

Press Release

Clearspring to Launch Amazing Amazake - Sweet grains desserts



Organic Sweet Grains Dessert or 'Amazake' as it is called in Japan is available again after a two year absence. Using time honoured production processes just 3 simple organic ingredients - water, whole grains and a pinch of salt undergo true alchemy to produce this thick, creamy, dairy free traditional Japanese dessert.

Literally translated as "sweet sake" a koji culture converts the carbohydrates from the whole grains into sugars giving rise to the naturally sweet flavour of amazake. Christopher Dawson, Clearspring's Chairman said, " We are very excited to be extending the Clearspring brand to incorporate organic, healthy dairy free desserts made without refined sugar".

In Japan Amazake is normally consumed as a drink where it is diluted with hot water, sieved and drunk as a comforting winter warmer. However it is very versatile and can be used in lots of European dishes too. For example adding Amazake to your favourite fruit smoothie adds proteins, texture and natural sweetness but it could also be added to pancake batter, muffin mixes or used to make dairy free French Toast. Deliciously thick and creamy it is hard to believe its made from dairy free ingredients!

Available in three different grains: brown rice, millet and oat, each has its own distinctive flavour, which one will be your favourite?

Unique selling points:

- Brown rice and millet variants are Free From Dairy, Gluten, Wheat & Nuts
- Free From added sugar and fruit juice concentrates
- It is very versatile and can be used in lots of desserts and baking recipes
- Low in fat, trace of salt
- No cholesterol, lactose, artificial sweeteners, flavourings, preservatives, animal proteins, GMO's, stabilizers and colouring agents.



Ingredients:

Sweet Grains Dessert– Brown Rice Amazake.

Glass Jar 380g
Water, brown rice* (27%), cultured rice*, sea salt.
* organically grown

Sweet Grains Dessert – Millet Amazake.

Glass Jar 370g
Water, millet* (24%), cultured rice, sea salt.
* organically grown

Sweet Grains Dessert – Oat Amazake.

Glass Jar 360g
Water, oats* (24%), cultured rice*, sea salt.
*organically grown
(contains gluten)

Available now in independent health food stores. Please see <http://www.clearspring.co.uk/stockists> for our total distributor network.

For recipe ideas please visit our website: www.clearspring.co.uk/recipes

Ends:

If you would like images, samples or more information please do not hesitate to get in touch with Margreet on margreet@clearspring.co.uk or call the office on 0208 7491781. You can also find more information on our website; <http://www.clearspring.co.uk>

Notes to editors:

Clearspring is a privately owned UK company established in the 1980's to distribute great-tasting foods that support good health, promote sustainable agriculture; and provide economic stability for producer communities. You will find that each of our food products has a distinct flavour and quality that comes from using the finest quality ingredients and respecting local food traditions. We always work directly with our producers, building long-term partnerships of ethical trade that support sustainable organic farming and benefit local communities.

Enjoy the great taste of Clearspring: Authentic and Organic Fine Foods

