



19 September 2011

**You can have your cookie and eat it as Voortman grab 'n' go cookies
launch at Lunch! 2011**

Super tasty cookies with super healthy credentials? Surely a contradiction in terms?

Well, no. Genesis Distributors' new Voortman grab 'n' go cookie range, launching at Lunch! 2011, proves it can be done.

The two-cookie packs are available in three varieties, Original Flaxseed Omega 3, No Added Sugar Chocolate Chip and No Added Sugar Oatmeal, all aimed at the food-to-go sector.

The Original Flaxseed Omega 3 cookies are priced from 60p, made with the best enriched Canadian wheat flour, ground and whole flax seeds and top quality oatmeal and cinnamon.

Ticking the health box, each soft and delicious cookie contains 750mg of ALA Omega-3 Fatty Acids, known as essential fatty acids or "good" fats, contributing to the daily required intake of Omega 3. The cookies are also low in saturated fat.

In addition, Voortman's No Added Sugar Chocolate Chip and Oatmeal grab 'n' go cookie two packs are also being launched in the UK at Lunch!

The sugar may have been left out, but the flavour has not been compromised. These No Added Sugar cookies are beautifully textured and contain Maltitol – a sugar substitute which offers 75-90% sweetness of sugar.

The entire grab 'n' go cookie range, manufactured in Canada, has No Cholesterol or Trans Fats.

Genesis Distributors' partner Steven Payne commented: "Voortman's Flax Seed and No Added Sugar cookies bring something unique and exciting to the 'food-to-go' market, certainly the healthier snacking option – with No Cholesterol and No Trans Fats...Indulgence never tasted so good!"

Come and taste for yourself, samples of the Voortman range will be available at the Genesis Distributors' stand at Lunch! 2011 (G718).

Ends



Picture shows biscuits from Genesis Distributors

Editors' notes:

Genesis Distributors is a family run business, based in London, which sources high quality foods. It supplies independent retailers including Budgens, Londis and Nisa Local, cafés, delis and health shops as well as colleges and leisure centres.

You will find Genesis Distributors on the ground floor of Lunch! 2011 on Stand G718.

Genesis Distributors also sells Voortman cookies in 350g/400g packs of 18 priced from £2.69 through Budgens and specialist food shops, in Original Flax Seed Omega 3, Dark Chocolate Flax Seed Omega 3 and Cranberry Flax Seed Omega 3 varieties.

Voortman Cookies became the first major cookie manufacturer to eliminate Trans Fats from all of its products in 2004. The move earned the company two awards at the prestigious SIAL d'Or contest in Paris. See www.genesisdistributors.co.uk.

For further information contact:
Suzanne Howe
Suzanne Howe Communications
Tel/fax: +44 (0)1732 875697
Email: info@suzannehowe.com
www.suzannehowe.com