



First Mainstream Hemp Products in Kiwi Supermarkets

Wellington, Monday 25 March 2019 - The first mainstream food product containing hemp seed is on supermarket shelves today, launched by one of New Zealand's leading bread manufacturers, Wairarapa-based Breadcraft under its new brand 'Rebel Bakehouse'.

Hemp seed was regulated for food use in late 2018, and Rebel Bakehouse's new hemp seed wraps are the first of a new generation of food that consumers can expect to see made using hemp. Rebel Bakehouse is also introducing cricket protein to Kiwis, with its new cricket flour wrap.

Chris Petersen from Rebel Bakehouse says they developed the new product range in response to growing consumer demand for healthier and more sustainable food products.

"The world's population is forecast to grow to more than 9.7 billion by 2050. Sustainably-sourced, environmentally friendly proteins are the future of food if we are to meet the challenge of feeding all of these people.

"We're excited to introduce crickets and hemp to Kiwis - already, more than 2 billion people around the world eat crickets and hemp is one of the few sources of complete protein for plant-based eaters. As well as being good for you, they're good for the environment. Crickets, for example, produce just 1% of the greenhouse emissions that cows do - and use a fraction of the water and land space that cows do.

"I hope that by introducing hemp and crickets into foods we eat every day - wraps - we can spark some conversations about how we can reduce our environmental footprint," says Chris Petersen

Rebel Bakehouse is releasing four new wraps today, hemp seed, cricket flour, purple corn and spinach available at supermarkets throughout New Zealand.

About Breadcraft

Established in the Wairarapa in 1942, Breadcraft has always had a passion for doing things differently. 75 plus years on and our bakers are still innovating. Much has changed but our commitment to good, honest ingredients, great taste and awesome value remain the same. As always, it's served with a big slice of aroha.

www.rebelbakehouse.co.nz

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