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## **Ark Foods debuts protein-packed, 100% plant-based Clean Label Salads line**

October 21, 2020

[?Ark Foods](#) — the modern-day farming company bringing unique vegetables and vegetable-based creations to the produce aisle — debuted its Clean Label Salad line at the Produce Marketing Association's FreshSummit virtual trade show last week.

Clean Label Salads, made entirely from ingredients great-grandmas would recognize, join Ark Foods' lineup of best-selling heat-and-eat Veggie Bowls, and serve as an easier, healthier, affordable lunch option amidst a 40 percent rise in home cooking seen from the COVID-19 pandemic, according to The Food Industry Association.

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“Launching our Clean Label Salads at this time became even more important to us as we saw how customers adjusted to a new normal,” said Noah Robbins, founder and CEO. “We’re proud to offer two full product lines to choose from when it comes to eating clean without steep costs or effort in the kitchen. We can’t wait to introduce these salads to customers.”

Robbins noted the early excitement surrounding the launch: "Since announcing the line at PMA last week, we've been thrilled and encouraged by the buyer interest we've received. We created these salads to be approachable to everyone, and hope to launch with retailers around the country to meet a need for customers everywhere."

The line will consist of four SKUs featuring updated nods to classic salads, with vegetables rarely seen in ready-to-eat salads, like watermelon radish and golden beets. The bowls range from 330 to 410 calories and deliver between 13 and 18 grams of protein for consumers focused on fueling up while achieving their health goals.

- Crunchy Kale Ranch - Plant-based ranch dressing, chickpea croutons, pepitas, Brussels sprouts and sun-dried tomatoes
- Bright Pesto Greens - Vegan pesto dressing, chickpea croutons, cashews, sun-dried tomatoes and golden beets
- Cashew Kale Caesar - Plant-based Caesar dressing, chickpea croutons, red cabbage and watermelon radish
- Ginger Sesame Greens - Ginger sesame dressing, pepitas, cashews, red carrots and red cabbage

Clean Label Salads will be available starting in early 2021 at \$4.99 MSRP per salad.

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