

Nomoo Partners with Nestlé Professional for Custom Line of Plant-Based Products

Emerging plant-based burger concept taps global foodservice manufacturer to help drive profitable growth and support its national franchise expansion

LOS ANGELES, CALIFORNIA, USA, August 2, 2022 /EINPresswire.com/ -- [Nomoo](#) has partnered with [Nestlé Professional](#), the world's leading global foodservice manufacturer, to develop a proprietary line of plant-based products to further streamline operations as the vegan burger franchise expands nationwide. Following months of research and development with the team at Nestlé Professional, nomoo will launch its new pea protein-based, non-GMO, gluten-free burger in October 2022. Additional plant-based product offerings, including a vegan chicken burger and vegan cheese, are also in development.

"With a partner like Nestlé, renowned for its commitment to the finest ingredients, operational knowledge and uncompromised support to foodservice operations, nomoo is sure to attract the right multi-unit franchise partners to accelerate our national growth," said nomoo founder George Montagu Brown. "Nomoo was born from the idea that fast-food favorites can be 100% plant-based without sacrificing flavor, so it was critical that we not only had the right partner, but also



Mouthwatering plant-based nomoo burger

a proprietary, great-tasting, better-for-you product that surpasses rivals Impossible and Beyond Meat. Together, we've created the most flavorful plant-based beef patty in the business."

Other key advantages of the new proprietary line of plant-based products include a significant reduction in labor, lower food cost, less waste, more consistency, improved safety and sanitation and extended shelf-life and storage time. These key operational benefits, coupled with nomoo's impressive unit economics, simple and streamlined operations, focused menu and lower than average start-up costs further solidify nomoo's status as an attractive, scalable and highly profitable emerging franchise concept.



Fans are raving over nomoo's plant-based burgers and more.

"Nestlé Professional is committed to plant-based innovation that is crafted in a kitchen and leaves a smaller footprint on our planet—a major reason consumers are choosing more plant-forward meals," said Perry Miele, President and CEO of Nestlé Professional USA. "We are thrilled to be able to leverage our plant-forward manufacturing expertise and align with nomoo on our vision of bringing nutritious and sustainable products to the out-of-home industry."

Earlier this year, nomoo partnered with [Fransmart](#), the leading franchise development company for emerging brands to expand its plant-based burger concept nationally following an inaugural year of success at its Los Angeles flagship. Fransmart, is known for growing emerging concepts into national brands - including Five Guys, The Halal Guys, QDOBA and more.

"Plant-based is the next big thing and I believe that nomoo is poised to become the next (plant-based) Five Guys," said Dan Rowe, CEO of Fransmart. "With a partner like Nestlé, nomoo has the ability to drive profitable growth because of its streamlined operations and supply, making it one of the most attractive fast-food franchise opportunities at this time."

At nomoo, diners taste the difference with the first bite of the classic nomoo burger, hot chick'n or nomoo wings. Nomoo easily turns into a "habit" restaurant, not just for vegans, but meat-lovers alike. For franchisees, nomoo offers a concept that is highly profitable with simplified operations and systems.

Nomoo is currently accepting franchising inquiries from entrepreneurs excited about joining the

plant-based revolution and getting in on the ground floor of a brand destined for an international presence. Prospective franchisees can find more information on getting in on the ground floor of nomoo at www.fransmart.com/eatnomoo.

About nomoo:

nomoo is the fastest-growing plant-based fast casual concept in the United States. With its proprietary recipes, nomoo is changing minds about plant-based eating one bite at a time. Founded by serial entrepreneur George Montagu Brown, nomoo offers franchisees an opportunity to be a part of the revolution in fast-casual dining with a concept that offers attractive start-up costs, easy operations, strong unit economics and franchisor support. To learn more about nomoo franchise opportunities, visit <https://fransmart.com/eatnomoo/>

About Nestlé Professional:

Nestlé Professional is dedicated to being an inspiring growth partner that delivers creative, branded food and beverage solutions, enabling foodservice operators to delight their consumers. From on-trend culinary products Minor's®, Stouffer's®, Chef-Mate® and Sweet Earth® to innovative beverage systems under Nescafé®, Nestlé Vitality™ and Coffee-Mate®, Nestlé Professional meets the needs of foodservice operators while satisfying the tastes of the out-of-home consumer. Nestlé Professional is part of Nestlé S.A. in Vevey, Switzerland—the world's largest food company—with sales of over \$98 billion. For foodservice product news and information, visit www.nestleprofessional.com.

About Fransmart:☐☐

Fransmart is the global leader in franchise development, selling over 5,000 franchises worldwide and turning emerging restaurant concepts into national and global brands for 20 years. Company Founder Dan Rowe identified and grew brands like Five Guys Burgers & Fries, QDOBA Mexican Grill and The Halal Guys from 1-5 unit businesses to the powerhouse chains they are today. Fransmart's current and past franchise development portfolio brands have opened thousands of restaurants globally. Fransmart and their partner brands are committed to franchise development growth. For more information, visit www.fransmart.com.

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