EASY BEAN Launches Chickpea Crispbread

Monday 16 December, 2013

EASY BEAN, based on a farm in South Somerset, has launched a new "bean" inspired, gluten-free range this autumn.

Company founder Christina Baskerville has added the new Chickpea Crispbread to her pioneering range of one-pot meals which she launched six years ago.

The Easy Bean mission is to produce tasty, healthy and convenient food that champions the bean - the one pot meals reflect culinary traditions across the world, and the new Chickpea Crispbread also draw on inspiration from different cuisines.

The crispbread are a UK first. Handmade at the newly installed bakery in Somerset and made using chickpea flour rather than wheat flour, they are naturally gluten-free, wheat-free, high in fibre and suitable for vegetarians.
Crisp, crumbly and irresistibly moreish; they use nutty-tasting chickpea flour and buttermilk from local farms, they are carefully seasoned and generously topped with toasted seeds for extra crunch.

There are three varieties - Moroccan Spice; Seeds & Black Pepper; Mung Bean & Chive. Already with a string of awards including two Gold Great Taste Awards 2013, they are available nationally from independent stockists - health food stores as well as from Amazon.

Christina describes the crispbread as multi-taskers, "perfect for snacking, lunching, dipping and sharing ... particularly good served with a bowl of soup at lunch time."

Chickpea flour is also known as gram flour and is used widely in Indian cuisine, for example, to make pakoras, poppadoms and onion bhajias. Easy Bean's chickpea flour is milled from imported channa dhal at a gluten-free mill.

Christina - who is affectionately known as the Queen of Beans - is keen to promote consumption of beans in their various forms. She says, they are nature's healthiest food, "packed with protein, virtually fat free and with more fibre than many wholegrains. What's more the world enjoys them in their favourite dishes - from spicy chilli and dhal to creamy hummus."

Three of the Easy Bean one-pot meal range of six world cuisine recipes carry the Fairtrade Mark (the only Fairtrade ready meals in the UK).

-Ends-

Notes to Editors:

Stockists - here's a few:
Partridges, London.
Wild Oats & Southville Deli in Bristol.
The Pear Tree, Sherborne
Revital Health Shops, www.revital.co.uk
Natural Grocery, Cheltenham www.naturalgrocery.co.uk

National
Amazon - sold in cases of 4 packs at £2.95 per pack
Holland & Barrett - selected stores launching end Jan 2014

Easy Bean on a mission
Easy Bean is on a mission to create delicious new ways to enjoy beans, peas and lentils. They're nature's healthiest food; packed with protein, virtually fat free and with more fibre than many wholegrains. What's more the world enjoys them in their favourite dishes - from spicy chilli and dhal to creamy hummus.
The Easy Bean one-pot meal range of six world cuisine recipes is sold through Ocado, Universities and independents.

Gluten-free market
The global gluten-free market is set to grow by £800 million over the next five years to be worth over

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£2.96 billion. The UK's gluten-free market will be worth the most in Europe, growing at one of the highest rates (Datamonitor).

The Grocer reported 1 June 2013, 23% year-on-year growth in the £140M UK gluten-free market (Kantar world Panel 12 m /e October 2012)

Press Contact:
Christina Baskerville
T: 01963 441493
E: christina.baskerville@easybean.co.uk

Company Contact:

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Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

View Online

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