



**For Immediate Release**

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### **World of Chia launches chia fruit spread bakery line**

*Bake stable, all-natural fruit base and fruit filling with no added pectin, acids, or synthetic ingredients.*

The Woodlands, TX - March 2019 - Consumers are trending toward healthier, less processed food options, with cleaner, nutrient-dense, all-natural ingredient lists. **World of Chia** now



launches to the bakery market the latest solution in healthy innovation - the only all-natural, bake stable fruit base and fruit filling that taste naturally delicious. Available for foodservice in 32 oz glass jars, shelf stable for 18 months, and 9 Lb pails, refrigerated stable for 12 months.

According to BNP Media's Market Research Division, New Product Development for 2019, consumers want a natural, clean label, nutritious, low sugar product. World of Chia utilizes the nutritive properties of the chia seed to create a natural source of flavor, texture, and health in a bake stable product. Chia fruit bases and fruit fillings are high in Omega 3s, fiber and protein—the ideal ingredient for health-conscious baking and cooking. World of Chia has unearthed the power of chia--innovators today creating the tastiest bakery product ingredients for rising consumer demands.

World of Chia is the first innovator to enter the all-natural, bake-stable market by making its fruit spreads, and now fruit bases and fruit fillings, with chia seeds instead of pectin. Products contain lime juice instead of acids, and compared to other fruit bases and fruit fillings on the market, the sugar content is considerably lower. World of Chia fruit spreads, fruit bases and fruit fillings are a delicious product line containing no artificial ingredients, and is fortified with Omega 3 ALA. All products are gluten-free, vegan, NON GMO Project Verified and OU Kosher.

World of Chia products are available for online purchase through the World of Chia website (<http://www.worldofchia.com/>) Amazon, and stores throughout the country. The bakery offerings will be available via Supplies on The Fly by Sysco <https://www.suppliesonthefly.com>

For more information on World of Chia, visit [www.worldofchia.com](http://www.worldofchia.com).

### **About World of Chia**

World of Chia is home to the first and only Chia Fruit Spread. We are an innovative product line that puts the natural and nutritional properties of chia to work. Our company proudly brings the power of the chia seed to consumers in a delicious, natural-tasting, nutritive and fresh fruit spread. Our products are the next generation of spreadable health. World of Chia Premium Fruit Spreads are naturally thickened using the wholesome goodness of chia seeds instead of industrially processed pectin, so all you taste is clean sweetness. We are a healthy addition to a stagnant category--no high fructose corn syrup, no artificial ingredients, and low in sugar—a new shelf-staple in markets right now. For more information on the company and its products, please visit <http://www.worldofchia.com/>.

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