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Concord Foods unveils freeze-dried veg snacks



Launch comes in response to consumer demands for healthy alternatives in the salty snack category

Expanding on its well-established meal solution product line, Concord Foods is to launch a new freeze-dried vegetable snack line.

Sold under the Concord Fresh Success brand, the new range includes flavours such as corn and roasted red pepper with sea salt; sliced beets with balsamic vinegar; and sugar snap peas with sea salt and pepper. It will be available from May.

The company said the new line, made with 100 per cent vegetables and containing no artificial ingredients,

added sugar or preservatives, provides an alternative to more processed snacks and comes in response to research showing consumers are looking for on-trend flavours with clean ingredients in the salty snack category.

"We have seen a continuous increase in consumers gravitating towards healthier snacks over the past couple of years," said Charles Olins, vice president of sales & marketing at Concord Foods.

"With this knowledge, we wanted to create a product line with a clean label for these shoppers who are becoming more conscious of the ingredients found in their snacks."

The vegetables are put through a special freeze-drying method that uses the whole vegetable to maintain nutritional values and flavours.

"While other veggie snack options are available, the Concord Fresh Success Freeze Dried Veggie Snack line is one of the only lines that does not use a combination of additives when processing the vegetables," the company said.