



PRESS RELEASE

Shukran Foods revolutionizes its product line and launches two new flavors in partnership with Carlos Ríos and Realfooding

- Shukran Foods renews its product line with improved recipes and a more attractive and modern packaging.
- Tomato and Basil Hummus and Boletus Hummus join the family, offering innovative, delicious and equally healthy options.
- All products will be available from July 16.

Madrid, July 13, 2024 - Realfooders and fans of Shukran products are in for a treat. This summer, Shukran Foods and Realfooding, the movement started by nutritionist and influencer Carlos Rios, are completely renewing the recipes and packaging of their successful product line, which now includes an even more delicious and healthier proposal.



Hummus and protein lovers can now enjoy the smooth and delicious taste of Realfooding Classic Hummus in a new format: with 24 grams of protein per tub. In addition, the iconic Cocoa Cream, which revolutionized the market at the time, now incorporates hazelnuts, which adds a unique touch and enhances its nutritional qualities and intense flavor. A clear proposal to bring consumers even closer to the “traditional chocolate spread of the market”.



“At Shukran, we are committed to offering products that truly add to our consumers' lives,” says Patricia Gallego, CEO of Shukran Foods. “Our consumers value authentic flavors and real nutrition, which is why we are excited to offer these revamped products with unique new flavors like Tomato Basil Hummus and Boletus Hummus.”

Flavor innovation and more options for all tastes

As for the new additions, the Tomato and Basil Hummus is presented as a fresh and Mediterranean option, perfect for those looking for light and tasty alternatives. The Boletus Hummus, on the other hand, surprises with a deep and earthy flavor that enhances the experience of enjoying a different kind of hummus.



A renewed commitment with Realfooding

Until now, only three of Shukran's products were supported by Realfooding, but with this relaunch they have expanded the collaboration to the entire product range.

Miguel Ángel Vázquez, General Manager of Shukran Foods explains that “expanding our collaboration with Realfooding to cover the entire line was a natural step. We share the same vision: to bring real, quality food closer to people. With these new flavors and enhancements, we are confident that we are offering our consumers a range that seamlessly combines innovation with nutrition.”



Availability and further information

The revamped product line and new flavors will be available at retailers starting July 16.

About Shukran Foods

Shukran Foods is a reference company in the food sector, specialized in healthy food products. The products and recipes that complete Shukran's offer are elaborated in its own 1000 square meters workshop, where the latest technology is combined with craftsmanship. Currently, its products are distributed in more than 500 points of sale. <http://shukran.es/eng/>

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