

Press release

Taste Shukran brings to market the first hummus with edamame

- **It is a 100% natural, additive-free, vegan product, with Nutriscore A.**
- **The edamame hummus will be distributed exclusively in Carrefour's 320 stores in Spain.**

Madrid, April 15, 2020.- The food company [Taste Shukran](#) has released the first hummus with edamame. It is a 100% natural, additive-free, vegan product with Nutriscore A labeling.

Edamame is considered one of the healthiest snacks of the moment due to its high vegetable protein content. It is also rich in fiber, iron, calcium and magnesium. **Patricia Gallego, CEO of Taste Shukran** explains that "edamame is the soybean pod harvested a little before maturing. It is a legume that has been consumed for centuries and is very popular in countries such as Japan and China where it is served in restaurants as an appetizer. It is a food with a low fat content and antioxidant properties, it contains isoflavones, a type of flavonoid that has a direct impact on bone health. Given its characteristics, we thought that combining it with hummus would be a formula for guaranteed success. If we combine the properties that hummus already has with those of edamame, we have one of the best and healthiest hummus on the market".

Taste Shukran has been the pioneer company in creating the first and only edamame hummus that is on sale exclusively in the 320 Carrefour stores throughout Spain. This 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, like the rest of the brand's hummus. "At Taste Shukran we are very conscious of making healthy products and that is why we strive for excellence in the entire production process and in the ingredients we use. Nutriscore labeling, promoted by the World Health Organization, 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 make the consumer see the nutritional value of the food and allow him to choose among similar products the healthiest one. We are very proud that our hummus has this labeling, which positions us as one of the best hummus on the market," says Patricia Gallego.

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 of hummus in the shelves of the main distribution chains and to be present in all the cities of Spain. Its products are currently marketed in more than 500 points of sale, thanks to agreements reached with the country's main groups. "We will continue working to position ourselves in the market as one of the main hummus suppliers and we will continue to develop new varieties of hummus to adapt to the preferences of all consumers".

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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