

MightyBee Launches Organic Vegan Coconut Jerky Snack in Three Flavours

Wednesday 18 May, 2016

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Meat-free jerky? No kidding! MightyBee, the UK's leading producer of premium coconut-based products, has just released its exclusive range of raw, organic, vegan jerky made purely from young Thai coconuts. Intended to appeal to both sweet and savoury palates, the jerky comes in three distinct flavours: Chocolate & Hazelnut, Teriyaki and Spicy BBQ. The coconut jerky, free from gluten, refined sugar, dairy and preservatives, provides a delicious alternative to everyday snacking.

The coconut jerky is made by marinating the flesh of organically grown, young Thai coconuts in a homemade sauce. Each flavour has its own story: the Teriyaki flavour is fresh from the streets of Tokyo, and the Spicy BBQ is reminiscent of smoked Spanish charcuterie. The Chocolate & Hazelnut is, of course, inspired by Ferrero Roche. The range was developed in collaboration with raw vegan chef Lorena Loriato, whose 'less is more' mantra is manifested through the jerky's gentle dehydration process, which locks in the coconuts' natural nutrients.

"The whole process has been a real labour of love, from selecting the natural ingredients to honing the dehydration process," says Loriato, who spent six months developing the product with MightyBee. "The texture of the Thai young coconut meat has been a superstar here; it really helped us to develop something that truly appeals to both vegetarians and omnivores."

"Brought up in a family with a history of diabetes and lots of weird allergies, I spent a lot of my childhood getting lost in the streets and munching on homemade treats from food trucks," says Ice Min, the CEO and Co-Founder of MightyBee. "Growing up, my siblings and I had few options in supermarkets. That's why we're so proud to have produced our range of guilt-free snacks with Lorena; it's healthy, free from gluten, dairy and refined sugar, and utterly delicious."

Each of MightyBee's coconuts come from Ratchaburi, Thailand, the home of the extraordinary Nam Hom coconut. Lovingly grown and handpicked by local farmers, this special coconut has an intense and unique sweetness, which is attributed to the quality of soil and water in the surrounding area.

MightyBee's ethos is all about doing good at every step, and ensures its coconut products come exclusively from 100% sustainable farming practices. Certified organic by The Soil Association, it is also an advocate of fair trade, nurturing its relationships with farmers with respect and sensitivity.

The new range comes after the overwhelmingly positive response to MightyBee's other coconut-based products, which includes cold-pressed and virgin coconut waters. In June 2015 it launched the UK's first virgin coconut meat, freshly frozen on site and sold as a versatile ingredient for smoothies, salad and soup.

MightyBee coconut jerky is available in two sizes 15g (£1.80) and 30g (£2.85) from www.mightybee.com and Whole Foods Market

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