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Eli's Cheesecake Debuts New Vegan Cheesecake at Mariano's
Belgian Chocolate and Carrot Cake Varieties Offered Exclusively Beginning May 14th

CHICAGO – May 14, 2014 -- Eli's Cheesecake today announced the release of its brand new line of Eli's Vegan Cheesecake, a rich and creamy dessert containing no animal products or by-products, exclusively available at Mariano's stores across Chicago beginning May 14th. Certified vegan by the Vegan Awareness Foundation, Eli's Vegan Cheesecake has not been tested on animals and is dairy and egg-free.



Belgian Chocolate Cheesecake

“Mariano's takes pride in being at the cutting edge of offering new, healthy and affordable products aligned to meet our customers' evolving lifestyle and dietary needs,” said Bob Mariano, Chairman and CEO of Roundy's, the parent company of Mariano's. “We are thrilled to be the first retailer to introduce Eli's Vegan Cheesecake at Mariano's and I think our customers, whether vegan or not, will love this excellent dessert.”

Tofu and vegan dairy-free cream cheese replace cream cheese and sour cream, making the dessert lower in fat and cholesterol than traditional cheesecake.

In fact, Eli's Vegan Belgian Chocolate Cheesecake contains 18 percent fewer calories, 38 percent less fat, 100 percent less cholesterol and 33 percent more iron than Eli's regular 7" Belgian Chocolate Cheesecake. Eli's Carrot Cake Cheesecake contains 14 percent fewer calories, 36 percent less fat, 100 percent less cholesterol, and 50 percent more vitamin A than Eli's regular Carrot Cake Cheesecake.

Eli's Cheesecake became interested in vegan desserts because of the country's growing awareness of healthier eating, the fact that the vegan market has doubled over the past five years, and more than 100 million people, vegans and non-vegans, are consciously choosing more plant-based foods.

“The most important aspect for us was to make a vegan cheesecake that reflected the delicious taste and texture that our customers have come to expect from all Eli's Cheesecakes and Desserts. Thanks to the highest quality, custom formulated ingredients, combined with the expertise and creativity of Eli's pastry chefs, we think we have succeeded,” said Marc Schulman, President of The Eli's Cheesecake Company.



Carrot Cake Cheesecake

When searching for the perfect tofu, Eli's turned to local, family-owned Phoenix Bean, located in Chicago's Edgewater neighborhood. The company, owned by Jenny Yang, was one of Chicago's first sources of fresh, artisan tofu.

The combination of Mariano's, Eli's Vegan Cheesecake and Phoenix Bean is a collaboration of local products and artisans coming together to offer a healthier dessert alternative to Chicagoans.

Eli's Cheesecake was created by Eli Schulman as the signature dessert for his restaurant, Eli's The Place For Steak, a Chicago legend for 39 years. What began as a local gem has grown into a national and international favorite. All Eli's cheesecakes and desserts are baked at Eli's Cheesecake World, the 62,000 square foot state-of-the-art bakery, café and visitors' center located on Chicago's northwest side.

Eli's is a proud member of Slow Food U.S.A., an organization devoted to preserving traditional foodways and educating people about food as a center of community. Eli's prefers using regional ingredients from local farms and producers who share Eli's commitment to quality.

For high resolution images, please visit <http://www.elicheesecake.com/hiresimages>