

## AGT Foods Africa expands focus to launch superfoods

AGT Foods Africa has announced that it will soon be hopping on the superfoods trend with the launch of its own line of superfoods, namely: maca root, cacao powder and nibs, camu camu powder, baobab fruit powder, black quinoa, hemp hearts and pearl couscous.



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Traditionally, the company processes and distributes seeds, grains, pulses, flours and spices for the food industry throughout South Africa.

The term “superfood” has become an often used buzzword in the language of food and health. Superfoods contain significantly higher quantities of antioxidants, vitamins, minerals and other health-boosting, anti-aging, disease-fighting goodies with the minimum intake of calories. Each superfood product packs various nutrients with different health benefits associated with them.

According to AGT Foods Africa, they play an instrumental role in prolonging lifespan and minimising the risk of chronic diseases while contributing to a healthier diet.



### Millennials increase consumption of hyper-functional foods

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“The movement towards clean eating reflects a change in how consumers view food. Consumers are searching for nutritional information and equating diet with overall well-being,” says Dean Miller, marketing manager, AGT Foods. “Consumers are digging deeper for information about the food they eat and are looking for foods that will improve their health.”

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