

## Press release

### **Carrefour and Taste Shukran launch their healthy “ready to eat” proposal on the market: falafel with hummus**

- **The product will be on sale in August in 135 hypermarkets of the Carrefour group.**

Madrid, July 27, 2020.- The food company [Taste Shukran](#) will soon launch a ready-to-eat healthy proposal: falafel with traditional hummus. The combination, which will be sold in the refrigerated section of 135 Carrefour hypermarkets, will consist of two packages containing 150 grams of traditional hummus and 150 grams of falafel. This is a firm commitment by the food group to contribute to the “ready to eat” trend in a healthier way.

The consumption of hummus has shot up exponentially in the last years and the reason is in its one hundred percent natural ingredients and in all the properties that it contributes to the organism. Hummus is a chickpea cream made with tahini (sesame seeds) and lemon. A simple food that is a great source of energy and vegetable protein, has vitamin A, B1, B2, B3, folic acid and is rich in essential minerals such as phosphorus, potassium, calcium, iron, magnesium and zinc.

Patricia Gallego, CEO of Shukran Group explains that “it is common to consume this product as a snack with healthy snacks such as crudités, but consumers were increasingly asking us for other snacking options and that is why we opted for the falafel”. Falafel is a croquette made with chickpeas and spices that combine perfectly with hummus, creating a protein and energy-packed recipe. A “ready to eat” product that allows you to have a healthy menu when you do not have time to cook and can be eaten anywhere.

Taste Shukran hummus is made with one hundred percent natural ingredients, contains no additives, gluten or lactose, so it is suitable for all consumers. In addition, it has Nutriscore A labeling, a labeling promoted by the World Health Organization that indicates on a scale of five colors and levels with letters (A, B, C, D, E) the most favorable product in nutritional terms (letter A, green color) and the least favorable (letter E, red color). It is a clear and visual way to show consumers the nutritional value of foods and allow them to choose the healthiest among similar products.

Currently, Taste Shukran has nine varieties of hummus: traditional, mango, basil, bell pepper, avocado, truffle, black garlic, mutabal and edamame.

Shukran Group's objective is to continue introducing new varieties and combinations of hummus in the shelves of the main distribution chains and to be present in all the cities of Spain. At present, its products are marketed in more than 500 points of sale, thanks to the agreements reached with the main groups in the country.

### About Taste Shukran

The company was founded in 2010 by Lebanese entrepreneur Bill Saad. It is a reference company in the food sector, specialized in Mediterranean cuisine with Lebanese influence. Shukran Group also 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 500 points of sale.  
<http://shukrangroup.com/>

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