

Trade Press Release

Clearspring gets Snacking with NEW Organic Brown Rice Chips



Organic speciality fine foods brand **Clearspring** has launched a **new innovative snacking** range of **Organic Brown Rice Chips**. The new products are a welcome addition to **Clearspring's** well-known Japanese Rice Crackers and Toasted Nori Snacks. With healthier snacking and food on the go in growth¹, these snacking chips are perfect for the **impulse** and **healthier snacking category**². The new products aim to meet the needs of busy organic consumers and health-conscious families who demand wholesome and organic alternatives to potato crisps and are great for sharing.³

Clearspring's Organic Brown Rice Chips are exceptionally crispy and light. Made with **100% wholegrain brown rice, superseeds** and **ancient grains** such as **Buckwheat & Chia** and **Red Lentil**, they are lightly seasoned with sea salt to complement the flavour of the hearty and nutty wholegrains, making them a wholesome and satisfying snack any time of the day.

With **Organic sales up +7.1%**, it's a positive time for organic as it ticks lots of boxes for consumers. Organic is extremely relevant to trends towards eating better food, knowing where your food comes from, avoiding pesticides or antibiotics, and 'free from' diets. Increasingly, we're seeing consumers choose organic as a shortcut to a healthy lifestyle and this will continue, says the Soil Association Organic Report 2017.

¹ Mintel 2017 – 82% of shoppers buy snacks on impulse and 18% snack on the go

² Kantar 23 April 2017 – Better for you snacks in general are in growth and are becoming more mainstream, with 71% household penetration and 6% purchase frequency yoy

³ Kantar 4 December 2016 – In impulse the snacking segment is worth £525m

Based on a simple **100% Wholegrain** and **Non-Fried** recipe, the great tasting **Organic Brown Rice Chips** contain **no additives or preservatives**, are **high in fibre**, **low in saturated fat** and with only 122-125 calories per serving. They can be enjoyed straight from the pack or with dips. In addition, they are suitable for **gluten free** and **vegan** diets too.

The **Clearspring Brown Rice Chips** range is made up of **three** delicious variants:

- **Clearspring Organic Brown Rice Chips 100% Wholegrain Lightly Salted 60g**
- **Clearspring Organic Brown Rice Chips Buckwheat & Chia Lightly Salted 60g**
- **Clearspring Organic Brown Rice Chips Red Lentil Lightly Salted 60g**

Maria Dawson, Sales & Marketing Director at Clearspring says: “We are delighted to be launching this new innovative healthy snacking range of Organic Brown Rice Chips. They are exceptionally light and crispy and a wholesome and organic alternative to traditional potato crisps and snacks. We are really passionate about offering the consumer an organic option in their snacking repertoire. ”

Product Features:

- ✓ A healthier alternative to Crisps
- ✓ Organic
- ✓ 100% Wholegrain
- ✓ High in Fibre
- ✓ Sugar Free
- ✓ Low in Saturated Fat
- ✓ Non-Fried
- ✓ Great Tasting
- ✓ Vegan
- ✓ Gluten Free
- ✓ No Artificial Additives
- ✓ Only 122-125 Calories per Serving

Pricing:

- Available from Independent Health Food Trade Wholesalers, Health Food Shop Retailers and Online at www.clearspring.co.uk from January 2018
- Clearspring Organic Brown Rice Chips 100% Wholegrain Lightly Salted 60g – RRP £1.49
- Clearspring Organic Brown Rice Chips Buckwheat and Chia Lightly Salted 60g – RRP £1.49
- Clearspring Organic Brown Rice Chips Red Lentil Lightly Salted 60g – RRP £1.49

For Samples and Images please contact marketing@clearspring.co.uk

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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, it brings full, genuine 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

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