

## Competitor Comparison

ADE GOO	Plant Based	Sat Fat Per 100g	Daily %* Allowance	Calories Per 100g	Daily %** Allowance
Miami Burger Classic	YES	0.6g	3%	167	8%
Sainsbury's Taste the Difference	NO	9.6g	48%	298	15%
Birds Eye Original Beef Burger	NO	8.4g	42%	296	15%
Vivera Qtr Pounder Burger	YES	8.0g	40%	222	11%
Naturli Burger	YES	7.4.g	37%	235	<b>12</b> %
Waitrose Essential Qtr Pounder	NO	5.7g	29%	225	11%
Quorn Vegan Burger	YES	4.9g	25%	210	11%
The Beyond Burger	YES	4.2g	21%	280	14%
The Meatless Farm Co Patty	YES	3.3g	<b>17</b> %	203	10%
Quorn Ultimate Burger	YES	3.0g	15%	225	11%
Linda McCartney Qtr Pounder	YES	0.9g	5%	232	12%

