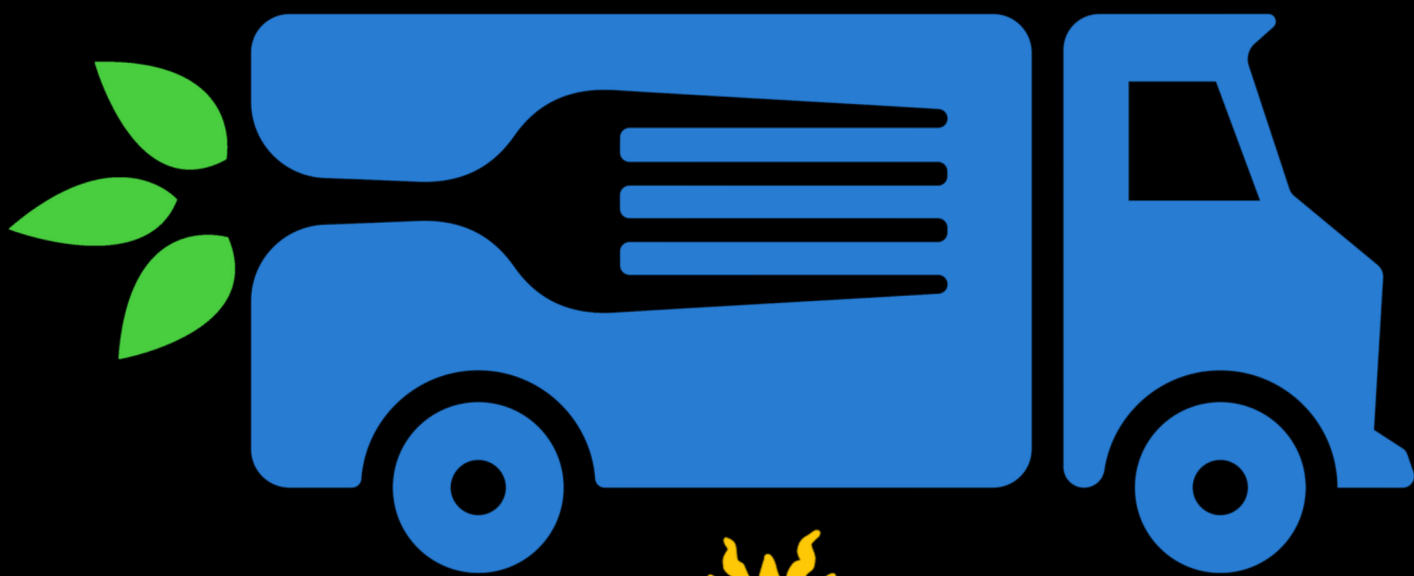


GRAND OPENING PARTY

SATURDAY, APRIL 27TH 4-7PM

ZESTI CAFÉ



HIGHER  TASTE®

AN ALL-VEGAN FOOD CART IN FOREST GROVE!

FOOD SAMPLES • GIVEAWAYS • ZESTI BAR
LIVE MUSIC BY THE INDECISIONS • FAMILY FUN
FOR ALL • COMPANION ANIMALS WELCOME!

ZESTI FOOD CARTS • 2131 YEW ST, FOREST GROVE, OR 97116
ZESTICARTS.COM

Higher Taste Launches First All Vegan Food Cart In Forest Grove, Oregon.

Forest Grove, Oregon & Cornelius, Oregon - April 8th, 2024

Higher Taste is proud to announce the **Grand Opening** of **Zesti Café**, a brand new plant-based food cart in **Forest Grove, Oregon**. The concept is a collaboration with **Kourosh Pournaderi** owner of **Zesti Carts**, an impressive food and drink cart pod and event center. The opening **celebration** featuring **food samples, giveaways** plus live music from **"The Indecisions"** will take place **Saturday, April 27th** from **4-7pm** located at **2131 Yew St Forest Grove, OR 97116**. Family fun for everyone and companion animals are welcome! Customers will be able to enjoy **enhanced** versions of Higher Taste favorites including the **Vegan Breakfast Burrito, Portland's Best BBQ "Happy Hoagie"**, and popular sides like the **"Veggie Chik Salad"**.

Higher Taste owners **Chef Hans, Rhonda**, and **Jon Wrobel** are inspired and excited about the new venture as Jon remarked: **"We've elevated the experience of our quality grab n' go natural foods by serving them hot and made to order in a thriving community setting"**.

For over 37 years Higher Taste has been making delicious and innovative **grab n' go vegan & vegetarian** food sold in grocery stores, cafes, coffee shops, college campuses, and more. Everything is prepared by hand in their state-of-the-art headquarters in **Cornelius, Oregon**. By using the freshest, locally-sourced, high quality **NON-GMO** ingredients, the dedicated and accomplished team provides flavorful, convenient, and affordable natural foods that everyone can enjoy.

Higher Taste co-founder **Hans Wrobel**, a renowned pioneer in the vegan and vegetarian food industry made his mark as the co-creator of the original **Tofurky Roast**. The collaborative effort with **Seth Tibbott** of **Turtle Island Foods** went on to become a game-changing "meat alternative" and a cornerstone of the modern plant-based food industry the world over.

"Hans Wrobel is one of the most authentic, innovative and dynamic pioneer/chefs of plant based foods in the history of the movement. I have yet to taste a Higher Taste product that wasn't exceptional" - **Seth Tibbott** (Tofurky founder, CEO and Author)

Zesti Café provides yet another creative outlet for Higher Taste and the **Wrobel family** while offering up more exciting and tasty eats in the vibrant and diverse Portland area food scene.

