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Eli's Cheesecake of Chicago debuts Eli's Vegan Cheesecake at the NRA Show

Vegan Cheesecake...we know it's an oxymoron, but Eli's Cheesecake has created a vegan dessert so rich and creamy, we couldn't resist calling it "cheesecake," drawing a parallel to the Chicago style cheesecake for which Eli's is known . Certified vegan by the Vegan Awareness Foundation, Eli's Vegan Cheesecake contains no animal products or by-products, has not been tested on animals and is dairy, egg and cholesterol free.

Tofu and vegan dairy-free cream cheese replace cream cheese and sour cream making Eli's Vegan Cheesecake zero cholesterol and lower in fat than traditional cheesecake.

Eli's Vegan Cheesecake is available in a 4 pack 1/8 tray uncut, in the following varieties:

Belgian Chocolate Cheesecake
Rich chocolate cheesecake made with semi-sweet Belgian chocolate and silken tofu, tops a layer of old-fashioned cocoa cake, finished with a dusting of cocoa. In fact, Eli's Vegan Belgian Chocolate Cheesecake contains 18 percent fewer calories, 38 percent less fat, 100 percent less cholesterol than Eli's regular Belgian Chocolate Cheesecake and is cholesterol free. (based on a 59g serving)

Carrot Cake Cheesecake
Vanilla cheesecake made with silken tofu tops a layer of scratch-recipe carrot cake, made with pecans, cinnamon, ginger and molasses, topped with a sprinkle of more pecans. Eli's Carrot Cake Cheesecake contains 14 percent fewer calories, 36 percent less fat, 100 percent less cholesterol than Eli's regular Carrot Cake Cheesecake and is cholesterol free.

Eli's became interested in creating a great Vegan Cheesecake because of the country's growing awareness of healthier eating, the fact that the vegan market has doubled over the past five years, and over 100 million people, vegans and non-vegans, are choosing more plant-based foods.

According to Marc Schulman, Eli's President, "The most important aspect for us was to make a Vegan Cheesecake that reflects the delicious taste and texture that our customers expect from all Eli's Cheesecakes and Desserts. Thanks to the highest quality, custom formulated ingredients, combined with the expertise and creativity of Eli's pastry chefs, we think we have succeeded."

When searching for the perfect tofu, Eli's turned to supplier Phoenix Bean, located in the Edgewater neighborhood of Chicago. Like Eli's, Phoenix Bean owner Jenny Yang is committed to quality and produces fresh, artisan tofu, made in small batches, handcrafted daily to ensure freshness and authenticity. The Phoenix Bean Company was one of the City's first local sources of fresh tofu. The combination of Eli's Vegan Cheesecake and Phoenix Bean is a collaboration of local products and artisans coming together to offer a healthier dessert alternative to Chicagoans.

Eli's Vegan Cheesecakes use wonderful ingredients such as single source Madagascar Nielsen-Massey vanilla extract, Callebaut Belgian semi-sweet chocolate (vegan and contains no milk), fresh carrots, pecans, ginger and Saigon cinnamon.

Eli's Cheesecake was created by Eli Schulman as the signature dessert for his restaurant, Eli's The Place For Steak, a Chicago legend for 39 years. What began as a local gem has grown into a national and international favorite. All Eli's cheesecakes and desserts are baked at Eli's Cheesecake World, the 62,000 square foot state-of-the-art bakery, café and visitors' center located on Chicago's northwest side.

Eli's is a proud member of Slow Food U.S.A., an organization devoted to preserving traditional food ways and educating people about food as a center of community. Eli's prefers using regional ingredients from local farms and producers who share Eli's commitment to quality.

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