

For Immediate Release

Flavour Creations announces ground-breaking innovation in a 50 g meal replacement

Leading nutritional solutions company Flavour Creations announces one of its most innovative products to date with the arrival of Bite Size Cookies - a 50 g bag of savoury and sweet cookie options that equal one complete meal.

Designed to maximise nutritional density, each packet of the gluten free Formulated Meal Replacement cookies provide the nutrients equivalent to one complete meal (26 essential vitamins & minerals, 12 g of protein and over 950kJ of energy).

Flavour Creations' Head of Technical/R&D said the cookies were the most nutritionally dense product ever created by the specialist food and drink thickener manufacturer renowned for its great tasting textured food and fluid range, for individuals suffering from the medical condition known as Dysphagia.

"The philosophy behind developing Bite Size Cookies was to create a nutritional solution product that offered the highest kcal per gram in an innovative small serving size. By maximising nutrition per gram, we are seeking improved consumer compliance, and ultimately by increasing nutritional density, we are aiming to ensure that the consumer is benefiting from every mouthful consumed. Furthermore the cookies can be snacked on throughout the course of the day, to add to the overall nutrition intake," Mr Betros said.

The Brisbane-based company has a long and successful history of developing 'real food' solution products that are tasty and nutritionally balanced. This latest innovation has solidified Flavour Creations' scientific and technological expertise in developing nutritional products that assist in managing a wide variety of health and nutrition challenges.

"With over 4.5 kCal per gram, the new Cookies range is a nutritious, quick and convenient mid-meal snack option that will have wide appeal," he added.

"The cookies will assist elderly people with poor eating habits, people recovering from illness, busy people who may have a tendency to skip meals and will even combat malnutrition in patients with a restricted food intake."

FMR Bite Size Cookies are available from Flavour Creations from 1st October, retailing at \$2.99 per 50 g pack. Initially available in three flavours, Triple Chocolate, Vanilla Shortbread and Date & Coconut, the range will expand in November 2013 with the release of a Three Cheese savoury option.

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Notes to Editors:

About Flavour Creations

Established in 1997, Flavour Creations design and manufacture innovative and nutritional product solutions, to enhance the quality of life. The Australian-owned and operated company boasts a unique range of thickened drinks and textured food products and an ever-expanding range of nutritional products tailored to suit numerous dietary and nutritional needs across all communities. The Brisbane-based company is developing a reputation for innovation having recently been announced a finalist in the Innovation category for its revolutionary thickening powder, Instant Thick at the upcoming 2013 Brisbane Lord Mayor's Business Awards.

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