



## Move Aside Peas...Chickpea Protein Has Just As Much Potential, Claims Israeli Start-Up



Soy, rice, and peas still dominate the plant-based protein market, but chickpeas could soon give them all a serious run for their money, predicts Israeli start-up CHiCK.P, which is seeking a strategic partner to commercialize its patent-pending process for producing highly functional 'flavorless' chickpea proteins.

### Chickpea Awareness

In the US, fast-growing brands such as Banza (chickpea pasta), neat (egg replacers, meat analogs, and baking mixes), and **Rule Breaker (chickpea brownies)** have been waxing lyrical about the technical as well as nutritional properties of chickpeas for some time, while a growing number of brands from The Good Bean and Biena Foods to Hippeas now use chickpeas in snacks.