



## **BANZA LAUNCHES SPAGHETTI, GIVING PASTA NIGHT A HEALTHY TWIRL**

Detroit, Michigan (September 14, 2016)—Banza, maker of the chickpea pasta named as one of TIME Magazine’s Best Inventions of 2015, announced today its first expansion into long noodles: high-protein spaghetti.

The new shape joins the ranks of Banza’s current pasta offerings: penne, rotini, elbows and shells. And it packs the same nutritional punch - with 25g of protein, 13g of fiber, and 40% fewer net carbs than traditional pasta. It’s also gluten-free, low glycemic, vegan, Kosher, and Non-GMO Project Verified.

Spaghetti launches soon after the brand released four flavors of its healthier boxed mac and cheeses in July. The one-two punch of product launches is no coincidence. Driven by the mission to make comfort foods more nutritious, the Banza team is focusing on reinventing classic staple foods. Banza spaghetti is a powered up, sneaky healthy swap for the traditional version.

“When I first started making chickpea pasta in my kitchen, I almost always made spaghetti,” said Brian Rudolph, co-founder of Banza. “And since we’ve launched, spaghetti has been our most requested shape. We’ve been working hard to make this a reality. It’s exciting that it’s finally coming full circle!”

Banza spaghetti is available in all varieties on its website [eatbanza.com](http://eatbanza.com), and on Amazon. The new shape is currently on shelves at HEB, Jewel-Osco, and ShopRite - with more stores soon to come nationwide.

Experience Banza’s newest products: spaghetti and mac and cheese, at Natural Products Expo East, Booth #1635. Baltimore Convention Center, Baltimore, MD on September 22-24.

For more information, product photos or an interview, please contact Cathryn Woodruff: [cathryn@eatbanza.com](mailto:cathryn@eatbanza.com); (914) 330-6571.