

# Consumer Press Release

## NEW Clearspring Organic Raw Plant Protein Powders Your daily organic, plant-based protein hit!



Want to boost your protein intake in an organic, plant-based and convenient way? Thanks to **Clearspring Organic Raw Plant Protein Powder** range, you can! The brand new range – available in three different flavours – is made from 100% cold-pressed seeds and is the easy way to increase your daily protein intake, without compromising on the rest of your nutritional intake.

The **Clearspring Organic Raw Plant Protein Powder** range:

- Organic 100% Sunflower Seed Protein Powder – 49% Plant Protein (Gluten Free)
- Organic Austrian 100% Pumpkin Seed Protein Powder – 60% Plant Protein (Gluten Free)
- Organic Austrian 100% Flaxseed Protein Powder – 34% Plant Protein

Rather than being a sport-focused, functional protein powder, **Clearspring Organic Raw Plant Protein Powders** are a versatile cupboard staple, suitable for everyday use. Simply add to smoothies or juices; mix into a porridge, or even use in baking recipes, as well as in soups, sauces and stews. Of course if you're a gym bunny – and in particular a vegan one – then **Clearspring Organic Raw Plant Protein Powder** is the post-workout staple needed in your gym bag, not only is it packed full of protein; it also tastes great!

## How Clearspring Organic Raw Plant Protein Powders are made:

Clearspring Organic Raw Plant Protein Powders are produced by a small family business with a long tradition, located in the middle of the wonderful southeast Styrian region of hot spring resorts in Austria. Since 1859, they have been looking after it for generations by strengthening local, sustainable production and preserving the traditional manufacturing methods.

When making these powders, whole plant seeds are simply cold pressed to remove the oil, then dried and finely ground in a traditional mill powered by carbon neutral energy. Using an authentic and natural process, Clearspring ensures all the goodness of plant power is preserved. This exceptionally nutritious powder is the perfect way to boost your protein intake as part of a healthy, balanced diet.

**Maria Dawson, Sales & Marketing Director at Clearspring says:** “Our brand new Plant Protein Powders are an exciting extension of our premium quality, organic product range. We’re thrilled to launch these new products, which offer consumers a 100% organic, raw, vegan-friendly alternative to current protein powders on the market. Consumers can be confident that our new Organic Raw Plant Protein Powders are packed full of goodness, high in fibre and with no additives.”

## Nutritional benefits of Clearspring Organic Raw Plant Protein Powder:

The complete range of Protein Powders are made from 100% raw seeds. This ensures that the nutritional benefits of the plant seeds are not lost in a high-roasting process, meaning that the powders remain high in protein, high in fibre and low in saturated fats. Protein contributes to the maintenance of muscle mass and normal bones.

- ✓ High in protein
- ✓ High in fibre
- ✓ Raw
- ✓ Gluten free (Pumpkin Seed and Sunflower Seed variants only)
- ✓ Low in saturated fat
- ✓ Vegan
- ✓ Organic



## Stockists and pricing:

- Available from Revital and As Nature Intended, and independent health food stores nationwide, as well as at [www.clearspring.co.uk](http://www.clearspring.co.uk)
- Clearspring Organic Plant Protein Powder – 100% Pumpkin Seed 350g – RRP £10.99
- Clearspring Organic Plant Protein Powder – 100% Sunflower Seed 350g – RRP £9.89
- Clearspring Organic Plant Protein Powder – 100% Flaxseed 350g – RRP £5.89

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## Notes to editors:

The Clearspring brand promises premium quality Japanese specialities and Organic Fine Foods that are authentic, versatile and support good health. Made to traditional recipes by master artisan producers, they bring you full, authentic flavours from some of the most exciting food cultures around the world.

Each product has a distinct flavour and quality that comes from using the finest quality ingredients and respecting local food traditions. Clearspring always works directly with its producers, building long-term partnerships of ethical trade that support sustainable organic farming and benefit local communities.



\*Apart from Dairy Free, GM Free and Refined Sugar Free, these logos do not represent blanket certification of all products, please see individual packs for logos relevant to specific products.



Authentic Japanese Range



Organic Fine Foods Range



Free From Range



For more information visit:  
[www.clearspring.co.uk](http://www.clearspring.co.uk)

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