# Vegetarian Marshmallows Launch For National Vegetarian Week

**Wednesday 29 January, 2014**

Sweet, light, fluffy and completely gelatine free, Freedom Mallows are new vanilla or strawberry flavoured marshmallows that are perfect for a delicious treat or a baking ingredient.

They have been created using a new binding agent made from natural extracts (a biogum taken from the surface of freshwater lilypads),which means that unlike virtually all other confectionery products, they contain no gelatine, which is derived from animal bones.

The mallows are available in Harvey Nichols as well as a number of independent retailers and foodservice outlets throughout the UK and are also available online at http://freedommallows.com, costing around £2.50 per 75g bag. Smaller versions of the mallows are available for baking and hot chocolate-topping.

As well as being gelatine free, Freedom Mallows are fat and dairy free, so are perfect for vegans, consumers with intolerances and those seeking halal or kosher products. Launched by Freedom Confectionery, they are approved by the Vegetarian and Vegan Society and have been described as ‘little pillows of scrumptiousness’ by leading vegetarian blogger Tinned Tomato.

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