

Trade Press Release

Clearspring launches Wholegrain Brown Rice Cakes



Organic speciality fine foods brand **Clearspring** has launched a new range of **Wholegrain Organic Brown Rice Cakes**, featuring **Quinoa & Chia**, **Buckwheat & Amaranth** and **7 Super Seeds** varieties. The new products add to **Clearspring's** well-known organic Rice Cakes and Snacking category. The new range aims to meet the needs of busy organic consumers and health-conscious families who demand **wholesome** and **organic snack options** in the **savoury biscuits category**.^{1 2}

Clearspring's Organic Wholegrain Brown Rice Cakes are exceptionally crispy and satisfying. Made with crispy **wholegrain brown rice**, with added **superseeds** and **ancient grains** in three flavourful options; **Quinoa & Chia**, **Buckwheat & Amaranth** and **7 Super Seeds**. Tapping into the trend for consumers seeking healthier offerings such as high protein, legumes and ancient grains to boost the health benefits of their snacking repertoire.³ They are lightly seasoned with sea salt, 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 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

² Mintel 2016 – the global evolution of the free from market

³ Mintel 2016 – the global evolution of the free from market

Based on a unique production process that makes the rice cakes extra crispy and light, the simple **100% wholegrain** recipe of brown rice, the great tasting **Organic Brown Rice Cakes** contain no artificial additives, are high in fibre, gluten free and with only 25-26 calories per cake. They can be enjoyed straight from the pack for a delicious snack, and or as a light meal with spreads and toppings. The packaging reflects Clearspring's commitment to offering consumers delicious serving suggestions, with clean and attractive photography.

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

- **Clearspring Organic Brown Rice Cakes Quinoa & Chia 120g**
A light and crispy combination of nourishing quinoa and chia seeds, great topped with avocado, black pepper and lemon zest
- **Clearspring Organic Brown Rice Cakes Buckwheat & Amaranth 120g**
A nutty and satisfying combination of buckwheat and ancient grain amaranth, great topped with beetroot and horseradish
- **Clearspring Organic Brown Rice Cakes 7 Super Seeds 120g**
A delightful combination of seven different kinds of seeds including amaranth, buckwheat, hemp, chia, quinoa, millet and flaxseeds, great topped with hummus, radish and tomatoes

Maria Dawson, Sales & Marketing Director at Clearspring says: "We are delighted to be launching our new Wholegrain Brown Rice Cakes with superseeds and ancient grains. These are a great addition to our existing Rice Cakes category range and give an innovative and healthy twist to traditional rice cake options. We just love offering consumers and customers an organic snack option that tastes great and will look great on the shelves too. "

Product Features:

- ✓ Ideal for snacking or light meals
- ✓ Organic
- ✓ 100% Wholegrain
- ✓ Low Fat
- ✓ High in Fibre
- ✓ No Added Sugar
- ✓ Vegan
- ✓ Gluten Free
- ✓ No Artificial Additives
- ✓ Only 25-26 Calories per Cake
- ✓ Made with Organic Olive Oil

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 Cakes **Quinoa & Chia** 120g RRP £1.49
- Clearspring Organic Brown Rice Cakes **Buckwheat & Amaranth** 120g RRP £1.49
- Clearspring Organic Brown Rice Cakes **7 Super Seeds** 120g 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



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www.clearspring.co.uk

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