

## Plant-based, gluten-free breakfast cereal

Fry Family Food Co. has launched a plant-based, gluten-free breakfast cereal called Kasha. Available nationwide from June 2017, it can be mixed with hot or cold water or dairy-free milk of one's choice, and enjoyed as a cereal, smoothie or snacking option.

Made using a unique blend of ingredients such as moringa, cinnamon and chia seeds, it will boost metabolism, improve digestion and add antioxidants that the body will retain after consumption. It offers 8.2g of protein per serving.

Tammy Fry, international marketing director for The Fry Family Food Co., says: “As the free-from category steadily grows thanks to healthy conscious flexitarians and as a company passionate about all things natural, it made sense for us to tap into this trend with the launch of Kasha – a high protein, gluten-free breakfast option and instant smoothie.”

Available in two flavours, Cacao and Vanilla with Chia Seed, it will be sold in all major retailers (Shoprite, Checkers, Pick n' Pay, Spar, Dis-Chem, etc.) at the recommended price of R54.99.



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