

Press release

Taste Shukran and Carlos Ríos launch the first Realfooding hummus

- A responsible product with a consumer committed to real food and healthy eating.
- Realfooding's traditional hummus is made with 100% natural ingredients and olive oil.
- No additives, no preservatives, no acidifiers, no flavor enhancers, lactose-free, gluten-free and GMO-free.
- The first Realfooding hummus will be on sale on March 18 in all Alcampo supermarkets and hypermarkets and in Carrefour hypermarkets.

Madrid, March 10, 2021 - The food company [Taste Shukran](#) together with dietician and nutritionist Carlos Ríos, creator of the Realfooding movement, have launched the first traditional Realfooding hummus on the market.

A product made with 100% natural ingredients and olive oil. The first Realfooding hummus contains no additives, preservatives, acidifiers, flavor enhancers, lactose, gluten and is GMO (Genetically Modified Organism) free.

Taste Shukran hummus with Realfooding seal is a clear commitment of the food company to offer healthy and high quality products to consumers committed to a healthy and natural diet. To prepare the recipe, local ingredients have been chosen, such as 100% Spanish milky chickpeas with a protected indication of origin and 100% Andalusian olive oil. All this, without giving up the healthy balance.



Patricia Gallego, CEO of Taste Shukran explains that “we have developed the first 100% Shukran and 100% Realfooding hummus. An alliance through which we want to reach a consumer committed to healthy eating. We offer a protein product, with a high nutritional value, low in saturated fat and calories. The perfect

hummus for a balanced diet”.

Another of the aspects to be valued in this launch is its price. “We wanted it to be an affordable product for all consumers, because we believe that healthy and quality food should be within everyone's reach,” the company explains. The recommended retail price will be 1.59 euros.

An environmentally responsible production process

For the launching of this product, a great effort has also been made in R&D to make the production process more environmentally responsible.

In this sense, a pesticide-free raw material has been chosen, and one hundred percent recyclable plastic packaging has been used. As well as the sash paper, which is also made of recyclable material and allows better maintenance in the refrigeration process.

A product with the Realfooding seal

The story of the first Realfooding hummus was born in the midst of confinement. “For years, society has been more aware of the need to consume healthier foods. In the first confinement, we saw how this interest grew and we contacted Carlos Ríos, who was very interested in this project. After a year working together, we found the perfect formula and today we are proud of this alliance,” says Patricia Gallego.

Carlos Ríos, is a renowned dietician and nutritionist, creator of the Realfooding movement, a lifestyle that hundreds of thousands of followers have joined through his social networks. His mission is to fight, through knowledge and awareness, against the multinationals of ultra-processed products and return real food to the population.

“This hummus is very special to me because it marks the beginning of a new stage in Realfooding: it is the first product we have made under our brand and I hope it will be the first of many. It's something that many people have been asking me for and it's finally becoming a reality. Getting involved in the R&D process and the recipe for this product with the Shukran team has been an unforgettable journey, I can't wait for it to finally hit the market and for realfooders to be able to try it. Working with Shukran has been very enriching as they understand Realfooding well and have helped me to take it further and grow”, explains Carlos Ríos.

This product also carries the Realfooding seal of guarantee and quality, which certifies that the product is a good processed product, made with good quality raw material, olive oil and without additives. “Hummus is undoubtedly one of the products that I consume the most and, from Realfooding, we are eager to propose recipes and new ways of consuming our hummus, since it is much more than a snack. We have many ideas ready!” assures the nutritionist.

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About Realfooding

Realfooding is a lifestyle based on eating real food and avoiding ultra-processed food. It is a movement that defends the right to healthy food for the population, a revolution that fights with knowledge and conscience against the dark side of the food industry.



Carlos Ríos (Huelva, 1991) studied Human Nutrition and Dietetics at the Universidad Pablo de Olavide (Seville). His non-conformism and desire to promote a lifestyle based on healthy eating and exercise have made him one of the national references of healthy lifestyle, with more than two and a half million followers who firmly believe in the values he promotes through Realfooding. His first book, 'Come Comida Real' (Planeta, 2019) has sold more than 150,000 copies and he has just published a second book, 'Cocina Comida Real' (Planeta, 2020) which is in its fifth edition.

About Taste Shukran

The company was founded in 2010 with the start-up of several restaurants. It is a benchmark company in the food sector, specializing in Mediterranean cuisine with Lebanese influence. Shukran Group, owns the retail line Taste Shukran, which markets various products such as hummus, creams, sauces and baklawas. The products and recipes that complete Shukran Group'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 a thousand points of sale.
<http://shukranguroup.com/>

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