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MEDIA RELEASE
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New Delicious, Nutritious, and Easy-to-Prepare Greenwheat Freekeh™ from Freekehlicious™ Hits Shelves February 2013

“Nature’s Recipe for Well-Being” is High in Protein, Calcium and Fiber

NORWOOD, NJ – February 4, 2013 – Freekehlicious LLC announces the debut of its brand in a new re-sealable pouch. “It’s the same premium quality Greenwheat Freekeh we’ve offered since 2010,” said Barbara Incognito Fanelli, CEO/President Freekehlicious, LLC. “Our customers told us that they loved the product, but preferred shelf friendly, re-sealable pouches. The new re-branded package will be available in health and specialty food stores throughout the United States and Whole Foods in the North Atlantic region and West coast.

The new packaging also introduces the brand position, “Nature’s Recipe for Well-Being,” reflecting the superior nutritional values that greenwheat freekeh delivers. Compared to other grains, it is higher in calcium, protein, and delivers four times the fiber of brown rice. Freekehlicious is also Kosher (parve), Non-GMO and whole grain and vegan certified.

Freekeh is fire roasted green wheat, harvested when the wheat is immature, and its grain is soft and most nutritious. The word freekeh is Aramaic for “to rub,” which refers to the technique by which freekeh is made. Long recognized in Middle-Eastern cuisines, freekeh has broken into the American market as part of the burgeoning interest in whole and ancient grains. It’s been difficult to find on American grocery shelves until now.

Barbara Incognito-Fanelli, CEO/President and Thomasina Nista-Chaffardet, COO/Executive Vice-President founded Freekehlicious in May of 2010. Seeking healthy meal alternatives for her husband who is Type II diabetic, Fanelli first heard of freekeh while watching an episode of Dr. Oz. Intrigued by the product benefits presented in the program, Fanelli began a search for a source for freekeh. Her research brought her to an Australian producer – Greenwheat Freekeh. Tony Lufti, Managing Director and founder of Greenwheat Freekeh responds, “We took a 4,000 year old product and developed a unique, 100% natural way process to make high quality freekeh to modern standards. We created a body of science and whole new and easier way of consuming freekeh, making it user friendly for a broader audience.”

Reflecting this opinion is international chef and food blogger, Bethany Kehdy. Kehdy, (www.dirtykitchencrets.com), who currently uses London as the home base for Food Blogger Connect, an international food blogger conference, grew up with freekeh as a staple in her diet. Sampling Freekehlicious, she noted, "it is so much more accessible and versatile than the options I had available to me. I don't have to clean the freekeh first, so it cuts my prep time in half. And it's mild flavor means it complements so many recipes."

From food bloggers to frenetic moms, the word is spreading. Just ask mom, chef and Founder of Simplicious Magazine (www.simpliciousmag.com), Jennifer Spaide. "Freekeh is such a crowd pleaser, and it's as easy and versatile to cook with as brown rice. My family loves the hearty texture and nutty flavor. I love that it's so nutritious - a great source of protein and vitamins, but lower in carbs than brown rice. I am always looking for ways to up the nutritional value my food brings to my family, and my readers. Freekehlicious is a great addition to the menu!"

About Freekehlicious

Our business philosophy is to offer health conscious American consumers, young and old, a food brand that embodies the aspirations of an active healthy life.

Freekehlicious is the premier importer of Greenwheat Freekeh a product that has undergone the extensive testing of health properties of unripened grains. The result is a product that is superior in health and nutrition. Freekehlicious began importing and distributing Greenwheat Freekeh in the United States in 2010. First selling from a website to individual customers, distribution has grown to health, specialty food and supermarket outlets throughout the United States.

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