

# The Fry Family Food Co. launches clean label range

The Fry Family Food Co., a popular South African brand of plant-based meat alternatives, has launched Crafted, a new clean label range made from 100% natural ingredients and fresh herbs and spices. The new offering includes four meat-free food products aimed at flexitarians, vegans and meat-eaters alike.



The Crafted range is created with 100% natural ingredients, and includes superfoods like chia seeds, quinoa, and rice protein. The products are a healthy source of protein with all considered to be 'complete' proteins, meaning they offer all eight essential amino acids for a healthy balanced diet. In addition to being a source of protein and fibre, all Fry's products are naturally free from cholesterol, are only flavoured with natural herbs and spices, and include no GM ingredients or refined sugars.

The Crafter range includes gluten-free Rice Protein and Chia Nuggets (R32.99), Quinoa and Roasted Butternut Balls (R39.99), gluten-free Quinoa and Chickpea Falafels (R39.99) and a Soy and a Quinoa Country Roast (R62.99). The range is available to buy from the frozen food section of selected Pick n Pay, Spar, and Checkers stores nationwide, with the Country Roast being found at Pick n Pay exclusively.

## Meat-free market boom

The Fry Family Food Co., was recently recognised at two of the world's largest food shows for their products and commitment to sustainable and healthy living. For its Soy and Flaxseed Schnitzel, Fry's was awarded the 'Taste Innovation' accolade at Anuga FoodTec Trade Show 2017, and the brand was named the 'Best Vegan Meat' at Vegfest UK 2017, Europe's largest vegan festival.

The company's recognition comes in the wake of an international trend toward plant-based diets with tremendous growth in the vegan market.



## Fry family celebrates 25 years of vegan food manufacturing

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According to a study by the global information, data, and measurement company, Nielsen, consumers are increasingly aspiring to achieve better health and eat healthier foods. Consumers are going back to the basics; people want foods that are fresh, natural and minimally processed. Indeed, 47% of South African respondents look for food products made from vegetables and fruits, 39% want GMO-free food, and 53% want their food to be as natural as possible. 28% are looking for gluten-free food, and 43% of South Africans want cholesterol-free food, food that is high in fibre, and view foods that are high in protein to be important.

Tammy Fry Kelly, international marketing director for The Fry Family Food Co, comments: "We're seeing that meat-free diets are becoming more mainstream, and retailers in the UK estimate that the meat-free market is currently worth around £270 million and is growing at 6% each year globally. Within the sector, meat-free products no longer belong in a separate freezer and are now merchandised alongside meat equivalent products. Sustaining and sustainable, the new Crafted range will fit well within any category and will provide consumers with a hearty plant protein that is natural and nutritious."

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