



**SAME GREAT TASTE.
PLANT-BASED.**

KEEP IT REAL.





With the same great taste as original
Hellmann's Real, for delicious vegan &
plant-based meals. No compromise.
VEGAN mayonnaise as it should be.



PLANT-BASED LIFESTYLE

There's no denying it, the vegan trend isn't going away, it's the new norm. Traditionally meat-consuming nations, **Australian & New Zealand consumers are increasingly embracing plant-based eating.** Key drivers of this are the need for ethical eating, celebrity influence, and Covid-19 increasing desire for healthier eating.

Access to vegan & plant-based food has never been higher. And there's a new wave of millennial consumers looking for a better balance: flexitarians. Being a flexitarian is about more than just cutting down on eating meat. It's a **lifestyle choice based around physical health and overall wellbeing** through more plant-based eating.





WITH ORIGINAL
HELLMANN'S REAL MAYO TASTE

PLANT-BASED
MAYO WITH NO
COMPROMISE
ON TASTE OR
TEXTURE. 

DELIVERS THE
EXPERIENCE OF
HELLMANN'S REAL
AT NO
ADDITIONAL COST.

EXCEPTIONAL
HOLD THAT
WON'T SPLIT
UNDER
PRESSURE.



• THE AUTHENTIC-MAYO TASTE OF • HELLMANN'S REAL IN A VEGAN RECIPE

100% Australian canola oil is carefully blended with lemon juice and the flavour of mustard to create a mayo with an ideal taste & texture for plant-based menus.



VERSATILITY & PERFORMANCE ACROSS THE MENU

Burgers / wraps, rolls & sandwiches / mayo-based
sauces & dressings / binding & finishing salads



PACK	4 x 2.4kg
-------------	-----------

SERVING SIZE	20g
---------------------	-----

SERVES/UNIT	120
--------------------	-----

STORAGE	Unopened: up to 9 months (ambient) After opening: up to 3 months (refrigerated)
----------------	--

EASY-USE PACKS	Portion-controlled pump available
-----------------------	-----------------------------------

MADE IN	Australia from at least 95% Australian ingredients
----------------	---

#Contains naturally occurring glutamates.

CREATING THE LATEST TRENDS EASY AS!

With Hellmann's Vegan Mayonnaise you can bring plant-based eating into your menu in a snap! To make it even easier, we've showcased the mayo **against the latest** key trends shaping progressive kitchens:



REINVENT YOUR CLASSICS

Classics never go out of date, but diners are expecting up-to-date takes on their signature favourites. That's why we're constantly coming up with new ingredient ideas that'll help you reinvent your game!



INJECT WORLD FLAVOURS

Well-travelled diners are driving diverse International flavours into the mainstream. It's truly an art to infuse them while keepin' it real and we're always up to help inject some authenticity and creativity.



IGNITE THE POWER OF PLANTS

More people are looking for delicious food with healthy twists, such as meat alternatives and plant-based options. Let's rethink the way we play with our veggies, grains, nuts & seeds for the next wave of change.

THE
TREND
LEND



HELLMANN'S VEGAN MAYONNAISE



STARTERS	MAINS	GRAB & GO	SMALL PLATES
CRISPY MEXICAN JACKET POTATO	MISO MARINATED TOFU BOWL	ZUCCHINI FRITTER BURGER	CRISPY FRIED CAULIFLOWER TACOS
KIMCHI LOADED FRIES	ROASTED PUMPKIN SALAD, CREAMY HERB DRESSING	EARTH BURGER	SWEET POTATO BHAJI & KORMA DIP
ROASTED VEGE SALAD	HEARTY ROASTED CAULI	MIDDLE EASTERN FALAFEL SANDWICH	KIMCHI CREAM EGGPLANT TACOS

CRISPY MEXICAN JACKET POTATO

Crispy roasted whole potato topped with a chilli Mexican bean mix and coriander for a twist on an English pub classic.

10 | SERVES

Potato

10 x Whole large potatoes
50 ml Olive oil

Topping

50 ml Oil
50 g Red chilli, chopped
50 g Green chilli, chopped
800 g Cannellini beans, drained and washed
400 g Can corn kernels, drained and washed
800 g **Knorr Mexican Chunky Salsa Mild**

To Serve

300 g **Hellmann's Vegan Mayonnaise**
100 g Green onions, sliced
80 g Coriander leaves



**CLASSICS
REINVENTED**

#veganmayo #classicsreinvented
#plantbased #pubfood

1. Wash the potatoes with cold water and dry them. Use some olive oil to coat and cook them in the oven at 180°C for one hour.

1. Heat oil in a pan and add chillies and sweat. Add cannellini beans, corn kernels and **Knorr Mexican Chunky Salsa Mild** and heat until warm.

1. Put the cooked potatoes in the oven at 220°C for 10 minutes or until crispy.

2. Cut a cross on top of the potato, squeeze the sides. Add the bean mix and top with **Hellmann's Vegan Mayonnaise**, green onions and coriander.



KIMCHI LOADED FRIES

Turn up the heat
with creamy Korean
fermented flavour.

10 SERVES

Kimchi

2	kg	Chinese cabbage
80	g	Sea salt
1	L	Water
100	ml	Knorr Portuguese Peri Peri Sauce
50	g	Garlic, finely chopped
20	g	Ginger, grated
50	ml	Fish sauce
250	g	Korean radish or daikon, peeled and cut into matchsticks
200	g	Spring onions

Fries

2	kg	Potatoes, large
2	kg	Sweet potato, large
40	g	Knorr Aromat

To Serve

200	g	Hellmann's Vegan Mayonnaise
100	g	Knorr Portuguese Peri Peri Sauce



WORLD
FLAVOURS

#veganmayo #periperi #aromat
#worldflavours #plantbased #barsnacks

1. Place cabbage in a large bowl. Sprinkle with salt. Pour over the water. Stir to combine. Set aside for 1 hour to 1 hour 30 minutes, turning cabbage occasionally, or until wilted. Transfer to a colander. Rinse under cold running water at least 3 times. Drain well. Place in a large clean bowl. Set aside.
 2. Mix **Knorr Portuguese Peri Peri Sauce**, ginger and garlic in a bowl, adding fish sauce, sugar and shallot. Pour the cabbage into the mix. Use your hands to quickly but thoroughly combine.
 3. Seal in a large sterilised glass jar, allowing a 3cm gap from top of jar. Set aside at room temperature for 2-3 days to ferment. Store in the fridge for up to 3 months.
1. To make the fries, cut the potatoes into desired size and place in the fryer until golden brown and cooked through.
 2. Once cooked, drain and season with **Knorr Aromat** seasoning. Divide into bowls and load with kimchi.

1. Drizzle with combined **Hellmann's Vegan Mayonnaise** and **Knorr Portuguese Peri Peri sauce**.



ROASTED VEGE SALAD

Best served warm.
Sweet & flavourful.
Perfect all year round.



PLANT
POWER

10 SERVES

#veganmayo #plantpower #plantbased
#saladbowl #cauliflower

Salad

1.5	kg	Cauliflower, cut into florets	1. Roast cauliflower, fennel and red onion in an oven for 35 minutes.
600	g	Fennel, quartered	
200	g	Red onion, sliced into wedges	
500	g	Radicchio, cut into wedges	2. Char grill radicchio.

Dressing

300	g	Hellmann's Vegan Mayonnaise	1. Combine Hellmann's Vegan Mayonnaise , wholegrain mustard and honey.
50	g	Wholegrain mustard	
100	g	Honey	

To Serve

Flaked almonds, toasted, to serve	1. Place all salad ingredients in a bowl, pour over dressing, tossing to combine and garnish with flaked almonds.
-----------------------------------	---



MISO MARINATED TOFU BOWL

A variety of colours, flavours & textures makes this bowl a winner on any menu.

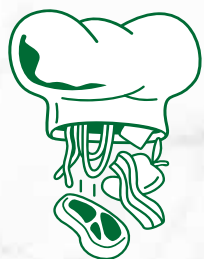
10 | SERVES

Bowl

250	g	Hellmann's Vegan Mayonnaise
10	g	Knorr Intense Flavours Roast Umami
100	g	Miso paste
700	g	Silken tofu, drained
750	g	Butternut pumpkin, peeled and cubed
50	ml	Olive oil
250	g	Cooked wild rice
750	g	Cooked jasmine rice
50	g	Miso paste, extra
200	g	Hellmann's Vegan Mayonnaise , extra
500	g	Salted edamame
400	g	Radishes, finely sliced

To Serve

150	g	Seaweed salad
		Shredded furikake
		Sesame seeds



**CLASSICS
REINVENTED**

#veganmayo #roastumami
#classicsreinvented #vegan #wildrice
#sesameseeds

1. Combine **Hellmann's Vegan Mayonnaise** with **Knorr Intense Flavours Roast Umami**, miso paste and 250ml water. Whisk until smooth. Cut tofu into cubes and add to mayonnaise mix. Toss gently to coat. Set aside.
2. Toss pumpkin in oil. Season and place on baking trays. Cook in combi oven at 180°C until tender. Remove and cool.
3. Combine wild and jasmine rice.
4. Make dressing by combining extra miso paste with extra **Hellmann's Vegan Mayonnaise**.
1. To assemble, place some rice, pumpkin, edamame and radish in a serving bowl. Top with marinated tofu, a drizzle of dressing and garnish with seaweed salad, furikake and sesame seeds.



ROASTED PUMPKIN SALAD,

CREAMY HERB DRESSING

Perfect for the autumn months, the addition of quinoa adds 'pops' of flavour to this colourful salad.

10 SERVES

Salad

1	kg	Kent pumpkin
75	ml	Olive oil
500	g	Cooked quinoa
40	ml	Lemon juice
50	ml	Olive oil, extra
250	g	Hellmann's Vegan Mayonnaise
10	g	Knorr Lime Powder
15	g	Mint leaves, chopped
10	g	Parsley leaves, chopped
10	g	Basil leaves, chopped
400	g	Oxheart tomatoes, sliced
100	g	Rocket leaves

To Serve



WORLD
FLAVOURS

#veganmayo #limepowder
#worldflavours #plantbased #pumpkin

1. Cut pumpkin into thin wedges (skin on) and toss in oil. Season and lay on large baking trays. Bake in combi oven at 180°C for 20 minutes or until tender. Remove and set aside.
2. Toss the quinoa with lemon juice, extra oil, salt and pepper.
3. Combine **Hellmann's Vegan Mayonnaise** with 75mls water, **Knorr Lime Powder** and herbs.

1. To serve, arrange the tomato, rocket, quinoa and pumpkin on plates and drizzle with minted mayonnaise dressing.



HEARTY ROASTED CAULI

A hearty, meaty roast dinner without the meat, but all the flavour!

10 SERVES

Cauliflower

- | | | |
|-----|---|---|
| 300 | g | Eschallots, thinly sliced |
| 200 | g | Knorr Intense Flavours Roast Umami |
| 5 | x | Whole baby cauliflower |

Dressing

- | | | |
|-----|---|---|
| 300 | g | Hellmann's Vegan Mayonnaise |
| 20 | g | Knorr Intense Flavours Roast Umami |
| 20 | g | Chilli puree |

To Serve

Micro herbs,
to garnish
Sesame seeds,
to garnish*



PLANT
POWER

#veganmayo #roastumami #plantpower
#vegan #cauliflower #sesameseeds

1. Combine eschallot and **Knorr Intense Flavours Roast Umami**. Pour over cauliflower and marinate for 2-3 hours.
 2. Roast in oven at 160°C for 1 hour covered. Remove cover and roast for a further 20 minutes.
1. Combine **Hellmann's Vegan Mayonnaise**, **Knorr Intense Flavours Roast Umami** and chilli puree.
1. Arrange cauliflower on a serving platter, slice and serve with dressing and garnish.



ZUCCHINI FRITTER BURGER

Meat lovers will be surprised by the delicious flavour of these burgers.

10 SERVES

Burger

50	ml	Oil
10	x	Zucchini tofu patties
200	g	Hellmann's Vegan Mayonnaise
10	x	Brioche buns, split
400	g	Kumato tomatoes, sliced
120	g	Rocket leaves
100	g	Baby spinach leaves
200	g	Knorr American Tomato Chilli Relish

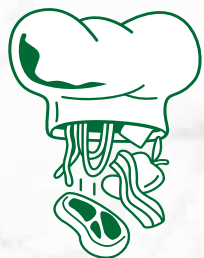
1. Heat oil in a large pan over medium heat. Cook zucchini tofu patties in batches until golden brown then remove and drain on paper towel. Keep warm. Alternatively, cook patties on a flat grill plate.
2. Mix together **Hellmann's Vegan Mayonnaise** with 30mls water. Set aside.
3. Toast buns until golden.
4. To assemble burgers, spread base of bun with **Knorr American Tomato Chilli Relish**. Top with zucchini tofu patty, tomato and rocket. Spread bun lid with mayonnaise, place on burger.

To Serve

Chips, to serve
Hellmann's Vegan Mayonnaise, to serve

Tip

If preferred, spread base of bun with **Knorr Italiana Pronto Napoli**.



**CLASSICS
REINVENTED**

#veganmayo #classicsreinvented
#plantbased #burger #chillirelish



THE EARTH BURGER

Packed with fibre,
savoury flavours &
creamy textures.

10 SERVES

Burger

125	ml	White wine vinegar
100	ml	Water
40	g	Sugar
400	g	Red onions, thinly sliced
200	g	Knorr Tuscan Vegetable Sauce
150	g	Hellmann's Vegan Mayonnaise
10	x	Lentil patties, frozen
10	x	Brioche buns, plain or charcoal
200	g	Mixed leaves
1	kg	Herloom tomatoes, sliced

To Serve

French fries, to serve



**WORLD
FLAVOURS**

#veganmayo #worldflavours #plantbased
#burger #lentils #tuscanvegsauce

1. Combine vinegar, water and sugar, stirring to dissolve sugar. Add onions and set aside.
 2. Deep fry lentil patties until golden brown. Drain and keep warm.
 3. Meanwhile lightly toast brioche buns and warm through **Knorr Tuscan Vegetable Sauce**.
 4. Drain onions and squeeze to remove excess liquid.
1. To assemble, spread base of buns with **Knorr Tuscan Vegetable Sauce** and top with mixed leaves, lentil patty, sliced tomato and pickled onion. Spread burger lids with **Hellmann's Vegan Mayonnaise** and serve with fries.



MIDDLE EASTERN FALAFEL SANDWICH

A delicious Middle Eastern sandwich (with a zing) that will keep the meat eaters happy too!



PLANT
POWER

10 SERVES

#veganmayo #plantpower
#plantedbased #sandwich #broadbeans

Falafel Mix

250	g	Dry chickpeas
500	g	Dry broad beans
100	g	Onion, finely chopped
20	g	Garlic, finely chopped
20	g	Red chilli, finely chopped
150	g	Parsley, finely chopped
5	g	Cumin powder
5	g	Coriander
15	g	Bicarb soda
30	g	Knorr Vegetable Booster Oil, to fry

1. Soak chickpeas and broad beans in cold water overnight, drain well.
2. Process all ingredients, except oil in a food processor until smooth.
3. If the mix is dry, add a little water to get a wet crumble mix that is easy to shape.
4. Shape falafel mix into balls, adding a little extra water if mix is dry.
5. Deep fry at 160°C until golden brown.

Tahini Mayo

100	g	Tahini
150	g	Hellmann's Vegan Mayonnaise
100	ml	Water
10	g	Knorr Lime Powder

1. Blend all ingredients.

Sandwich

10	x	Lebanese bread
200	g	Diced tomato
50	g	Mint leaves
200	g	Pickles
200	g	Lettuce
100	g	Red cabbage, thinly sliced
80	g	Carrot, thinly sliced
40	g	Coriander leaves

1. Spread bread on a chopping board, crush falafel pieces on top with all vegetables.

To Serve

1. Drizzle tahini mayo sauce, wrap and serve.



CRISPY FRIED CAULIFLOWER TACOS



CLASSICS
REINVENTED

Classic tacos with a healthier twist (and spicy kick!).

10 SERVES

Cauliflower

1	kg	Cauliflower
250	g	Panko breadcrumbs
500	ml	Soy milk
250	g	Flour

#veganmayo #classicsreinvented
#plantbased #tacos #cauliflower

1. Blanch the cauliflower florets for 2 minutes.
2. Whisk flour with salt & pepper. Stir in soy milk. Batter should be slightly thinner than pancake batter. Toss florets in batter.
3. Allow excess batter to drip off, then coat in panko breadcrumbs.
4. Deep-fry cauliflower at 190°C until crispy & golden, then season.

Green Mango Slaw

200	g	Red cabbage, julienned
200	g	Green mango, julienned
80	g	Coriander, chopped
100	ml	White wine vinegar
		Salt and pepper, to taste

1. Mix the red cabbage, mango and coriander and toss with white wine vinegar. Season to taste with salt and pepper.

Mayonnaise

200	g	Hellmann's Vegan Mayonnaise
80	g	Sriracha

1. Whisk together the sriracha and **Hellmann's Vegan Mayonnaise**. Transfer to a squeeze bottle and refrigerate until needed.

Tacos

30	x	Tortillas
200	g	Mixed leaf lettuce
100	g	Coriander leaves

1. Warm the tortillas. Fill each tortilla with shredded lettuce, green mango slaw and fried cauliflower.

To Serve

1. Drizzle with sriracha mayonnaise and garnish with coriander. Serve 3 tacos per portion.



SWEET POTATO BHAJI & KORMA DIP

Once your customers eat these, you may end up with a line of a people after!

10 SERVES

Bhaji

300	g	Sweet potato
100	g	Onion
200	g	Chickpea flour
5	g	Turmeric powder
2.5	g	Cumin powder
20	g	Knorr Vegetable Booster
5	g	Baking powder
		Water

1. Peel and julienne sweet potato and onion.
2. Combine vegetables with flour, turmeric, cumin, **Knorr Vegetable Booster**, baking powder and enough water to just bind together.
3. Form into small disks and deep fry at 180°C until golden brown. Drain.

Korma Dip

100	g	Hellmann's Vegan Mayonnaise
30	g	Wholegrain mustard
100	g	Knorr Patak's Korma Sauce
30	g	Knorr Patak's Sweet Mango Chutney

1. Combine all ingredients.

To Serve

- | | |
|-------------|--|
| Lime wedges | 1. Serve dipping sauce with the bhaji and lime wedges. |
|-------------|--|



WORLD
FLAVOURS

#veganmayo #worldflavours #plantbased
#fingerfood #vegbooster #pataks



KIMCHI CREAM EGGPLANT TACOS



PLANT
POWER

The street food classic gets a plant-based, thoroughly modern twist.

10 SERVES

Eggplant

40	ml	Olive oil
2	kg	Large eggplant, thinly sliced or corn tortillas
80	g	Gochujang
20	g	Rice wine vinegar
30	g	Soy sauce
30	g	Caster sugar
15	g	Garlic, crushed
1	kg	Japanese eggplants, cut into strips
600	g	Swiss brown mushrooms, sliced
80	g	Knorr Intense Flavours Wild Mushroom Earth

Kimchi Cream

100	g	Kimchi
150	g	Hellmann's Vegan Mayonnaise

To Serve

Kimchi
Coriander
Cucumber, thinly peeled

#veganmayo #plantpower
#wildmushroomearth #plantbased
#tacos #streetfood #eggplant

1. Brush 20ml oil over eggplant and grill until soft.
2. Combine gochujang, rice wine vinegar, soy sauce, caster sugar and garlic.
3. Add remaining oil to large pan, add eggplant and mushrooms and cook for 4-6 minutes over high heat, add gochujang mixture and toss to combine. Add **Knorr Intense Flavours Wild Mushroom Earth**.

1. Combine kimchi and **Hellmann's Vegan Mayonnaise** and blend until smooth.

1. To assemble tacos, divide vegetable mixture into eggplant 'tacos'. Add toppings and spoon over kimchi cream.





FUTURE 50 FOODS

Knorr®



FUTURE 50 FOODS FOR HEALTHIER PEOPLE & A HEALTHIER PLANET.

To provide chefs with more food choices to empower positive change, we have identified 50 foods we should eat more of because they are nutritious, have a lower impact on our planet, are affordable, accessible and taste good.



These are the F50 ingredients
that are featured in our recipes:

TOFU BOWL

Wild rice

Sesame seeds

ROASTED PUMPKIN SALAD

Quinoa

HEARTY ROASTED CAULIFLOWER

Sesame seeds

ZUCCHINI FRITTER BURGER

Spinach

THE EARTH BURGER

Lentils

FALAFEL SANDWICH

Broad beans

Red cabbage

CAULIFLOWER TACOS

Red cabbage

FIND OUT MORE AT UFS.COM/F50



#SAME GREAT
#TASTE

