **Mark:** GUILT-FREE **S#:**86647309	Yarnell Ice Cream, LLC
86681577	Harsha Chigurupati	Yarnell Ice Cream, LLC

11/17/2015	**Mark:** GUILT FREE **S#:**86681577	
79163311 11/04/2015	Yummy & Guiltfree, société par actions simplifiée **Mark:** Y & G YUMMY AND GUILTFREE **S#:**79163311	Yarnell Ice Cream, LLC
91213684 11/26/2013	Lydia Fiorentino **Mark:** EATS WITHOUT GUILT **S#:**85858530	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**75977378 **R#:**2172033 **Mark:** GUILT FREE **S#:**74802214 **R#:**2200081
91213685 11/26/2013	Marta Ponte da Camara dba Nibnaks **Mark:** NIBNAKS GUILT-FREE SNACKING NO NAUGHTY STUFF! **S#:**85856970	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**75977378 **R#:**2172033 **Mark:** GUILT FREE **S#:**74802214 **R#:**2200081
85856970 08/22/2013	Ponte da Camara, Marta **Mark:** NIBNAKS GUILT-FREE SNACKING NO NAUGHTY STUFF! **S#:**85856970	Yarnell Ice Cream, Llc
85858530 08/22/2013	Lydia Fiorentino **Mark:** EATS WITHOUT GUILT **S#:**85858530	Schulze and Burch Biscuit Company Yarnell Ice Cream, Llc Yarnell Ice Cream, Llc
92057054 04/11/2013	Low-Cow S.A. de C.V. **Mark:** LOW COW THE NO GUILT ICE CREAM **S#:**77210609 **R#:**3469079	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307

Page #1. Go to page: 1 2 Next

Results as of 05/18/2019 12:49 AM

Search again

| HOME | INDEX| SEARCH | eBUSINESS | CONTACT US | PRIVACY POLICY

United States Patent and Trademark Office

Home | Site Index | Search | Guides | Contacts | eBusiness | eBiz alerts | News | Help

TTABVUE. Trademark Trial and Appeal Board Inquiry System v1.9

Summary

Query: Proceeding Status is: ALL
and Party Name contains all words: YARNELL ICE CREAM
Number of results: 36
Results are in reverse chronological order

Page #2. Go to page: Previous 1 2

Proceeding Filing Date	Defendant(s), Property(ies)	Plaintiff(s), Property(ies)
85858530 08/22/2013	Lydia Fiorentino **Mark:** EATS WITHOUT GUILT **S#:**85858530	Schulze and Burch Biscuit Company Yarnell Ice Cream, Llc Yarnell Ice Cream, Llc
92057054 04/11/2013	Low-Cow S.A. de C.V. **Mark:** LOW COW THE NO GUILT ICE CREAM **S#:**77210609 **R#:**3469079	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**75683376 **R#:**2316804 **Mark:** GUILT FREE **S#:**75977367 **R#:**2179680 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307
91208262 11/30/2012	Healthy Chocolate Company, Inc. **Mark:** 4NOGUILT **S#:**85414866	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307
91208264 11/30/2012	Juicy D's, Inc. **Mark:** EAT GUILTY FREE **S#:**85595677	Yarnell Ice Cream, LLC **Mark:** GUILT FREE **S#:**75976039 **R#:**2120649 **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307
85595677 09/25/2012	Juicy D's, Inc. **Mark:** EAT GUILTY FREE **S#:**85595677	Yarnell Ice Cream, LLC
85414866 09/07/2012	Healthy Chocolate Company, Inc. **Mark:** 4NOGUILT **S#:**85414866	Yarnell Ice Cream, LLC
91170551 04/24/2006	Yarnell Ice Cream Co., Inc. **Mark:** GUILT FREE TOTAL BALANCE **S#:**76625682	General Mills IP Holdings II, LLC
76625682 11/22/2005	Yarnell Ice Cream Co., Inc. **Mark:** GUILT FREE TOTAL BALANCE **S#:**76625682	General Mills IP Holdings II, LLC General Mills IP Holdings II, LLC

91121755 12/08/2000	YARNELL ICE CREAM CO., INC. **Mark:** HOMETOWN **S#:**75932585	IGA INC. **Mark:** HOMETOWN BEST **S#:**75386623 **R#:**2312928
91106620 06/23/1997	TURTLE MOUNTAIN, INC. **Mark:** THE TASTIEST GUILT FREE DESSERT EVER! **S#:**75009282	YARNELL ICE CREAM CO., INC. **Mark:** GUILT FREE **S#:**74194025 **R#:**1735084
91099862 11/27/1995	QUAINTANCE-WEAVER, INC. **Mark:** GUILT FREE **S#:**74309288 **R#:**2367307	YARNELL ICE CREAM CO., INC. **Mark:** GUILT FREE **S#:**74194025 **R#:**1735084

Page #2. Go to page: Previous 1 2

Results as of 05/18/2019 12:54 AM

Search again

| HOME | INDEX| SEARCH | eBUSINESS | CONTACT US | PRIVACY POLICY

Exhibit

59

WIKIPEDIA

Due diligence

Due diligence is the investigation or exercise of care that a reasonable business or person is expected to take before entering into an agreement or contract with another party, or an act with a certain standard of care.

It can be a legal obligation, but the term will more commonly apply to voluntary investigations. A common example of due diligence in various industries is the process through which a potential acquirer evaluates a target company or its assets for an acquisition.[1] The theory behind due diligence holds that performing this type of investigation contributes significantly to informed decision making by enhancing the amount and quality of information available to decision makers and by ensuring that this information is systematically used to deliberate in a reflexive manner on the decision at hand and all its costs, benefits, and risks.[2]

Contents

Etymology

The term “due diligence” means "required carefulness" or "reasonable care" in general usage, and has been used in this sense since at least the mid-fifteenth century.[3] It became a specialized legal term and later a common business term due to the United States’ Securities Act of 1933, where the process is called "reasonable investigation" (section 11b3). This Act included a defense at Section 11, referred to later in legal usage as the “due diligence” defense, which could be used by broker-dealers when accused of inadequate disclosure to investors of material information with respect to the purchase of securities. In legal and business use, the term was soon used for the process itself instead of how it was to be performed, so that the original expressions such as "exercise due diligence in investigating" and "investigation carried out with due diligence" were soon shortened to "due diligence investigation" and finally "due diligence".

As long as broker-dealers exercised "due diligence" (required carefulness) in their investigation into the company whose equity they were selling and as long as they disclosed to the investor what they found, they would not be held liable for non-disclosure of information that was not discovered in the process of that investigation.

The broker-dealer community quickly institutionalized, as a standard practice, the conducting of due diligence investigations of any stock offerings in which they involved themselves. Originally the term was limited to public offerings of equity investments, but over time it has become associated with investigations of private mergers and acquisitions as well.

Examples

Business transactions and corporate finance

Due diligence takes different forms depending on its purpose:

1. The examination of a potential target for merger, acquisition, privatization, or similar corporate finance transaction normally by a buyer. (This can include self due diligence or "reverse due diligence", i.e. an assessment of a company, usually by a third party on behalf of the company, prior to taking the company to market.)
2. A reasonable investigation focusing on material future matters.
3. An examination being achieved by asking certain key questions, including, how do we buy, how do we structure an acquisition, and how much do we pay?
4. An investigation of current practices of process and policies.
5. An examination aiming to make an acquisition decision via the principles of valuation and shareholder value analysis.[4]

The due diligence process (framework) can be divided into nine distinct areas:[4]

1. Compatibility audit.
2. Financial audit.[5][6]
3. Macro-environment audit.[5][6]
4. Legal/environmental audit.[5][6][7]
5. Marketing audit.[5][6]
6. Production audit.[5][6]
7. Management audit.[5][6]
8. Information systems audit.[5][6]
9. Reconciliation audit.

It is essential that the concepts of valuations (shareholder value analysis) be linked into a due diligence process. This is in order to reduce the number of failed mergers and acquisitions.[4][8]

In this regard, two new audit areas have been incorporated into the Due Diligence framework:[4]

- the Compatibility Audit which deals with the strategic components of the transaction and in particular the need to add shareholder value and
- the Reconciliation audit, which links/consolidates other audit areas together via a formal valuation in order to test whether shareholder value will be added.[4]

The relevant areas of concern may include the financial, legal, labor, tax, IT, environment and market/commercial situation of the company. Other areas include intellectual property, real and personal property, insurance and liability coverage, debt instrument review, employee benefits (including the Affordable Care Act) and labor matters, immigration, and international transactions.[9][10][11] Areas of focus in due diligence continue to develop with cybersecurity emerging as an area of concern for business acquirers.[12] Due diligence findings impact a number of aspects of the transaction including the purchase price, the representations and warranties negotiated in the transaction agreement, and the indemnification provided by the sellers.

Due Diligence has emerged as a separate profession for accounting and auditing experts.

Foreign Corrupt Practices Act

With the number and size of penalties increasing, the United States' Foreign Corrupt Practices Act (FCPA) has caused many U.S. institutions to look into how they evaluate all of their relationships overseas. The lack of a due diligence of a company's agents, vendors, and suppliers, as well as merger and acquisition partners in foreign countries could lead to doing business with an organization linked to a foreign official or state owned enterprises and their executives. This link could be perceived as leading to the bribing of the foreign officials and as a result lead to noncompliance with the FCPA. Due diligence in regard to FCPA compliance is required in two aspects:

1. Initial due diligence – this step is necessary in evaluating what risk is involved in doing business with an entity prior to establishing a relationship and assesses risk at that point in time.
2. Ongoing due diligence – this is the process of periodically evaluating each relationship overseas to find links between current business relationships overseas and ties to a foreign official or illicit activities linked to corruption. This process will be performed indefinitely as long as a relationship exists, and usually involves comparing the companies and executives to a database of foreign officials. This process should be performed on all relationships regardless of location[13] and is often part of a wider Integrity Management initiative .

In the M&A context, buyers can use the due diligence phase to integrate a target into their internal FCPA controls, focusing initial efforts on necessary revisions to the target's business activities with a high-risk of corruption.[14]

While financial institutions are among the most aggressive in defining FCPA best practices, manufacturing, retailing and energy industries are highly active in managing FCPA compliance programs.

Human rights

Passed on May 25, 2011, the OECD member countries agreed to revise their guidelines promoting tougher standards of corporate behavior, including human rights. As part of this new definition, they utilized a new aspect of due diligence that requires a corporation to investigate third party partners for potential abuse of human rights.

In the OECD Guidelines for Multinational Enterprises document, it is stated that all members will “Seek ways to prevent or mitigate adverse human rights impacts that are directly linked to their business operations, products or services by a business relationship, even if they do not contribute to those impacts”.[15]

The term was originally put forth by UN Special Representative for Human Rights and Business John Ruggie, who uses it as an umbrella to cover the steps and processes by which a company understands, monitors and mitigates its human rights impacts. Human Rights Impact Assessment is a component of this.

The UN formalized guidelines for Human Rights Due Diligence on June 16 with the endorsement of Ruggie's Guiding Principles for Business and Human Rights.[16]

Civil litigation

Due diligence in civil procedure is the idea that reasonable investigation is necessary before certain kinds of relief are requested.

For example, duly diligent efforts to locate and/or serve a party with civil process is frequently a requirement for a party seeking to use means other than personal service to obtain jurisdiction over a party. Similarly, in areas of the law such as bankruptcy, an attorney representing someone filing a bankruptcy petition must engage in due diligence to determine that the representations made in the bankruptcy petition are factually accurate. Due diligence is also generally prerequisite to a request for relief in states where civil litigants are permitted to conduct pre-litigation discovery of facts necessary to determine whether or not a party has a factual basis for a cause of action.

In civil actions seeking a foreclosure or seizure of property, a party requesting this relief is frequently required to engage in due diligence to determine who may claim an interest in the property by reviewing public records concerning the property and sometimes by a physical inspection of the property that would reveal a possible interest in the property of a tenant or other person.

Due diligence is also a concept found in the civil litigation concept of a statute of limitations. Frequently, a statute of limitations begins to run against a plaintiff when that plaintiff knew or should have known had that plaintiff investigated the matter with due diligence that the plaintiff had a claim against a defendant. In this context, the term “due diligence” determines the scope of a party's constructive knowledge, upon receiving notice of facts sufficient to constitute “inquiry notice” that alerts a would-be plaintiff that further investigation might reveal a cause of action.

Criminal law

In criminal law, due diligence is the only available defense to a crime that is one of strict liability (i.e., a crime that only requires an actus reus and no mens rea). Once the criminal offence is proven, the defendant must prove on balance that they did everything possible to prevent the act from happening. It is not enough that they took the normal standard of care in their industry – they must show that they took every reasonable precaution.

Due diligence is also used in criminal law to describe the scope of the duty of a prosecutor, to take efforts to turn over potentially exculpatory evidence, to (accused) criminal defendants.

In criminal law, “due diligence” also identifies the standard a prosecuting entity must satisfy in pursuing an action against a defendant, especially with regard to the provision of the Federal and State Constitutional and statutory right to a speedy trial or to have a warrant or detainer served in an action. In cases where a defendant is in any type of custodial situation where their freedom is constrained, it is solely the prosecuting entities duty to ensure the provision of such rights and present the citizen before the court with jurisdiction. This also applies where the respective judicial system and/or prosecuting entity has current address or contact information on the named party and said party has made no attempt to evade notice of the prosecution of the action.[17]

Due diligence defence

In the United Kingdom, "proper use of a due diligence system" may be used as a defence against a charge of breach of regulations e.g. under the Timber and Timber Products (Placing on the Market) Regulations 2013 [18] and the Environmental Protection (Microbeads) (England) Regulations 2017,[19] businesses may be able to defend a charge of non-compliance with regulations if they can show that they have undertaken supplier due diligence to a necessary standard.

See also

- Bias ratio (finance)
- Data room, Virtual data room
- Hydropower Sustainability Assessment Protocol
- Integrity management
- Management due diligence
- Model audit
- Non-disclosure agreement
- Operational due diligence (ODD)
- Vetting

References

1. Hoskisson, Robert E.; Hitt, Michael A.; Ireland, R. Duane (2004). *Competing for Advantage*. Mason, OH: South-Western/Thomson Learning. p. 251. ISBN 0-324-27158-1.
2. Chapman, C. E. (2006). *Conducting Due Diligence*. Practicing Law Institute, New York, NY.
3. *'Due Diligence' Merriam-Webster entry* (https://www.merriam-webster.com/dictionary/due%20diligence)
4. Gillman, Luis (2010). *Due Diligence, a Strategic and Financial Approach* (2nd ed.). Durban: LexisNexis. ISBN 978-0-409-04699-1.
5. Harvey, M. G.; Lusch, R. F. (1995). "Expanding the Nature and Scope of Due Diligence". *Journal of Business Venturing*. **10** (1): 5–21. doi:10.1016/0883-9026(94)00020-U (https://doi.org/10.1016%2F0883-9026%2894%290002 0-U).
6. Kroener, P. H.; Kroener, M. H. (1991). "Towards more successful Mergers and Acquisitions". *International Journal of Technology Management*. **6** (1/2): 33–40. doi:10.1504/IJTM.1991.025872 (https://doi.org/10.1504%2FIJTM.1991.025 872).
7. Scott Feeley, Michael; Potash, Aron. "The Oft-Overlooked Importance of Air Emission Credits in M&A" (https://www.transactionadvisors.com/insights/oft-overlooked-importance-air-emission-credits-ma). Transaction Advisors. ISSN 2329-9134 (https://www.worldcat.org/issn/2329-9134).
8. Gillman (2002). "The link between valuations and due diligence" (http://www.freepatentsonline.com/article/Academy-

Accounting-Financial-Studies-Journal/179817638.html). *Academy of Accounting and Financial Studies Journal*. **6** (2). ISSN 1096-3685 (https://www.worldcat.org/issn/1096-3685).

9. Truax, Margret. "M&A Transactions: Affordable Care Act Due Diligence Considerations" (https://www.transactionadvisors.com/insights/ma-transactions-affordable-care-act-due-diligence-considerations). Transaction Advisors. ISSN 2329-9134 (https://www.worldcat.org/issn/2329-9134).
10. Gary M. Lawrence, Due Diligence in Business Transactions, (Law Journal Press 1994, updated as needed). ISBN 978-1-58852-066-1.
11. Tanenbaum, William. "Avoiding IP Business Risks in Corporate Transactions" (https://www.transactionadvisors.com/insights/avoiding-ip-business-risks-corporate-transactions). Transaction Advisors. ISSN 2329-9134 (https://www.worldcat.org/issn/2329-9134).
12. Cunard, Jeffrey; Pastore, James; Ford, Christopher. "Cybersecurity: Evaluating Transactional Risk" (https://www.transactionadvisors.com/insights/cybersecurity-evaluating-transactional-risk). Transaction Advisors. ISSN 2329-9134 (https://www.worldcat.org/issn/2329-9134).
13. "Archived copy" (https://web.archive.org/web/20100830160102/http://worldcompliance.com/fcpa-definition.html). Archived from the original (http://www.worldcompliance.com/fcpa-definition.html) on August 30, 2010. Retrieved 2010-01-07. WorldCompliance.com
14. Brooks, Robin; Stacey, Oliver; Jarman, Daniel. "Tackling Corruption and Regulatory Risk in M&A Transactions" (https://www.transactionadvisors.com/insights/tackling-corruption-and-regulatory-risk-ma-transactions). Transaction Advisors. ISSN 2329-9134 (https://www.worldcat.org/issn/2329-9134).
15. [1] (http://www.oecd.org/dataoecd/43/29/48004323.pdf) Archived (https://web.archive.org/web/20110904230329/http://www.oecd.org/dataoecd/43/29/48004323.pdf) September 4, 2011, at the Wayback Machine
16. "Report of the Special Representative of the Secretary – General on the issue of human rights and transnational corporations and other business enterprises, John Ruggie" (http://www.business-humanrights.org/media/documents/ruggie/ruggie-guiding-principles-21-mar-2011.pdf) (PDF). Human Rights Council. Retrieved March 1, 2013.
17. Hawaii Revised Statues 353-66.5 and 604-7.2
18. Timber and Timber Products (Placing on the Market) Regulations 2013, SI 233/2013 (http://www.legislation.gov.uk/uksi/2013/233/pdfs/uksi_20130233_en.pdf)
19. Environmental Protection (Microbeads) (England) Regulations 2017, SI 1312/2017 (http://www.legislation.gov.uk/uksi/2017/1312/pdfs/uksi_20171312_en.pdf)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Due_diligence&oldid=893595852"

This page was last edited on 22 April 2019, at 12:58 (UTC).

Exhibit

62

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Applicant Serial No. 87/ 566,210
(FULL OF FLAVOR FREE OF GUILT)

Published in the *Official Gazette* on July 17, 2018

YARNELL ICE CREAM, LLC, Opposer, v. OUTSTANDING FOODS, INC, Applicant.	Opposition No. 91,244,684 Serial No. 87/ 566,210 OUTSTANDING FOODS, INC.'S INITIAL DISCLOSURES

Outstanding Foods, Inc. ("Outstanding Foods" or "Applicant") hereby submits its Initial Disclosures in accordance with Trademark Trial and Appeal Board Manual of Procedure §401 and 37 C.F.R. §2.120(a)(2)(ii) and (3).

The following disclosures are based upon information reasonably available to, and currently in the possession, custody, or control of Outstanding Foods. To the best of Outstanding Foods' knowledge, information and belief, these disclosures are complete and correct as of the date they are made. Nevertheless, Outstanding Foods may obtain additional facts, identify additional persons who may have knowledge relevant to the issues in this action, remove certain persons from the list, and/or identify additional documents relevant to the factual disputes in this action, through its continuing research, investigation, and analysis and through discovery of Opposer, Yarnell Ice Cream, LLC ("Yarnell" or "Opposer"), and/or any third parties.

Outstanding Foods does not, and will not, provide herein any information or documents protected by the attorney-client, attorney work product, or any other valid privilege. Outstanding Foods objects to the identification or production of any documents or information that contain trade secrets or other confidential research, development or commercial business information.

Outstanding Foods expressly reserves its rights: (a) to make subsequent revision, supplementation, or amendment to these disclosures based upon any information, evidence, documents, facts, and things which hereafter may be discovered, or the relevance of which may hereafter be discovered; and (b) to produce, introduce, or rely upon additional or subsequently acquired or discovered writings, evidence, and information.

I. INDIVIDUALS LIKELY TO HAVE DISCOVERABLE INFORMATION

Outstanding Foods discloses the following individuals likely to have discoverable information that may be used to support its claims and defenses in this Opposition:

Bill Glaser
Owner
Outstanding Foods, Inc.
615 Hampton Dr., Ste. C101
Venice, CA 90291
*Contact through counsel for Outstanding Foods.

Outstanding Foods may also use testimony of Opposer’s principals. Their business address appears to be 205 South Spring Street, Searcy AK 72145. The subject matter will include questions surrounding actual confusion and knowledge of the snack food industry.

Outstanding Foods anticipates that other, unknown individuals may have discoverable information that may be used to support its claims or defenses. Outstanding Foods incorporates by reference any other individuals disclosed by other parties in this matter, reserves the right to obtain discovery in support of its claims or defenses from any witness identified, and reserves the right to supplement this disclosure.

II. DESCRIPTION OF DOCUMETS AND THINGS IN OPPOSER'S POSSESSION

Outstanding Foods hereby discloses the following documents, electronically stored information, or tangible things in its personal possession, custody, or control that it may use to support its claims and defenses.

1. Web search results.
2. Outstanding Foods product packaging.

Documents are available through counsel for Applicant.

Respectfully submitted,
ANTOINE LAW GROUP, APC

Dated: February 20, 2019

/Heather Antoine/
Heather A. Antoine
Attorney for Applicant
OUTSTANDING FOODS, INC.
9595 Wilshire Blvd., Ste. 900
Beverly Hills, CA 90212
(310) 849-3134

CERTIFICATE OF SERVICE

I, Heather A. Antoine, hereby certify that a copy of the foregoing INITIAL DISCLOSURES was served via email on the date indicated below, to the following:

Daniel Kegan
KEGAN & KEGAN, LTD.
79 W Monroe St #1310
Chicago IL 60603-4931

Dated: February 20, 2019

/Heather Antoine/
Heather A. Antoine

Exhibit

77

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE
THE TRADEMARK TRIAL AND APPEAL BOARD

YARNELL ICE CREAM, LLC

Opposer,

vs.

OUTSTANDING FOODS, INC,

Applicant.

Full of Flavor Free of Guilt
Serial 87-566,210

Opposition 91,244,684

Published 17 July 2018
International Class 29

AMENDED RESPONSE OF APPLICANT OUTSTANDING FOODS, INC. TO OPPOSER YARNELL ICE CREAM LLC'S FIRST DISCOVERY REQUESTS

Pursuant to Federal Rules of Civil Procedure 34 and TBMP 406, Applicant Outstanding Foods, Inc., ("Applicant"), hereby responds to Opposer Yarnell Ice Cream, LLC ("Opposer") Requests for Production, Inspection, and Copying of Documents, Set No. One ("Request" or "Requests") as follows.

PRELIMINARY RESPONSE AND OBJECTION

1. These responses are limited to the documents and information currently available to Applicant. Applicant will respond only based on documents and information within its possession, control, or custody. Applicant has not completed its investigation, discovery, or preparation for trial in this matter. Applicant reserves the right to continue discovery and investigation in this matter of facts, witnesses, and supporting data that may reveal information which, if it had presently within its knowledge, would be included in these responses. Accordingly, these responses are made without prejudice to Applicant's rights to make further objections and introduce additional information that may later be learned or discovered.

2. Applicant's response to each Request is made subject to and without in any way waiving any objections as to the competency, relevancy, materiality, or privilege and in particular

without in any way waiving any objections as to the admissibility of any responses or documents as evidence (or for any other purpose) in any proceeding, including the trial of this action or any subsequent proceeding.

3. To the extent the Requests, and any of them, seek confidential information protected by the attorney-client privilege, the work product doctrine, or other privileges or doctrines, the information will not be produced. Any inadvertent production of information subject to any such privilege, protection, or doctrine is not intended to be, and may not be construed as, a waiver of such privilege, protection, or doctrine.

4. The responses/objections herein are made solely for the purpose of this action. Applicant reserves the right to object to the use of any response/objection in any other action.

5. Except for the explicit facts admitted herein, no admissions of any nature whatsoever are implied or should be inferred. The fact that any Request has been responded to, or document produced, should not be taken as an admission of the existence of any of the facts set forth in, or assumed by, such response or production of such document, or that such answer constitutes admissible evidence, and is not intended as a waiver by anyone of any other objection to all or part of the response to any Request.

RESPONSE TO DOCUMENTS TO BE PRODUCED

REQUEST FOR PRODUCTION NO. 1:

All documents relating to Our interrogatory requests, admission requests, or relied on or referred to in responding to Our discovery requests; please produce in grouped documents identifying the related discovery request.

RESPONSE TO REQUEST FOR PRODUCTION NO. 1:

Applicant objects to Opposer's request to "produce in grouped documents identifying the related discovery request" as such request is burdensome and oppressive. Applicant is only required to produce documents as they are kept in the usual course of business or organized and labeled to correspond to the categories in the request.

Without waiving said objections, Applicant will produce documents responsive to this Request that are in Applicant's possession, custody or control.

REQUEST FOR PRODUCTION NO. 2:

Documents related to Your **due diligence** activities concerned with adoption of Your Mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 2:

Objection, this Request is vague and ambiguous as the phrase "due diligence" is vague and ambiguous. Applicant further objects to this Request to the extent that it seeks information subject to the attorney-client privilege and attorney work product privilege.

Without waiving said objections, Applicant will produce documents responsive to this Request that are in Applicant's possession, custody or control.

REQUEST FOR PRODUCTION NO. 3:

Documents relating to any intellectual property **search** performed by You or on Your behalf regarding Your Mark, including any opinion you received concerning Your right to use Your Mark for Your Goods and Services.

RESPONSE TO REQUEST FOR PRODUCTION NO. 3:

Objection, this Request seeks information subject to the attorney-client privilege and attorney work product privilege.

Without waiving said objections, Applicant will produce documents responsive to this Request that are in Applicant's possession, custody or control.

REQUEST FOR PRODUCTION NO. 4:

If the business conducted in association with Your Mark is by and through a corporation (including LLC), produce documents sufficient to identify each of the **officers and directors** or trustees or managers, and any shareholder or member of at least five percent of outstanding shares, showing percent owned. If it is not a corporation (including LLC) and applicant is not the sole owner, then produce documents sufficient to identify each owner and percentage ownership of assets and share of liabilities.

RESPONSE TO REQUEST FOR PRODUCTION NO. 4:

Objection, this Request is unreasonably burdensome and overbroad. Opposer is already aware Applicant's status as a corporation. Further, said information is equally available to Opposer.

Without waiving said objections, Applicant will produce documents responsive to this Request that are in Applicant's possession, custody or control. Officers of Outstanding Foods, Inc. are available on corporate documents filed with state of Nevada where Applicant is registered.

///

REQUEST FOR PRODUCTION NO. 5:

Documents relating to any meeting of applicant's boards of directors, trustees, partners, officers, managers, employees, agents, advisory board or any other meeting or communication, at which any **matter was discussed** in connection with **Opposer** or any of Opposer's predecessors.

RESPONSE TO REQUEST FOR PRODUCTION NO. 5:

Objection, this Request is unreasonably burdensome and overbroad. Further, said Request is vague as it does not identify "Opposer's predecessors."

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 6:

Documents relating to **comparison claims** or advertisements between Applicant's products and Opposer's products.

RESPONSE TO REQUEST FOR PRODUCTION NO. 6:

Objection, the phrase "comparison claims" is vague and ambiguous.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 7:

Documents relating to any meeting of applicant's boards of directors, trustees, partners, officers, managers, employees, agents, advisory board or any other meeting or communication, at which any **matter was discussed** in connection with trademarks incorporating GUILT, FREE, GUILT FREE, or FREE OF GUILT.

RESPONSE TO REQUEST FOR PRODUCTION NO. 7:

Objection, this Request is unreasonably burdensome and overbroad. Applicant further objects to this Request to the extent that it seeks information subject to the attorney-client privilege and attorney work product privilege.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 8:

Documents involving **marketing analyses, plans, research,** new program development, and the like for applicant's goods and services associated with a **trademark** incorporating GUILT, FREE, GUILT FREE, or FREE OF GUILT.

RESPONSE TO REQUEST FOR PRODUCTION NO. 8:

Objection, this seeks the disclosure of trade secrets not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad. Applicant further objects to this Request to the extent that it seeks information subject to the attorney-client privilege and attorney work product privilege.

Without waiving said objection, Applicant will produce any relevant documents.

REQUEST FOR PRODUCTION NO. 9:

Documents relating to **marketing** and advertising in connection with Applicant's **goods** and services associated with Your Mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 9:

Objection, this seeks the disclosure of trade secrets not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad. Applicant further objects to this Request to the extent that it seeks information subject to the attorney-client privilege and attorney work product privilege.

Without waiving said objection, Applicant will produce any relevant documents.

REQUEST FOR PRODUCTION NO. 10:

Documents of Applicant's **operational materials** for Your products under Your Mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 10:

Objection, the phrase "operational materials for YOUR products" is vague and ambiguous. Moreover, this seeks the disclosure of trade secrets not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 11:

Documents relating to Your Mark and any **agreements or understandings** between You and anyone acting on Your behalf.

RESPONSE TO REQUEST FOR PRODUCTION NO. 11:

Objection, this Request is vague and ambiguous and unintelligible.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION N0.12:

Documents relating to any **application for registration** of Your Mark, in any jurisdiction, including but not limited to any communications regarding recognition, attack or dispute by You of Our Mark.

///

///

RESPONSE TO REQUEST FOR PRODUCTION NO. 12:

Objection, this Request is vague and ambiguous and unintelligible. Applicant further objects as said request is compound and responsive documents are equally available to Opposer. Finally, Applicant objects as said Request seeks information protected by attorney-client privilege and the work-product doctrine.

Without waiving said objections, Applicant will produce documents responsive to this Request that are in Applicant's possession, custody or control as it relates to any application for registration.

REQUEST FOR PRODUCTION NO. 13:

Documents relating to communications between You and any other entity or person regarding **Opposer** or its principals, officers, employees, agents, goods, services, or trademarks, or Opposer's predecessors or predecessor principals, officers, employees, agents, goods, services, or trademarks.

RESPONSE TO REQUEST FOR PRODUCTION NO. 13:

Applicant objects to this Request to the extent that it seeks information subject to the attorney-client privilege and the work product doctrine. No other documents exist.

REQUEST FOR PRODUCTION NO. 15:

All documents relating to articles, comments, stories or other **published references** to Your Mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 15:

Objection, this Request is overbroad and vague as to "published references" which has not been identified or defined.

Without waiving said objection, Applicant will produce a representative sampling of documents responsive to this Request that are in Applicant's possession, custody or control as it relates to any application for registration.

REQUEST FOR PRODUCTION NO. 16:

Representative documents in which **Your Mark** appears.

RESPONSE TO REQUEST FOR PRODUCTION NO. 16:

Objection, this Request is overbroad and vague as to "representative documents" which has not been identified or defined.

Without waiving said objection, Applicant will produce a representative sampling of documents responsive to this Request that are in Applicant's possession, custody or control as it relates to any application for registration. Please see also, www.pigoutchips.com, https://www.facebook.com/outstandingfoods/, https://www.instagram.com/outstandingfoods/?hl=en, https://twitter.com/outstandingfds?lang=en, https://www.youtube.com/channel/UCB1-oTmuVOiMNw5GtUIIkrA, https://www.pinterest.com/outstandingfoods/.

REQUEST FOR PRODUCTION NO. 17:

Representative documents in which Your Mark and any **logo** associated with Your goods and services both appear.

RESPONSE TO REQUEST FOR PRODUCTION NO. 17:

Objection, this Request is overbroad and vague as to "representative documents" which has not been identified or defined or logo, which is similarlyundefined.

Without waiving said objection, Applicant will produce a representative sampling of documents responsive to this Request that are in Applicant's possession, custody or control as it relates to any application for registration. Please see also, www.pigoutchips.com, https://www.facebook.com/outstandingfoods/, https://www.instagram.com/outstandingfoods/?hl=en, https://twitter.com/outstandingfds?lang=en, https://www.youtube.com/channel/UCB1-oTmuVOiMNw5GtUIIkrA, https://www.pinterest.com/outstandingfoods/.

REQUEST FOR PRODUCTION NO. 18:

Representative documents in which any **logo** associated with Your goods and services appears **without Your Mark.**

RESPONSE TO REQUEST FOR PRODUCTION NO. 18:

Objection, this Request is overbroad and vague and seeks information irrelevant to the dispute at hand. Applicant further objects as said request seeks information equally available to Opposer.

Without waiving said objection, Applicant refer Opposer to its website where all marks currently in use can be found (www.pigoutchips.com).

REQUEST FOR PRODUCTION NO. 19:

Documents relating to Your marketing and sales of **vegetable based food products,** sold under any or no mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 19:

Objection, this seeks the disclosure of trade secrets not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad and counsel for Opposer has refused to amend.

REQUEST FOR PRODUCTION NO. 20:

Documents sufficient to directly show annual and **financial events associated** with Your Mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 20:

Objection, this seeks the disclosure of financial information irrelevant and not relevant to the claims brought before the Trademark Trial and Appeal Board. Objection, this Request is vague and ambiguous and unintelligible.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 22:

Documents relating to any **survey,** consumer study, research, or opinion on You, Your Mark, or Your goods or services.

RESPONSE TO REQUEST FOR PRODUCTION NO. 22:

Objection, this seeks the disclosure of trade secret and irrelevant information not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad. Objection, this Request is vague and ambiguous and unintelligible.

Notwithstanding said objection, Applicant states a trademark survey has not been conducted.

REQUEST FOR PRODUCTION NO. 23:

Documents sufficient to identify each **agreement** or understanding between You and any third party(ies) regarding a mark containing “guilt,” identifying the party(ies), the start and stop date(s), summary(ies) of the terms, the goods and services, restrictions on the use of a Mark, and restrictions on the territory of sale or distribution.

RESPONSE TO REQUEST FOR PRODUCTION NO. 23:

Objection, said request is vague and confusing at best, and grossly compound.

Notwithstanding said objections, Applicant states: based upon a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 24:

Documents sufficient to show all **uses** that are **not authorized** or under control of You, affiliates and subsidiaries, of Your Mark or FULL OF FLAVOR phrase for food-related goods or services.

RESPONSE TO REQUEST FOR PRODUCTION NO. 24:

Objection, this Request is unintelligible as drafted.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

///

///

REQUEST FOR PRODUCTION NO. 25:

Documents regarding Your **policies for** the manner in which Your trademarks and logos are **used,** including without limitation on or in communications, programs, pamphlets, Internet web pages, products, packaging, product tags, labels, displays, promotional product items, clothing, apparel and accessories, and advertising.

RESPONSE TO REQUEST FOR PRODUCTION NO. 25:

Objection, this seeks the disclosure of trade secret information irrelevant and not relevant to the claims brought before the Trademark Trial and Appeal Board. Objection, this Request is vague and ambiguous and unintelligible.

REQUEST FOR PRODUCTION NO. 26:

Documents sufficient to show each different **packaging,** tag, label, advertisement, promotion of Your Mark, including draft and proposed packaging, tag, label, advertisement for product You have not yet offered for sale or distribution.

RESPONSE TO REQUEST FOR PRODUCTION NO. 26:

Objection, this seeks the disclosure of financial information irrelevant and not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad. Objection, this Request is vague and ambiguous and unintelligible.

Notwithstanding said objections, Applicant states: all packaging and designs can be found on the Outstanding Foods website (www.outstandingfoods.com) and Pig Out Chips website (www.pigoutcbips.com). Applicant will also provide a representative sampling.

REQUEST FOR PRODUCTION NO. 27:

Documents relating to use of or participation by applicant on the **Internet.**

RESPONSE TO REQUEST FOR PRODUCTION NO. 27:

Objection, this Request is unintelligible as drafted.

Without waiving said objection, Applicant will produce a representative sampling of documents responsive to this Request that are in Applicant's possession, custody or control as it relates to any application for registration. Please see also, www.pigoutchips.com, https://www.facebook.com/outstandingfoods/, https://www.instagram.com/outstandingfoods/?hl=en, https://twitter.com/outstandingfds?lang=en, https://www.youtube.com/channel/UCB1-oTmuVOiMNw5GtUIIkrA, https://www.pinterest.com/outstandingfoods/.

REQUEST FOR PRODUCTION NO. 28:

PDF format electronic copies of Applicant's current and past Internet **Web sites** relating to Your Mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 28:

Objection, this Request seeks information equally available to Opposer.

Applicant directs Opposer to the following sites: https://web.archive.org/web/20170101000000*/www.outstandingfoods.com and https://web.archive.org/web/*/www.pigoutchips.com which contains archives of past websites relating to the Mark. Applicant does not have any additional documents responsive to this request.

REQUEST FOR PRODUCTION NO. 29:

Documents relating to **licenses and agreements of Your Mark.**

RESPONSE TO REQUEST FOR PRODUCTION NO. 29:

No such documents exist.

REQUEST FOR PRODUCTION NO. 30:

Documents sufficient to show how Your **Goods and Services are offered and sold** at each different level, trade channel, etc (eg, wholesale, retail specialty store, health club, online, etc).

RESPONSE TO REQUEST FOR PRODUCTION NO. 30:

Objection, this seeks the disclosure of trade secret information irrelevant and not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad.

Without waiving said objections, Applicant will produce a representative sampling of documents responsive to this Request that are in Applicant's possession, custody or control.

REQUEST FOR PRODUCTION NO. 31:

Documents sufficient to describe the **purchasers and intended purchasers,** the developers, users, licensees, and service providers of Your Goods and Services, including any study or analysis of Your typical or target purchaser, developer, user, licensee, and service provider.

RESPONSE TO REQUEST FOR PRODUCTION NO. 31:

Objection, this seeks the disclosure of trade secret information irrelevant and not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is compound, unreasonably burdensome and overbroad.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 32:

Documents relating to the **creation, development, adoption, and launch** of Your Mark for Your products and services.

///

///

RESPONSE TO REQUEST FOR PRODUCTION NO. 32:

Objection, this seeks the disclosure of trade secret information irrelevant and not essential to the claims brought before the Trademark Trial and Appeal Board. This Request is grossly compound, unreasonably burdensome and overbroad. Applicant further objects to this Request to the extent that it seeks information subject to the attorney-client privilege and attorney work product privilege.

Without waiving said objections, based on a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 33:

Documents sufficient to identify any past or current **litigation** (excluding this opposition) involving Your Mark or its applied-for goods (sold under any or no brand), including complaint, answer, final disposition, or settlement agreement.

RESPONSE TO REQUEST FOR PRODUCTION NO. 33:

Objection, said request is compound and overbroad. It is also vague as to the phrase “sold under any or no brand.”

Notwithstanding said objections, Applicant states: based on a reasonable search, at this time no such document exist.

REQUEST FOR PRODUCTION NO. 34:

Documents sufficient to identify each good and service **planned** or intended to be distributed under Your Mark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 34:

Objection, this seeks the disclosure of trade secret information irrelevant and not essential to the claims brought before the Trademark Trial and Appeal Board.

REQUEST FOR PRODUCTION NO. 35:

Documents sufficient to identify Your **trade channels** for Your Goods and Services.

RESPONSE TO REQUEST FOR PRODUCTION NO. 35:

Objection, this seeks the disclosure of trade secret information irrelevant and not essential to the claims brought before the Trademark Trial and Appeal Board.

Without waiving said objections, Applicant will produce a representative sampling of documents responsive to this Request that are in Applicant’s possession, custody or control.

REQUEST FOR PRODUCTION NO. 36:

Documents sufficient to show Your **document retention policies** and procedures, from the earlier of a) the date You first considered FULL OF FLAVOR FREE OF GUILT for Your product or service orb) You first knew of Opposer or a predecessor in interest of Opposer.

RESPONSE TO REQUEST FOR PRODUCTION NO. 36:

Objection, this seeks the disclosure of trade secret information irrelevant and not essential to the claims brought before the Trademark Trial and Appeal Board. Applicant further objects to this Request to the extent that it seeks information subject to the attorney-client privilege and attorney work product privilege.

Notwithstanding said objections, Applicant states: based upon a reasonable search, at this time, no such documents exist.

REQUEST FOR PRODUCTION NO. 38:

For each **expert witness** You may call to testify on Your behalf during the testimony period please provide (a) the resume or curriculum vitae of the expert witness, (b) all documents and things reviewed or considered by the expert witness in connection with this opposition proceeding, and (c) any exhibits that summarize or support the expert witness' testimony.

RESPONSE TO REQUEST FOR PRODUCTION NO. 38:

Objection, expert disclosures are not currently due and Applicant will make its expert disclosures in due course as set by the TTAB.

Dated: July 19, 2019

STUBBS ALDERTON & MARKILES, LLP

By: ____________________
Heather Antoine
Attorneys for Outstanding Foods, Inc.

PROOF/CERTIFICATE OF SERVICE

STATE OF CALIFORNIA, COUNTY OF LOS ANGELES

I am employed in the County of Los Angeles, State of California. I am over the age of eighteen (18) and not a party to the within action. My business address is 15260 Ventura Boulevard, 20th Floor, Sherman Oaks, California 91403.

On July 19, 2019, I served the foregoing document described as **AMENDED RESPONSE OF APPLICANT OUTSTANDING FOODS, INC. TO OPPOSER YARNELL ICE CREAM LLC's REQUEST FOR PRODUCTION OF DOCUMENTS, SET NO. ONE** on all interested parties to this action by placing true copies thereof enclosed in sealed envelopes addressed as stated on the attached mailing list;

Daniel Kegan
Jay R Giusti, of Counsel
KEGAN & KEGAN, LTD.
Attorneys for Opposer
79 West Monroe St #1310
Chicago IL 60603-4931
Email: daniel@keganlaw.com

☒ **(BY MAIL)** By placing a true copy thereof in a sealed envelope addressed as above, and placing it for collection and mailing following ordinary business practices. I am readily familiar with STUBBS ALDERTON & MARKILES LLP practice of collection and processing correspondence for mailing. Under that practice it would be deposited with U.S. postal service on that same day with postage thereon fully prepaid at Sherman Oaks, California, in the ordinary course of business. I am aware that on motion of party served, service is presumed invalid if postal cancellation date or postage meter date is more than one day after date of deposit for mailing in affidavit.

☐ **(BY PERSONAL SERVICE)** I personally served the above-referenced document(s) on

☐ **(BY FACSIMILE)** I caused the above-referenced document to be transmitted via facsimile from Fax No. _______________ directed to _______________ . The facsimile machine I used complies with Rule 2003(3) and no error was reported by the machine. Pursuant to Rule 2005(1), I caused the machine to print a record of the transmission, a copy of which is attached to this declaration.

☒ **BY E-MAIL:** I caused the above-referenced document to be transmitted via e-mail from hcory@stubbsalderton.com to counsel at the email address listed above.

☐ **(BY OVERNIGHT CARRIER)** I caused the above-referenced document to be transmitted via FedEx to counsel at the above-referenced address.

I declare under penalty of perjury under the laws of the United States of America that the above is true and correct.

Executed on July 19, 2019, at Sherman Oaks, California.

Heather Cory
HEATHER CORY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

YARNELL ICE CREAM, LLC	) **Full of Flavor Free of Guilt**
Opposer,	) Serial 87-566,210
v	) Opposition **91,244,684**
OUTSTANDING FOODS, INC	) Published 17 July 2018
Applicant.	) International Class 29

OPPOSER'S MOTION AND BRIEF FOR SUMMARY JUDGMENT

Confidential—For Attorneys Eyes Only
Exhibits 80 and 81
Filed Under Seal

CERTIFICATE OF NONSERVICE. The undersigned certifies that a copy of this paper is not being served by email on counsel for Applicant, **Heather Antoine**, Stubbs Aldertoj & Mrkiles, Llp, 15260 Ventura Blvd Flr 20, Sherman Oaks, CA 91403, <hAntoine@StubbsAlderton.com> on 27 Aug 2019. Counsel for Opposer, 30 July 2019, sent counsel for Applicant, Heather Antoine, a copy of the TTAB Standard Protective Order signed by an officer of Opposer and requested that an officer of Applicant sign and return the document to counsel for Opposer: "The Trademark Board recognizes that it may be desirable to have the parties themselves (not their attorneys) sign the TTAB's Standard Protective Order. Opposer has done so, and requests that an authorized officer of Applicant sign the order and have it returned to me." Opposer has received neither the party-signed document nor any response from Applicant's counsel.

27 August 2019 Signed /daniel kegan/
Daniel Kegan

Exhibit

80

Redacted, Confidential Pages Not Here Filed

Exhibit

81

Redacted, Confidential Pages Not Here Filed

Declarations

Podracky

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

YARNELL ICE CREAM, LLC) **Full of Flavor Free of Guilt**
Opposer,) Serial 87-566,210
v) Opposition **91,244,684**
OUTSTANDING FOODS, INC) Published 17 July 2018
Applicant.) International Class 29

STEPHEN PODRACKY DECLARATION

1. I, Stephen Podracky, am a Vice President of Yarnell Ice Cream, LLC (hereinafter "Yarnell" or" Yarnell LLC"), Opposer in this case.

2. I am also Vice President of Sales with Schulze and Burch Biscuit Company (hereafter "Schulze & Burch," "Schulze," or "S&B").

3. I have been employed by Schulze and Burch since about January 1994, 25 years ago.

4. For Schulze and Burch, I have been Production Supervisor, Marketing Assistant, Marketing Manager, Director of Business Development, Vice President Business Development, and Vice President Sales.

5. I report directly to Schulze and Burch's President, and to the Managing Member of Yarnell Ice Cream LLC, and of Yarnell Operations, Inc.

6. I have been supervisory responsible for Yarnell's marketing since Yarnell assets were acquired in the Yarnell Ice Cream, Inc. (hereinafter "Yarnell Inc") bankruptcy by a Schulze affiliate, about November 2011, 7-1/2 years ago.

7. For Schulze, Yarnell LLC, and Yarnell Operations I am primarily responsible for trademarks, including selecting which trademarks should rely on common law rights, which trademarks should apply for federal trademark registrations, which registrations should be maintained, and for intellectual property enforcement, including which apparent infringers

should be contacted and informed of Yarnell's rights, which infringers should have stronger demands, trademark settlement goals and acceptable settlement provisions, approving inquiries to potential trademark licensees, authorizing proposed trademark license terms, and in general for the intellectual property decisions of Schulze and for the intellectual property decisions of Yarnell and Yarnell Operations.

8. Since at least November 2012, Yarnell has advised select food companies that Yarnell is considering licensing its GUILT FREE trademark to an appropriate food company.

9. In considering potential licensees for GUILT FREE food, Yarnell's due diligence includes research, investigation, and considering the match with Yarnell current manufacturing and marketing and its future business plans.

• YARNELL ICE CREAM, LLC

10. Yarnell Ice Cream, LLC was established as a Delaware entity 14 December 2011.

11. An affiliate of Schulze purchased the assets of Yarnell Inc at its November 2011 bankruptcy auction. The assets included goodwill, trademarks, and original recipes, but did not include all the business papers of bankrupt Yarnell Inc.

12. The current company, Opposer Yarnell, is owned by a holding company controlled by the Schulze principal.

13. Opposer Yarnell has a principal plant in Searcy AR, with corporate headquarters in Chicago, with Schulze.

14. Yarnell Operations, is owned by a holding company controlled by the Schulze principal. Yarnell Ice Cream licenses Yarnell Operations to perform manufacturing and marketing.

15. Yarnell GUILT FREE frozen confections are marketed to supermarkets, restaurants, coffee houses, bakeries, sports stadiums, state parks, community events, and the Walmart Museum's Spark Cafe.

16. "Sam Walton loved many things.... But right up there is also his love of ice cream.... The Spark Cafe "proudly serves Yarnell's, a family brand made in Searcy, Arkansas, not far from the Walmart Distribution Center.... Yarnell's was the very first ice cream Sam ever sold, so the tradition has been kept alive at The Spark Cafe," <https://walmartmuseum.auth.cap-hosting.com/visit/spark>, 1June2019, Exhibit 50.

17. The Spark Cafe prominently features Yarnell GUILT FREE ice cream, Exhibits 47-49.

18. Yarnell, directly and through licensees, has engaged in successful marketing efforts at community events, the key sports stadium, television news demonstrations, social media promotions and more, Exhibits 31, 32, 44-46.

19. Sports fans from throughout the United States come to the University of Arkansas Razorbacks stadium.

20. Yarnell is an official ice cream vendor for the University of Arkansas; Yarnell Inc was also an official ice cream vendor for the University of Arkansas.

21. Consumers from throughout the United States, and foreign nations, visit the WalMart Museum.

22. Yarnell's GUILT FREE frozen confections, first marketed 1996, are well known.

• YARNELL ICE CREAM, INC

23. Yarnell Inc was founded in 1932 when Ray Yarnell purchased the assets of Southwest Dairy Products in a bankruptcy sale.

24. Surviving the Depression the company grew, expanding its offerings, including GUILT FREE ice cream.

25. Other GUILT FREE food products, from sauces to nuts, were licensed for diverse foods.

26. Some of the GUILT FREE licensees included Dean Foods Co. and J.M. Smucker Company.

27. Dean Foods is the largest dairy company in the United States. Its products include milk, ice cream dairy products, juice, and teas.

28. Smucker manufactures and sells fruit spreads, ice cream toppings, beverages, shortening, peanut butter, and other products.

29. Smucker brands include Smucker's, Santa Cruz Organic, Jif, Laura Scudder's, Crisco, Pillsbury, R.W. Knudsen Family, Hungry Jack, White Lily, and Martha White in the United States.

30. Yarnell Inc obtained many federal trademark registrations for its GUILT FREE trademark.

31. Faced with financial difficulties, Yarnell Inc closed June 2011.

• SCHULZE AND BURCH BISCUIT COMPANY

32. Founded in 1923, Schulze and Burch is the leading manufacturer of store brand toaster pastries in the world.

33. Schulze produces wholesome snacks and other grain based products for many of the Fortune 100 consumer products companies.

34. In 1975 Schulze made the first mass-produced granola bar.

35. Among other products, Schulze markets TOAST'EM pastries and FLAVOR KIST snack bars.

36. Schulze corporate headquarters are in Chicago IL; its plants include Chicago IL and Searcy AR locations.

37. Schulze also manages and operates its Food Technology & Development Center, in Hodgkins IL, about 14 miles southwest of Schulze's Chicago headquarters.

38. The Food Technology & Development Center is a self-contained pilot plant with inline product capabilities for a wide variety of products.

39. The Food Technology & Development Center is equipped to prepare granola products, intermediate moisture snacks, extruded products, multi-grain products, a wide range of cookies, enrobed products, and manufacture a variety of baked, fermented, and chemically leavened crackers.

• YARNELL REGISTERED TRADEMARKS

40. Opposer Yarnell owns incontestable federal trademark GUILT FREE registrations for Frozen dairy confections (® 2,316,804), Frozen confections (® 2,120,649), Exs. 1-4, and Restaurant services… (® 2,367,307), Ex. 7-9.

41. Opposer Yarnell has owned and sill owns GUILT FREE registrations for Rolls doughnuts, muffins, cookies (® 2,189,588), Chocolate pies (® 2,226,444), Jams, jellies, butter, margarine, eggs, and toppings, namely dairy-based whipped toppings and non-dairy based whipped toppings; cocoa, gravies puddings and dairy-based desserts; soft drinks, namely, non-carbonated soft drinks (® 2,205,913), Processed meat (® 2,192,459), Non-dairy dips (® 2,189,581), Processed nuts (® 2,200,081), Peanut butter; Catsup, and barbeque sauce (® 2,200,109), Toppings, namely, fruit toppings (® 2,215,013), Not frozen yogurt and egg nog ® 2,099,328), Dips, namely dairy-based dips (® 2,065,990), Cottage cheese, sour cream, and milk (® 2,096,125), Toppings, namely, chocolate syrup and fudge topping (® 2,179,680), Cakes, candy,

pies, namely fruit pies (® 2,172,033), dairy-based spreads and cheese; Cheese cakes, syrup, namely, chocolate syrup and table syrup, cake frosting, sugar substitutes, pizza, salad dressing (® 2,181,580), and GUILT FREE CARB AWARE for Frozen confections and frozen dairy confections (® 3,043,313)s.

42. All of Yarnell's trademark registrations and their specimens of use are evidence of use of the mark. Yarnell, directly or through licensees, has used its GUILT FREE trademark for the registered goods and services. Yarnell had—and has—no intention to abandon its GUILT FREE trademark rights. Yarnell is actively continuing to seek appropriate licensees for its GUILT FREE trademark. The GUILT FREE trademark appears on snack bars marketed under license by Yarnell's affiliate Schulze.

• VERIFICATION

43. Statements regarding the earlier company, Yarnell Inc, before Schulze became involved with it are primarily based on information obtained from Yarnell Inc. or its former employees. Some Yarnell Inc employees were re-employed by Yarnell LLC; they had a fiduciary duty to honestly and faithfully report to Yarnell LLC management, and I and Yarnell LC management have relied on our employees information and performance.

44. I have been warned that willful false statements and the like are punishable by fine, imprisonment, or both, under 18 USC 1001, and may jeopardize the validity of this document. I declare that I am authorized to execute this document; that the facts in this document and statements made of my own knowledge are true; and all statements made on information and belief are believed to be true.

Stephen Podracky
Chicago IL
June 21, 2019

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

YARNELL ICE CREAM, LLC	) **Full of Flavor Free of Guilt**
Opposer,	) Serial 87-566,210
v	) Opposition **91,244,684**
OUTSTANDING FOODS, INC	) Published 17 July 2018
Applicant.	) International Class 29

STEPHEN PODRACKY SUPPLEMENTAL DECLARATION

1. I, Stephen Podracky, am a Vice President of Yarnell Ice Cream, LLC (hereinafter "Yarnell" or" Yarnell LLC"), Opposer in this case.

2. I am also Vice President of Sales with Schulze and Burch Biscuit Company (hereafter "Schulze & Burch," "Schulze," or "S&B").

3. I have been employed by Schulze and Burch since about January 1994, 25 years ago.

4. For Schulze and Burch, I have been Production Supervisor, Marketing Assistant, Marketing Manager, Director of Business Development, Vice President Business Development, and Vice President Sales.

5. I report directly to Schulze and Burch's President, and to the Managing Member of Yarnell Ice Cream LLC, and of Yarnell Operations, Inc.

6. I have been supervisory responsible for Yarnell's marketing since Yarnell assets were acquired in the Yarnell Ice Cream, Inc. (hereinafter "Yarnell Inc") bankruptcy by a Schulze affiliate, about November 2011, 7-1/2 years ago.

7. For Schulze, Yarnell LLC, and Yarnell Operations I am primarily responsible for trademarks, including selecting which trademarks should rely on common law rights, which trademarks should apply for federal trademark registrations, which registrations should be maintained, and for intellectual property enforcement, including which apparent infringers

should be contacted and informed of Yarnell's rights, which infringers should have stronger demands, trademark settlement goals and acceptable settlement provisions, approving inquiries to potential trademark licensees, authorizing proposed trademark license terms, and in general for the intellectual property decisions of Schulze and for the intellectual property decisions of Yarnell and Yarnell Operations.

• GUILT FREE REVENUE AND MARKETING EXPENSE

8. Since Yarnell Ice Cream, LLC was established in December 2011, it has sold over one million dollars of GUILT FREE product.

9. Since Yarnell Ice Cream, LLC was established in December 2011, it has invested over a quarter-million dollars in selling and marketing expenses for GUILT FREE products.

10. Yarnell Ice Cream, LLC purchased Yarnell Ice Cream Company, Inc assets from the Bankruptcy Court in January 2012, but not most of the business records. Revenues and marketing expenses for GUILT FREE of Yarnell Ice Cream Company, Inc from its 1932 founding through its 2011 bankruptcy and of GUILT FREE licensees are not included in this Declaration.

11. Yarnell's account for selling and marketing expenses does not segregate by size and type of frozen confection, the Guilt Free share is its proportion by revenue.

12. After Yarnell Ice Cream, LLC was established, its affiliate Schulze & Burch began marketing a GUILT FREE Fruit & Grain snack bar in My 2019.

13. Schulze & Burch, a GUILT FREE licensee of Opposer Yarnell, has sold in three months over $124,000 dollars of its snack bars.

14. Schulze & Burch's account for selling and marketing expenses does not segregate by flavor of its snack bars.

• VERIFICATION

15. Statements regarding the earlier company, Yarnell Inc, before Schulze became involved with it are primarily based on information obtained from Yarnell Inc. or its former employees. Some Yarnell Inc employees were re-employed by Yarnell LLC; they had a fiduciary duty to honestly and faithfully report to Yarnell LLC management, and I and Yarnell LC management have relied on our employees information and performance.

16. I have been warned that willful false statements and the like are punishable by fine, imprisonment, or both, under 18 USC 1001, and may jeopardize the validity of this document. I declare that I am authorized to execute this document; that the facts in this document and statements made of my own knowledge are true; and all statements made on information and belief are believed to be true.

Stephen Podracky
Chicago IL
August 26, 2019

Declaration

Rob

Bell

Declaration of Rob Bell

1. I am Rob Bell, a Principal at Eric Rob & Isaac, an advertising agency based in Little Rock AR.

2. I cofounded Eric Rob & Isaac in January 2004, and have been active in the advertising and marketing industry since 1999.

3. Our firm, Eric Rob & Isaac provides the full gamut of communication strategies and tactics for our clients: brand development, advertising, marketing, design, public relations, social media, and digital services.

4. Our clients have included Clinton National Airport, Economics Arkansas, Regional Recycling.org, Riverfest, Sam's Club, University of Central Arkansas, and Yarnell Ice Cream, LLC (**Yarnell**), among others.

5. Since at least 2012 we have helped Yarnell promote its ice cream and frozen confections via Yarnell's human mascot, named **Scoop**. We also assist Yarnell with its social media on platforms such as YouTube, Facebook, Instagram, and Twitter.

6. Scoop often appears on television and social media to announce the availability of a new or returning Yarnell flavor. Scoop is generally introduced by his mascot name, "Scoop," often excitedly. See Exhibit 16, 27, 28, 37 ("Which flavor is coming back?), 39a ("Yarnell's Adds Three Flavors to Collection"), 39b ("return of Yarnell's to Purple Cow [restaurants]"), 39g ("New Flavors Now Available," background billboard), 39h ("Yarnell's Lemon Ice Box Pie Back for Summer"), and 39i (Blackberry Cobbler), 39i ("return of its beloved Razorbacks-themed flavors"). Also see Exhibit 34, reinforcing SCOOP in getting access to information of Yarnell products.

7. Scoop appears at sporting events.

8. Scoop appears at community events and celebrations.

9. Scoop usually appears in proximity to Yarnell ice cream and frozen confection.

10. Scoop often distributes Yarnell ice cream and frozen confection.

11. Exhibit 27 is a list of some of Scoop's scheduled appearances, together with photos of Scoop at some of the events.

12. Among other appearances, Scoop announced Yarnell's return availability after its temporary suspension due to the prior Yarnell Ice Cream, Inc. financial problems. The return, celebrated by Governor Mike Beebe enjoying a spoonful of Yarnell ice cream, was memorialized and thereafter shown on television, see Exhibit 28.

13. The data and photos of Exhibit 27 include photos of some of Scoop's appearances; both photos and data are taken from our business records, kept and maintained in the ordinary course of our business. The exhibits are true and accurate copies of the originals; some may be black and white copies of color originals. The photos of Exhibits 27-39 also reflect our firm's work and are true and accurate representations of the originals.

I have been warned that false statements and the like may subject me to penalties of perjury, and confirm that all these statements made on personal knowledge are true and that all these statements are believed to be true.

Rob Bell
February 21 , 2017

Exhibit

39

TWEETS 2,687
FOLLOWING 2,069
FOLLOWERS 2,899
LIKES 368
LISTS 1

Yarnell's Ice Cream @Yarnells · 23 May 2015

Tune into @KATVNews NOW to learn about all our @ARKRiverfest activities!

3 2

Declaration

Kegan

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

YARNELL ICE CREAM, LLC) **Full of Flavor Free of Guilt**
Opposer,) Serial 87-566,210
v) Opposition **91,244,684**
OUTSTANDING FOODS, INC) Published 17 July 2018
Applicant.) International Class 29

DANIEL KEGAN DECLARATION

1. I am an attorney licensed by the State of Illinois and lead counsel in this case.

2. Exhibits 1 -29, 31-58, 80-81 are true and accurate copies of the originals, in some cases as black and white or gray scale copies of original color documents.

3. Exhibits 80-81 are Confidential—Attorneys Eyes Only, as provided by the Board's Standard Protective Order.

4. Exhibits 1 -28, 31-43, 46-58 were downloaded from the Internet.

5. For documents obtained from the Internet, the visit date typically appears in a footer of the copy, in the Exhibit list, or in the name of the file, typically at or near the end of the file name.

6. Exhibits 1-4, 7-27, 41, 53-55, 58 were downloaded from the PTO websites, most TESS and TSDR, Exhibit 58 from TTAB's TTABVUE.

7. Exhibit 10 was compiled from PTO TSDR downloads of use specimens from Yarnell registrations: '013, '033, '081, '109, '125, '307, '328, '444, '459, '580, '581, '588, '649, '680, '804, '913, '990.

8. Exhibit 29 is a digital photo of Schulze's Fruit & Grain GUILT FREE bar package.

9. Exhibit 33 is a copy of Yarnell Ice Cream Co., Inc's Statement of Use for Sn 75-976,038, which includes extracts from Yarnell Inc's license to Dean Foods.

10. Exhibits 44 and 45 (page Y-1495) were abstracted from Exhibits of Rob Bell's 21 February 2017 Declaration, wherein he declares the exhibit includes some of Yarnell mascot Scoop's appearances; the photos taken from Bell's advertising and marketing firm's business records, kept and maintained in the ordinary course of business. The other pages of Exhibit 45 were downloaded from the Internet sites and dates as shown in headers, footers, and/or location bars.

11. Exhibit 56 was downloaded from the website of the Nevada Secretary of State.

12. Exhibit 57 was downloaded from the LinkedIn website.

13. Exhibit 80 (Confidential—Attorneys Eyes Only) are Yarnell solicitations for licensing GUILT FREE for food products and services. Pages Y-2016 & Y-2017-AEO were downloaded from TSDR. Pages Y-2120 thru Y-2124-EAO were obtained from that Licensee's counsel.

14. Exhibit 81 (Confidential—Attorneys Eyes Only) are Yarnell's GUILT FREE enforcement actions, including both settlement agreements and Trademark Trial and Appeal Board proceedings.

15. Exhibits 80 and 81 are copies from Yarnell's trademark counsel's files, kept in the ordinary course of its legal business.

16. I have been warned that willful false statements and the like are punishable by fine, imprisonment, or both, under 18 USC 1001, and may jeopardize the validity of this document. I declare that I am authorized to execute this document; that the facts in this document and statements made of my own knowledge are true; and all statements made on information and belief are believed to be true..

/Daniel Kegan/ ____________
Daniel Kegan
Chicago IL
26 August 2019