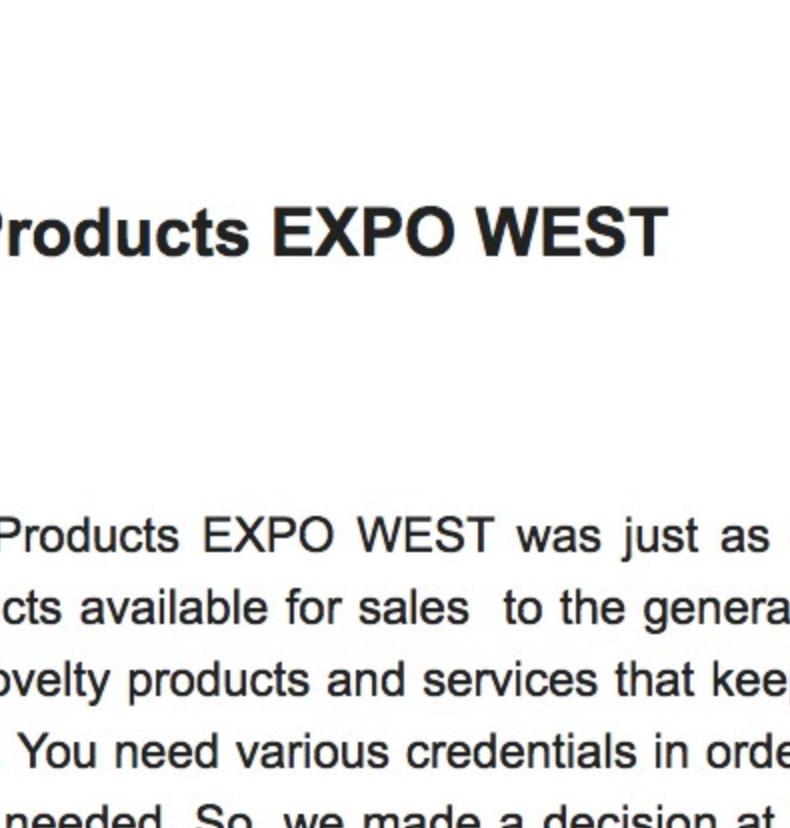


# SPOTLIGHT MEDIA PRODUCTIONS



## Natural Products Expo West, Adrienne Papp



### PEREG NATURAL FOODS

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**PREMIERED NEW SUPERFOOD: KA?IWA (BABY QUINOA),**

**AMONG OTHER ALL-NATURAL ANCIENT GRAINS**

at the

### Natural Products EXPO WEST

Posted by [Adrienne Papp](#) March 12, 2017

The Natural Products EXPO WEST was just as exciting this year as expected. Over 2,500 companies exhibited the latest novelty products available for sales to the general public. I wish all consumers were there gaining an understanding about all these new, novelty products and services that keep you healthier, happier and youthful. The expo does not allow the general public to visit. You need various credentials in order to attend and you need to buy tickets. It is an industry insider event, which is very much needed. So, we made a decision at Youthful and Ageless that next year we will also take out a booth and show everyone how they can advance their exposure through Youthful and Ageless™.

This year, we picked one interesting company: PEREG Natural Foods

PEREG Natural Foods debuted what's being called the next new superfood – Ka?iwa (baby quinoa) – as well as new blends and flavor infused varieties of freekeh, teff, farro and quinoa.

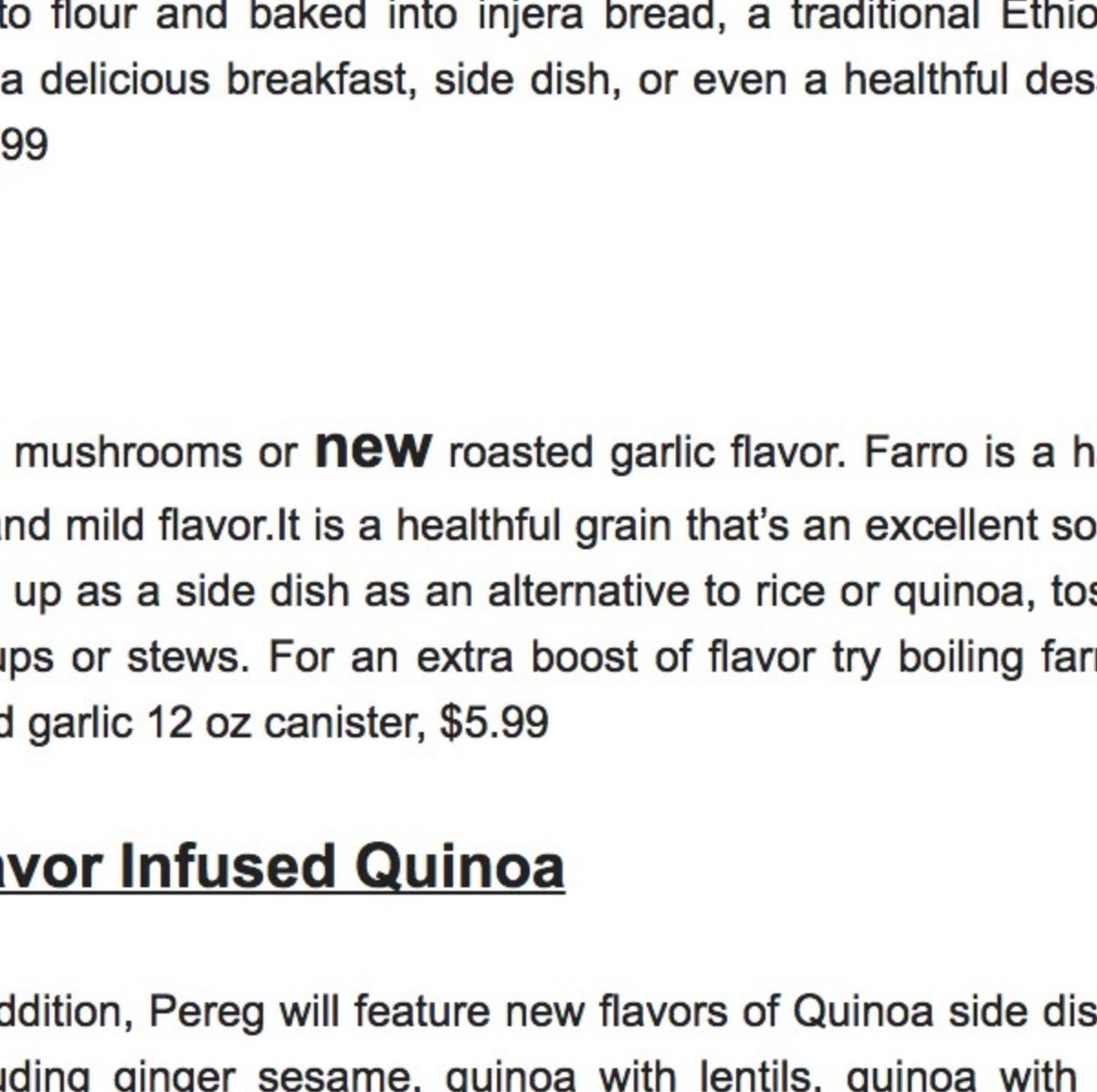
The family owned, New Jersey based company is a leading producer of premium, natural spices and spice blends, ancient grains, gluten free flours, and an extensive line of gluten-free quinoa products including quinoa pasta and quinoa pops cereal, among other all-natural products.

According to Gill Schneider, CEO, Pereg Natural Foods, "Baby quinoa is predicted to become the next 'new' ancient super food. Also known as Kafniwa, it is an excellent source of complete protein and amino acids, is exceptionally high in iron and is gluten-free. This grain cooks up with a crunchy texture, and offers a nutrient rich food for breakfast, lunch and dinner. We are excited to bring consumers yet another healthy choice to serve to their family and friends."

#### Baby Quinoa – 5 ounce boxes & resealable 16 oz. bags

Dark reddish-brown in color and about half the size of a tiny quinoa seed, kafniwa cooks up quickly to resemble a smaller version of red quinoa. Unlike regular quinoa, kafniwa doesn't have saponins, the coating that gives quinoa a somewhat soapy, slightly bitter flavor if not rinsed properly. Kafniwa is actually easier to process due to the absence of saponins. (Note that all quinoa from Pereg is pre-rinsed and ready to cook from the package.) Another advantage kafniwa has over quinoa is that it's an even better source of iron. Retail: 5 oz. boxes (\$3.57);

Re-sealable 16 oz. bags (\$5.50).



#### Freekh Grain – Side Dishes: 5 oz bags

Pereg's Freekh is available in green roasted, ginger sesame and vegetable flavor blends. Freekh is young, green wheat that is roasted over an open flame to give this grain a delicious slightly smoky flavor and chewy texture similar to bulgur. Freekh is lower in fat than brown rice, higher in fiber than quinoa or brown rice, also a great source of calcium. It can be used in soups, casseroles or enjoyed seasoned up as a side dish; freekh makes a great alternative to rice or couscous. Retail: \$3.99

#### Teff Porridges – 5 oz boxes

Pereg's Teff porridges are available in brown or ivory varieties as well as mixed with nuts and berries or with chocolate. In addition to being gluten-free, Teff is higher in protein than wheat, is a great source of iron, calcium and amino acids. This ancient whole grain has a pleasantly sweet nutty flavor, and the small size makes it easy to digest. Brown & white teff: Whole teff can be toasted and used to add a little crunch to salads or muffins; boiled teff can be prepared with milk or water for a sweet porridge or spiced up for a side dish; raw teff can be ground into flour and baked into injera bread, a traditional Ethiopian dish. Flavored teff mixes: This pre-seasoned teff porridge makes a delicious breakfast, side dish, or even a healthful dessert. Just add water & boil – easy to prepare any time of day. Retail: \$3.99

#### Farro Side Dishes – 5 oz boxes

Farro side dishes from Pereg are offered in plain, or blended with mushrooms or new roasted garlic flavor. Farro is a hardy ancient grain and is a variety of wheat savored for its rich texture and mild flavor. It is a healthful grain that's an excellent source of fiber, protein, magnesium, and iron. Farro is delicious seasoned up as a side dish as an alternative to rice or quinoa, tossed with some protein & vegetables in a hot / cold salad, used in soups or stews. For an extra boost of flavor try boiling farro in vegetable broth instead of water. Retail: 5 oz boxes, \$3.99; Roasted garlic 12 oz canister, \$5.99

#### Flavor Infused Quinoa

In addition, Pereg will feature new flavors of Quinoa side dishes, including ginger sesame, quinoa with lentils, quinoa with nuts and berries, and quinoa with roasted garlic in 6 oz boxes retailing at \$3.99. New re-sealable 16 oz bags of grain from Pereg will include buckwheat, black lentils, baby quinoa, brown and ivory teff.

#### About Pereg

Pereg was established in 1906, and is based in Clifton, NJ. They first became known for their vast variety of pure and natural spices and spice blends, more than 60 in all, from traditional favorites to exotics from around the culinary world.

Today Pereg produces an array of all-natural products that includes ancient grains and ancient grain blends, gluten free pasta, couscous, rice, gluten-free cereal and much more. Pereg Natural Foods products are available at select retailers throughout the US and Canada.

Pereg manufactures all its products from start to finish, controlling the quality from the sourcing until the product is packed and ready for the consumer. All Pereg products are kosher certified by both the Orthodox Union (OU) and CRC, are dairy and lactose-free as well as all natural, with no additives or preservatives. Many products are also certified gluten-free and non-GMO.

Source: Vicki Garfinkel



Adrienne Papp, Founder of Youthful and Ageless™

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