



fry's
HALLOWEEN
COOKBOOK

IN COLLABORATION WITH
PLANT-BASED JUDY



FROM THE FRY'S FAMILY KITCHEN TO YOURS

From small innovative beginnings in the Fry's family kitchen, to an international success story, the Fry Family Food Co. produces a wide range of meat-free and 100% vegan foods for your everyday meals

ALL OUR PRODUCTS ARE:

Made with nature's plant proteins
 100% vegan
 Non GM
 Free from Harmful chemicals
 High in protein and fibre
 Naturally cholesterol free
 Quick and easy to prepare

Reducing your meat consumption has never been easier!



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SAUSAGE MUMMIES

SERVES 4 TO 6

INGREDIENTS

- 1 TBSP. VEGETABLE OIL
- 1 PACK OF FRY'S SAUSAGES (TRADITIONAL OR BRAAI-STYLE)
- 3 TBSP. FRENCH MUSTARD
- 1 SHEET OF PUFF PASTRY
- KETCHUP TO SERVE (OPTIONAL)

METHOD

1. HEAT OIL IN A PAN AND FRY SAUSAGES UNTIL BROWNED & COOKED THROUGH
2. PREHEAT OVEN TO 200°C
3. ROLL OUT PUFF PASTRY & SPREAD MUSTARD ACROSS THE SURFACE
4. LINE SAUSAGES EVENLY ACROSS PASTRY SHEET AND CUT PASTRY INTO 8 RECTANGLES - ONE AROUND EACH SAUSAGE
5. SLICE PASTRY IN EVEN LINES ON EITHER SIDE OF SAUSAGE - THESE WILL FORM THE "BANDAGES" TO WRAP AROUND THE SAUSAGE
6. WRAP BANDAGES ALTERNATELY LEFT AND THEN RIGHT, OVER THE TOP OF THE SAUSAGE MUMMY
7. BAKE IN OVEN FOR 15-20 MINS UNTIL THE PASTRY IS GOLDEN BROWN





SERVES 4 TO 6

SKULL PITTA PIZZA

INGREDIENTS

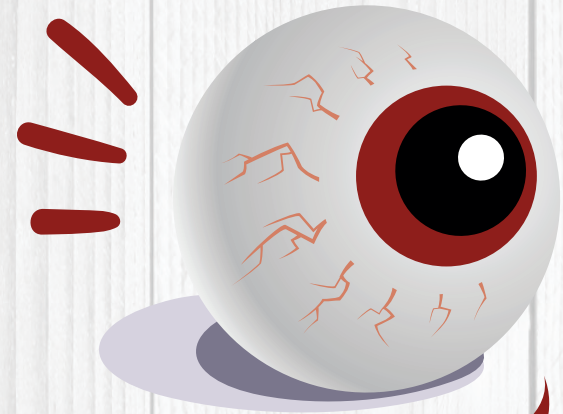
- WHITE PITTA BREADS
- VEGAN CHEESE
- TOMATO SAUCE FOR PIZZA
- 1 PACK OF FRY'S CHICKEN-STYLE NUGGETS

METHOD

1. COOK FRY'S NUGGETS ACCORDING TO PACKAGE INSTRUCTIONS
2. PREHEAT OVEN TO 200°C
3. CUT SPOOKY SKULL FACES INTO PITTA BREAD FRONTS WITH A SHARP KNIFE
4. OPEN UP PITTA BREAD & CAREFULLY SPREAD PIZZA SAUCE INSIDE
5. STUFF WITH FRY'S NUGGETS, VEGAN CHEESE & ANY OTHER TOPPINGS OF CHOICE
6. COVER TRAY WITH ALUMINIUM FOIL, PLACE THE PITTA PIZZAS ON TOP & BAKE IN OVEN FOR 10-15 MINUTES, OR UNTIL GOLDEN BROWN

YOU CAN USE ANY OF YOUR FAVOURITE FRY'S PRODUCTS WITH THIS RECIPE - WHY NOT TRY IT USING THE CHUNKY STRIPS OR THE BATTERED PRAWN-STYLE PIECES





MEATBALL EYES

SERVES 4

INGREDIENTS

- 2-3 TBSP VEGETABLE OIL
- 1 PACK OF FRY'S TRADITIONAL BURGERS
- VEGAN CHEESE (OPTIONAL)
- GREEN OLIVES
- 1/3 CUP KETCHUP
- 1 TSP SMOKED PAPRIKA
- 1/4 TSP CAYENNE PEPPER

METHOD

1. DEFROST FRY'S BURGERS UNTIL ROOM TEMPERATURE
2. SQUISH EACH HAMBURGER INTO A LARGE MEATBALL SHAPE
3. ADD CUBE OF CHEESE TO THE MIDDLE OF THE MEATBALLS (OPTIONAL)
4. HEAT OIL IN A PAN
5. FRY UNTIL BROWNED ON ALL SIDES & THE MEATBALLS ARE COOKED THROUGH
6. MAKE SPICY KETCHUP BY MIXING TOGETHER KETCHUP, SMOKED PAPRIKA & CAYENNE PEPPER
7. CUT GREEN OLIVES INTO SLICES, AND STICK ON TOP OF THE MEAT BALLS TO MAKE EYES
8. SERVE WITH THE REST OF THE SPICY KETCHUP





SPIDER'S WEB SOUP

INGREDIENTS

SERVES 4 TO 6

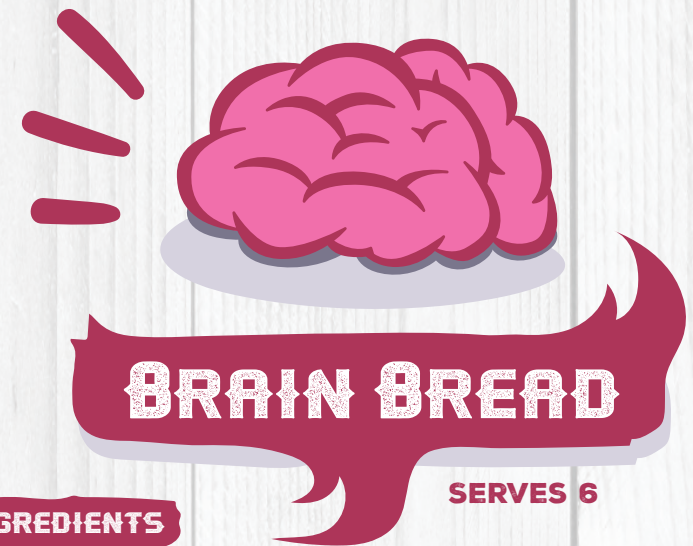
- 1 BUTTERNUT SQUASH
- 3 MEDIUM SWEET POTATOES
- 1 WHITE ONION
- 1-2 TBSP. VEGETABLE STOCK POWDER
- 1 TBSP. SMOKED PAPRIKA
- CHILLI FLAKES (TO TASTE)
- VEGAN SINGLE CREAM

METHOD

1. PEEL SQUASH AND SWEET POTATOES AND CHOP INTO SMALL PIECES
2. ROAST THE SWEET POTATO AND BUTTERNUT SQUASH FOR 30 MINUTES OR UNTIL SOFT
3. PEEL AND CHOP THE ONION AND FRY IN A PAN WITH OIL UNTIL TRANSLUCENT
4. ADD STOCK POWDER, SMOKED PAPRIKA & CHILLI FLAKES TO ONION AND FRY TOGETHER FOR A COUPLE OF MINUTES UNTIL IT COMBINES
5. ADD THE ROASTED SQUASH AND POTATO AND BLEND, ADDING DESIRED AMOUNT OF WATER OR VEGAN CREAM IF TOO THICK
6. SERVE IN BOWLS & POUR VEGAN CREAM IN A SPIRAL SHAPE, AND THEN PULL THE END OF A SPOON ACROSS THE CREAM TO CREATE WEB SHAPES

FOR A MORE SUBSTANTIAL SOUP MEAL, WHY NOT TRY ADDING SOME FRYS POLONY. SIMPLY PAN FRY FOR 6-8 MINUTES AND CHOP INTO SMALL CHUNKS TO GARNISH THE TOP OF THE SOUP





SERVES 6

INGREDIENTS

- 2-3 TBSP VEGETABLE OIL
- 1 TBSP. VEGETABLE OIL
- 1 RED ONION
- 1 PACK FRY'S MEAT-FREE MINCE
- 300G SPIRAL PASTA
- 1 LOAF OF BREAD
(A ROUND LOAF IS BEST!)
- 4 COOKED MEDIUM BEETROOTS
- 1/2 CUP SOY YOGHURT
- 1 CUP SOY MILK
- 1 TBSP. VEGETABLE STOCK POWDER
- 2 TSP. ITALIAN HERBS
- 2 TSP. SMOKED PAPRIKA
- 1 TSP. CHILLI FLAKES
- SALT & PEPPER

METHOD

1. CHOP RED ONION INTO SLICES
2. HEAT OIL IN A PAN & FRY RED ONION UNTIL TRANSLUCENT
3. ADD MINCE & COOK ACCORDING TO INSTRUCTIONS
4. MEANWHILE, BOIL PASTA IN A SEPARATE PAN ACCORDING TO THE PACK INSTRUCTIONS
5. IN A BLENDER, COMBINE BEETROOT, HERBS, SPICES, STOCK POWDER, SOY YOGHURT & SOYA MILK UNTIL COMPLETELY SMOOTH
6. POUR SAUCE INTO PAN WITH MINCE & ONIONS, AND SIMMER UNTIL PIPING HOT
7. ADD EXTRA SOY MILK OR REDUCE THROUGH HEAT UNTIL DESIRED CONSISTENCY
8. SLICE & REMOVE TOP OF BREAD AND HOLLOW OUT THE INSIDE TO CREATE SPACE
9. CUT OUT EYE SHAPES AT THE FRONT OF THE LOAF & STUFF WITH PASTA BRAINS





FRANKENSTEIN FALAFEL SUBS

SERVES 2

INGREDIENTS

- 4 COOKED MEDIUM BEETROOTS
- 1 CAN CHICKPEAS, DRAINED
- JUICE OF 1/2 LEMON
- 2 TBSP. TAHINI
- 2 TBSP. OLIVE OIL
- 1 TSP. CUMIN
- 1/2 TSP. GROUND CORIANDER
- 1 TSP. SALT + MORE TO TASTE
- 1 PACK FRY'S FALAFEL BURGERS
- 1/2 BAGUETTE, CUT INTO 2 SUBS
- CARROTS, SPINACH, OLIVES, SUN DRIED TOMATOES, ARTICHOKE ETC

METHOD

1. PREHEAT OVEN & COOK FALAFEL BURGERS ACCORDING TO INSTRUCTIONS
2. MEANWHILE, ADD BEETROOTS, CHICKPEAS, LEMON JUICE, TAHINI, OLIVE OIL, HERBS & SPICES TO BLENDER & PULSE UNTIL COMBINED AND SMOOTH
3. CUT OPEN BAGUETTE AND SPREAD THE BEETROOT HUMMUS ON EITHER SIDE
4. STUFF WITH FALAFELS & ANY OTHER DESIRED TOPPINGS



GET INVOLVED

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fryfamilyfood.com



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- Browse hundreds of great tasting recipes from snacks to main meals
- Sign up for our email newsletter so you won't miss out on news, information, offers and promotions
- Share your own recipe ideas or just your favourite Fry's meals through facebook, twitter or Instagram



Available at Ocado, Holland and Barrett, Morrisons Online and selected Morrisons stores.

BENEFITS

OF A PLANT-BASED DIET



DIABETES

HEART DISEASE

ARTHRITIS

STROKE

ALZHEIMER'S

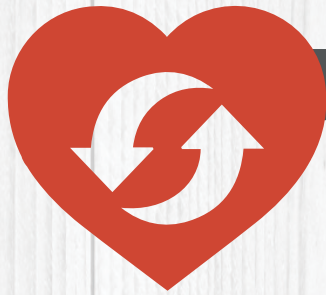
CANCER

Well planned vegetarian diets can be nutritious and healthy. They are associated with lower risks of heart disease, high blood pressure, type 2 diabetes, obesity, certain cancers; and lower cholesterol levels.

[British Dietetic Association (2014)]



Many athletes choose plant-based diets to optimise performance, and vegan athletes have set world records in speed, endurance and strength events.



ENVIRONMENT



ANIMAL AGRICULTURE IS THE LEADING CAUSE OF DEFORESTATION, WATER DEPLETION AND POLLUTION, AND IS RESPONSIBLE FOR MORE GREENHOUSE GASES THAN THE ENTIRE TRANSPORTATION INDUSTRY.

IT IS A PRIMARY DRIVER OF RAINFOREST DESTRUCTION, SPECIES EXTINCTION, HABITAT LOSS, TOPSOIL EROSION, OCEAN DEAD ZONES, AND VIRTUALLY EVERY OTHER ENVIRONMENTAL ILL.



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ETHICS



60 BILLION LAND ANIMALS

2740 BILLION FISH



HUMANS KILL OVER 60 BILLION LAND ANIMALS AND 2740 BILLION FISH EVERY YEAR FOR FOOD. NOT ONLY IS THIS COMPLETELY UNNECESSARY, BUT IT INvariably INCLUDES CRUEL PRACTICES LIKE DEHORNING OR CASTRATION WITHOUT ANAESTHETIC.

BIOLOGISTS HAVE CONFIRMED WHAT PET LOVERS HAVE ALWAYS KNOWN: THAT ANIMALS ARE SENTIENT, THEY WANT TO LIVE AND THEY FEEL PAIN IN A VERY SIMILAR WAY TO HUMANS.



FOLEY ET AL., NATURE, 2011

THE VAST MAJORITY OF THE WORLD'S GRAIN AND LEGUME CROPS ARE FED TO LIVESTOCK ANIMALS. IF WE USED THIS LAND TO GROW FOOD FOR DIRECT HUMAN CONSUMPTION, WE COULD FEED 10 BILLION PEOPLE.

MEAT ATLAS, 2014
FISHCOUNT.ORG.UK

