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FABALOUS ORGANIC HAZELNUT

MADE WITH ALL THE GOODNESS OF CHICKPEAS



Fabalous (www.befabalous.com) has launched with a 2-star Great Taste Award winning, Organic Hazelnut & Cocoa Spread (RRP £4.99 per 200g jar). A delicious combination of organic hazelnuts, cocoa and chickpeas, it's the first Hazelnut-Choc spread to use chickpeas as the primary ingredient (32%), with each jar containing on average 128 dried chickpeas and 8 shelled hazelnuts.



A *Fabalous* ingredient, chickpeas are high in protein and a source of vitamins, minerals and fibre. They also help improve our air and soil as the plants naturally release nitrogen into the earth as they grow – good for you, and good for the planet! The premium spread has an indulgent, intense chocolatey flavour; a smooth and silky texture; the unique draw of protein and fibre-rich chickpeas and reduced sugar; as well as contemporary design, presented in an elegant and sustainable glass jar.



Key to the creation of Fabalous was giving an everyday staple a healthier and more sustainable twist. There are just eight ingredients in each jar, all are organic, plant-based and natural. Fabalous switch out palm oil for sunflower oil and cocoa butter. Chickpeas are the main ingredient, resulting in 81% more protein, 43% less saturated fat and 57% less sugar than the leading brand in the category. The rich chocolatey hit comes from ethically sourced cocoa, paired with hazelnut paste, sweetened with cane sugar and rounded off with a pinch of salt. Finally, Fabalous is committed to plastic free packaging, with glass jars, metal lids and paper labels.

Fabalous Organic Hazelnut & Cocoa Spread is a versatile breakfast staple – perfect on toast, waffles and in baked goods; it's also an ideal addition to porridge and yoghurt and will come into its own on Pancake Day, served with sliced bananas! Available now from Amazon, Fabalous will be rolling out via delis, cafés and retailers across the UK from 2021. For more information, please visit (www.befabalous.com)