

## Freja Instant Bone Broth

### **BACKGROUND**

Stocks and broths are the foundation of flavour and the original superfood.

They are the essential basis of every global cuisine and traditionally valued as a functional health food and cure-all remedy.

But we've forgotten how to make broth from bones and we've accepted a poor substitute in the form of stock cubes, one of the most ultra-processed products in the supermarket.

We all know that homemade is best, but this doesn't suit modern consumer lifestyles and preferences.

Almost all commercially available stocks are additive-laden products bearing little resemblance to the real thing.

As a result, customers that are looking for natural, clean label products and functional foods are completely excluded from the bouillon category.



Until now.....

## FEATURES

Freja IBB means healthier cooking with natural ingredients and functional benefits.

Freja Instant Bone Broth is a 100% natural stock cube alternative as well as a nutritious & healthy savoury drink with functional benefits. It's a clean label product, made only with ingredients you'd find in your cupboard at home.

Freja Instant Bone Broth is a delicious and convenient way to enjoy all the nourishing benefits of bone broth made with only natural ingredients: bone broth powder, natural yeast extract, dried herbs and vegetables. It's also gluten free & dairy free.

Each pack contains four 15g sachets of instant bone broth powder, which you use in exactly the same way you would use a stock cube. Simply add one sachet to 500ml of hot water for a cooking stock or to 250ml of hot water for a delicious savoury drink.

- Natural source of collagen: Beef 7g per serve (Types I and III) and chicken 6g collagen per serve (Types II)
- High in protein - up to 11g per serving
- Low calorie - 56 kcal per serving (beef) and 52 kcal serving (chicken)
- Gluten and dairy free
- Only 0.8g salt per serving
- All 9 essential amino acids
- 100% natural ingredients
- Gut-friendly nutrition
- Magnesium, potassium & sodium

## ADVANTAGES (v stock cubes)

Stock cubes and stock pots are packed with ultra processed ingredients such as Maltodextrin, MSG, palm fat, gelling agent, dried glucose syrup, artificial flavourings, potato starch, caking agents, caramelised sugar!

- \*a poor nutritional profile
- \*no functional benefits (such as collagen and protein)
- \*ultra processed ingredients
- \*no sustainability focus
- \*often unpleasant taste
- \*contain allergens
- \*high salt

“Competitors” such as Kallo, Knorr, Oxo - per 250ml

- Zero collagen
- Low/No Protein: 1.5g (Oxo beef), less than 0.5g per serve (Kallo & Oxo chicken stock cube, Kallo beef stock cube and Knorr stock pot chicken)
- High Salt 1.6g (Kallo chicken), 1.9 (Oxo chicken), 2.4 (Oxo beef), 2.2g (Knorr stock pot), 2g (Kallo beef)

Example: Kallo (the one people think is the good one!) - here is the ingredients list!!!

### Ingredients

Sea Salt, Potato Starch\*, Sustainable Palm Fat\*, Sugar\*, Chicken Fat\* (3.5%), Yeast Extract\*, Natural Chicken Flavour, Chicken Powder\* (1%), Spices\* and Herbs\* (Turmeric\*, Black Pepper\*, Parsley\*, Rosemary\*), Onion\*, \*Organic ingredients

### **BENEFITS (of bone broth)**

Simple and convenient, any dish can be transformed into a tasty and nutritious meal thanks to Freja Instant Bone Broth.

Bone broth is rich in collagen and a broad range of amino acids, vitamins and minerals that support electrolyte balance. These nutrients have been shown to support gut health (glutamine, glycine and proline, boost your immune system (vitamin C and zinc), maintain healthy glowing skin (proline, hydroxyproline and glycine) and hair & nails (glycine and minerals such as zinc, iron and magnesium), reduce inflammation (glycine and arginine), support better sleep (glycine) and maintain healthy weight (protein and electrolytes potassium, sodium and magnesium).

FAQs

### **What is yeast extract?**

Yeast extract is made from the same type of yeast used in baking bread. To create it, manufacturers start by growing regular baker's yeast, feeding it sugar to help it multiply. Instead of using this yeast to make bread rise, they break open the yeast cells through a process called autolysis (using salt and heat) or hydrolysis (using enzymes). This releases all the nutrients and flavors from inside the yeast cells. The outer cell walls are then removed, and what's left is concentrated into a paste or powder. The result is yeast extract – essentially the concentrated insides of yeast cells, packed with proteins, vitamins, and minerals

<https://www.yeastextract.info/about-yeast-extract/how-yeast-extract-is-produced/>

Yeast is a naturally occurring organism which has been used in bread and beer

production for centuries (5000 years).

Yeast extract is a long stand staple in numerous recipes and plays a crucial role in imparting robust flavour profiles whilst offering essential nutritional vitamins and minerals and aiding in reducing salt intake.

In recent years yeast extract has seen a surge in popularity as a cost-effective means to elevate the umami essence in dishes and enhance savoury notes in vegetarian products. Its versatility has been showcased on Masterchef and Food Unwrapped and it is used as a 'secret' ingredient by Michelin starred chefs.

Finally, most UK kitchen cupboards do contain a jar of yeast extract.

### **What diets is it suitable for?**

The IBB is gluten & dairy free. It does contain natural yeast extract so avoid it if you have an allergy or intolerance to yeast. Our classic liquid bone broths are yeast free.

### **Why is it so expensive/why would I trade up from a stock cube?**

It's a premium product as it contains 61% bone broth. There are no cheap ultra processed ingredients and the product has functional benefits (protein and collagen). You will never go back to a stock cube again!

### **Where are your ingredients sourced from?**

(use info from sourcing document)

### **What does it taste like?**

It tastes like a homemade stock mixed with the best quality stock cube you can buy, but better!

### **What are some recipe ideas?**

Risotto, bolognese etc etc

### **When would I use it?**

Whenever a recipe calls for a stock cube, replace with Freja IBB. Or enjoy instead of tea or coffee as a delicious and nutritious caffeine free savoury drink.

Simply add one sachet to 500ml of hot water for a cooking stock or to 250ml of hot water for a delicious savoury drink.