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Gotham Greens debuts new line of plant-based dips

[Gotham Greens](#) expanded its fresh foods portfolio with a brand-new line of plant-based dips in four plant-packed flavors: Green Goddess, Spinach Artichoke, Tzatziki and Green Harissa. Each dip features a variety of fresh greens and herbs to create premium, herbaceous and bold twists on some of the most well-known dip flavors in America. Drawing inspiration from around the globe, Gotham Greens Dips offer distinct flavor profiles that cater to a diverse array of palates, occasions and needs.

With one in 10 Americans over the age of 18 considering themselves vegan or vegetarian and nearly half of global consumers (42 percent) describing themselves as flexitarian, Gotham Greens Dips strategically meet the increasing consumer demand for plant-based options that don't compromise on taste. Given the evolving consumer palette and steady growth of the refrigerated dips and spreads category, which is a \$3.2 billion category in the U.S. and is growing at 4.7 percent, Gotham Greens Dips have a unique and competitive edge in the burgeoning plant-based fresh food category.

"Our team is very excited to introduce four beloved dips in an innovative, dairy-free format that is packed with plants and meets consumers where they are with a fresh option they'll reach for every time," said Viraj Puri, co-founder and CEO of Gotham Greens. "Gotham Greens continues to focus on bringing consumers the best-tasting, most flavorful fresh foods in the category. Dips are one of the most well-loved snacks due to their versatility and craveable flavors, yet as consumers evolve their dietary habits to reflect a more plant-based and flexitarian lifestyle, the category has not kept up with bringing delicious plant-based options to market. Our new expansion into plant-based dips serves consumers in a brand-new way and speaks to cooking and dining trends we've seen over the past several years."

Gotham Greens Dips are 100 percent plant-based, dairy-free, gluten-free, non-GMO and never heated. There are no artificial fillers, flavors, gums or preservatives, and unlike other plant-based options, Gotham Greens Dips feature a thick, creamy consistency. While most plant-based dips contain water as the first or second ingredient, leading to a watery, thin texture, Gotham Greens Dips contain a blend of cauliflower and chickpeas to create a texture that rivals dairy-based products.

Green Goddess: Made with Gotham Greens' greenhouse-grown basil, cauliflower, chickpeas, avocado, lemon juice and parsley, Green Goddess brings the herbaceous taste of Gotham Greens' best-selling salad dressing into a snackable dip format.

Spinach Artichoke: Made with real spinach and artichoke along with lemon, parsley and tahini (sesame), Gotham Greens Spinach Artichoke Dip is a creamy, tangy, umami-rich and indulgent dip. Spinach Artichoke is perfect out of the fridge or enjoyed heated up for the more classic comfort food experience.

Tzatziki: Made with flavorful and fragrant vegetables and herbs, including dill, cucumber, mint and garlic, Gotham Greens Tzatziki Dip emulates the taste and texture of the traditional yogurt dip that is creamy, tangy and cooling.

Green Harissa: With versatility as a dip, sauce, or marinade, Green Harissa Dip packs an herbaceous and spicy punch. This item brings the heat with a combination of cilantro, jalapeño, serrano peppers, red pepper flakes, coriander, cumin and extra virgin olive oil for a balanced yet

unabashedly spicy bite.

The new dips are available at select Whole Foods Market stores nationwide, FreshDirect and more beginning in September 2022.

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