



## PRESS RELEASE

### **A new format of the iconic Shukran Realfooding Cocoa Cream Spread arrives in Carrefour hypermarkets.**



Madrid, July 4, 2023.- Shukran Foods takes a new step in its commitment to healthy and accessible food with the launch of its popular Cocoa Cream Spread in a “Grab & Go” sachet format, designed to accompany the pace of modern life while still consuming in a conscious way.

Shukran's Cocoa Cream Spread, developed in collaboration with the **Realfooding** movement, stands out for its nutritional benefits, as it contains no added sugars or sweeteners and has 60% less fat than other creams on the market. This new “Grab & Go” format allows consumers to enjoy a healthy and delicious snack on the go, supporting a balanced lifestyle and in line with the “real food” concept promoted by Realfooding.

“We know our consumers are looking for products that fit their conscious eating and active lifestyle values. This new format of our Cocoa Cream Spread offers the same quality we are known for, but now in a convenient and portable format for those who want to take a healthy snack with them wherever they go,” says Patricia Gallego, CEO of Shukran Foods. “Our collaboration with Realfooding has been key in this launch, ensuring that every serving of our product is aligned with the principles of real food, without artificial or ultra-processed ingredients.”



The new Cocoa Cream Spread in sachet will be available in Carrefour hypermarkets, reinforcing Shukran's presence in key points of sale. This launch not only extends the brand's market reach, but also responds to a consumer trend towards practical and healthy options in the snack and prepared food sector.

## About Shukran Foods

Shukran Foods is a reference company in the food sector, which markets various products such as hummus, creams and vegan alternatives to chicken eggs. The products and recipes that complete the offer of Shukran Foods are manufactured in a factory, owned by the brand, of 1000 square meters with the latest technology. Currently, its products are distributed in more than two thousand points of sale.

<http://shukran.es/eng>

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