

**NEWS AUGUST 2025**

**QUORN MAKES MAJOR CHANGE FOR Ingredient-CONSCIOUS FANS**

***With the same great taste and just 3 ingredients in one of its hero products, Quorn’s range is simpler than ever and packed with protein.***

***Removing all artificial ingredients from its core frozen veggie ingredients range, the refreshed products are now available in all major supermarkets.***

Meat-free favourite Quorn is freezing consumer concerns around artificial ingredients, by removing all additives from its core veggie frozen ingredients range.

From August, shoppers in all major supermarkets will find the same best-selling Quorn Mince and Pieces made with just four and three ingredients respectively. Yes, really that simple!

**High in protein and fibre and low in saturated fat:**

**Quorn Mince, made with just 4 ingredients and cooks in 10 minutes**

(300g RSP £2.60#, 500g £3.65# – available in all major supermarkets)

**Quorn Pieces, made with just 3 ingredients and cooks in 10 minutes**

(300g RSP £2.60#, 500g £3.65# – available in all major supermarkets)

Quorn Swedish Style Balls and Quorn Strips will also be part of the ‘no artificial ingredients, high in protein’ range, with even more delicious products joining the line-up in 2026.

That’s not all – the UK’s No. 1 meat-free brand[[1]](#footnote-1) has also given its frozen ingredients packaging a glow up, with a bold new design that makes it easier than ever for busy shoppers to tell the difference between each product in the freezer aisles.

With health-conscious Brits increasingly checking the ingredients label of their kitchen favourites, Quorn’s timing couldn’t be better. **53% of UK consumers say that healthy nutrition has become more important to them in the last five years**[[2]](#footnote-2). These stripped-back ingredients lists are designed to appeal to that growing crowd – delivering maximum taste, with minimal fuss.

Alongside the refreshed ingredients line up, the brand has developed a host of new delicious and super-simple showstopping recipes. You can find all the inspo on Quorn’s website, with mouthwatering dishes designed to put variety and flavour back into mealtimes, whether you’re a kitchen newbie or a cooking connoisseur.

With 5 billion meals that can be made using the Quorn high protein, no artificial ingredients range[[3]](#footnote-3), Quorn is on a mission to lead a delicious revolution in how the world chooses protein.

**Lucy Grogut, Head of Brands at Quorn Foods UK, says:** “People love Quorn’s frozen ingredients range – we’re the biggest name in meat alternatives and there’s a reason for that. However, we recognise that shoppers want more simplicity when it comes to their food. We’ve got 40 years of delicious creations behind us – and this is our most simple and nutritious range yet. It’s the same great tasting products that consumers love, but just without the additives that we know some are actively trying to cut down.

“With this launch, we’re cutting through the confusing noise around meat free nutrition and leading a new, positive narrative. We have always said that the nutritional benefit of a food remains the most important factor in whether it is good for you or not, and we have extensive evidence on all our products to support their place in a healthy and balanced diet. Quorn’s new ingredients range provides a range of planet-friendly, protein packed products that deliver easy, tasty and nutritious swaps for the meals you know and love.

“It’s healthy food for people and the planet, with no compromises. We’re helping consumers cut through the noise, at a time when polarising health claims and misconceptions are rife. We want to leave people thinking Quorn is ‘So Tasty… Why Choose the Alternative?”

Once these products hit supermarket shelves, **25% of Quorn sales will be products that contain no artificial ingredients**[[4]](#footnote-4), showing what a huge impact the changes will make.

**Quorn Pieces:**

<https://www.quorn.co.uk/recipes/vegetarian-massaman-curry>

<https://www.quorn.co.uk/recipes/vegetarian-yakisoba>

**Quorn Mince:**

<https://www.quorn.co.uk/recipes/quorn-mince-tacos-korean-bbq>

<https://www.quorn.co.uk/recipes/easy-courgette-spaghetti-bolognese>

**Quorn Swedish Style Balls:**

<https://www.quorn.co.uk/recipes/vegetarian-pesto-pasta-meatballs>

# RRP set at the discretion of individual retailers.

**ENDS**

Information issued on behalf of Quorn Foods by MTJ PR. For further information please contact Luke Marsden or Charlotte Alty [quorn@mtjpr.co.uk](mailto:quorn@mtjpr.co.uk).

1. NIQ Panel, Total GB, 52 w/e 12.07.25, Quorn Foods Defined Meat Free Universe [↑](#footnote-ref-1)
2. NIQ Global Health & Wellness Survey 2025, Q: Are you following items more, or less, important to you now than they were five years ago? - Healthy Nutrition (I.e.. What I eat & drink) [↑](#footnote-ref-2)
3. Kantar State Of The Nation [↑](#footnote-ref-3)
4. NIQ Panel, Total GB, 52 w/e 12.07.25, Quorn Foods Defined Meat Free Universe [↑](#footnote-ref-4)