



**AT LAST, A HEALTHY FOOD RANGE IS NOT ONLY GOOD FOR YOU BUT TASTY TOO!**



Kelkin, the ‘healthy choice brand’ whose specialist range of healthy foods and beverages are very popular in Ireland, are crossing the Irish Sea to launch in the UK. The exciting new range specialises in free-from and organic, great tasting

nutritious products. The range also includes a brand new selection of gluten free cakes, biscuits, cereals and bread suitable for coeliacs.

Kelkin is a range of genuinely healthy products with no hidden extras or false promises. Kelkin offers a wide choice of everyday foods, snacks, treats and beverages, providing everything you could desire to choose the nutritionally balanced and healthy choice in every product category from bread to orange juice.

The new gluten free range is great for coeliacs who often struggle to find exciting food that tastes good. Traditionally, gluten free products are unexciting and lacking in that all important ingredient - flavour! Not any more, packed full of flavour Kelkin promises to tantalise taste buds, whilst being packed with nutritional goodness.

Aveen Bannon, consultant nutritionist to Kelkin comments, ‘Historically a gluten free diet has been quite restrictive and even a little bland. A greater choice of both treats and high fibre foods means that those with coeliac disease and those who seek a healthy lifestyle can do so without taste penalties.

High fibre breakfast cereals like gluten free porridge and gluten free muesli offer individuals sustainable energy throughout the morning, whilst gluten free brown

bread is a great high fibre lunch option. Popcorn and rice cakes are considered healthy low fat snack options and with added chocolate the rice cakes can make a great lunchbox treat for kids.

Such a wide range of products is probably the biggest benefit to those suffering from coeliac disease. Having the ability to have such a varied diet, by including both high fibre foods and treats means that those with coeliac disease don't have to feel so limited.'

The Kelkin range, which will be stocked in most leading supermarkets from the beginning of April, boasts a host of gluten free foods including porridge, muesli, teacakes, popcorn, cookies and no added sugar healthy beverages. They are a great treat option even for those without coeliac disease, containing only 60 calories per Gluten Free Choc Chip Cookie, and 114 per Gluten Free Teacake!

#### ENDS

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#### NOTES TO EDITORS

The Kelkin range will be stocked in most leading supermarkets, including Tesco, Waitrose, and Sainsbury's.

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