

PRESS RELEASE

Discover the new hummus flavors by Shukran Foods: Spicy Hummus and Beetroot Hummus.

- Shukran Foods launches two new hummus flavors, both made with 100% natural ingredients and no additives.
- The new hummus will be available at Carrefour, Eurobanan and Cencosu, reinforcing the brand's strategic relationships with key retailers and facilitating access to these innovative products for consumers throughout the country.
- With this launch, Shukran Foods reaffirms its mission to lead the spreads market, providing consumers with products that stand out for their quality and health benefits.

Madrid, July 20, 2023 - Shukran Foods, a leader in health food innovation, surprises its consumers once again with the launch of two exciting flavors in its hummus line: **Spicy Hummus and Beet Hummus**. With this new proposal, Shukran reinforces its commitment to offer **healthy, flavorful and 100% natural options that respond to current consumer trends**.



Spicy Hummus promises to satisfy those who love intense flavors, which is also an **excellent source of protein**, carefully crafted with 100% natural ingredients and designed as a healthy snack that also has a bold twist. On the other hand, Beet Hummus adds vibrant color and a mild, sweet flavor, while standing out as a **natural source of fiber**, ideal for those who want an extra boost in their daily diet without giving up the pleasure of a good hummus.



“We constantly strive to innovate within the healthy food category and provide new options that are not only delicious, but also bring nutritional benefits to our consumers,” explains Patricia Gallego, CEO of Shukran Foods. “With these new flavors, we seek to satisfy the different preferences and needs of our customers, offering products that they can enjoy at any time of the day.”

The new flavors will be available at Carrefour, Eurobanan and Cencosu, reinforcing Shukran's strategic relationships with key retailers and facilitating access to these innovative products for consumers throughout the country. By introducing these flavors in key retail outlets, Shukran expects to continue positioning itself as a reference brand in the spreads aisle, maintaining its dynamism in the market and expanding its range of options for hummus and real food fans.

As with the rest of its range, the Spicy Hummus and Beetroot Hummus are made without additives or preservatives, ensuring that every tub is one more step towards a conscious and healthy diet.

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/>

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