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By Michael Barker

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Morrisons listing for pea snack

Bruce Farms-developed healthy snack wins first national listing and will be sold in 28 Scottish Morrisons stores



A branded pea snack has won its first national listing and will be sold in Scottish branches of Morrisons.

Packs of Podberry pea snacks will be stocked in 28 Morrisons stores. Described by the producer as the UK's first freeze-dried seasoned snack product made with Scottish-grown produce, Podberry comes in 20g single-serve packs, initially in two flavours – Sea Salt and Balsamic Vinegar and Sweet Chilli. Two further flavours are planned to expand the range later this year.

Meeting demand for healthy and convenient food products, Podberry is said to be high protein, low in fat, gluten-free, vegan friendly and one portion of 5 a Day.

The product was developed by Bruce Farms, a supplier to Birds Eye and Ribena, with help from freeze-drying experts in New Zealand. The product is harvested and frozen in under two and a half hours before undergoing a freeze-drying process, and never fried, which Podberry said means consumers are guaranteed the highest level of nutrients and flavour in every pea.

Podberry director Geoff Bruce said: "We are delighted to gain this Morrisons listing. It makes getting our products into the hands of consumers across Scotland so much easier.

"With a growing demand for healthy snacks which

don't compromise on flavour, convenience or quality at a reasonable price point, we believe Podberry delivers. We are excited for more people to be able to try our peas and hopefully agree.

"This listing in Scotland is a brilliant first step, and it's great to have a presence in the country from which we have grown. We hope this is the first of many supermarket listings and that soon Podberry will be a recognised and enjoyed product across the UK and beyond."

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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