

Australia's First Gluten Free 'Super Flour' Targets Bakery Industry and Consumers

Virgen Nutrition announces the launch of Virgen Chia Flour to manufacturers in the bakery and functional ingredients markets.

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Australian Company Virgen Chia, has announced the launch of a gluten free, soy free and dairy free, chia flour ideal for manufacturers in the bakery and functional ingredients markets. Virgen Chia Flour, made from chia seeds, one of the most nutrient dense foods available, is 100% all-natural, shelf stable and an ideal low fat alternative for wheat flour.

Unlike conventional milling that strips flour leaving it virtually inert, Virgen Chia Flour is a de-fatted flour produced by a unique cold-milling process that retains all of the chia seeds original nutritional properties. The chia seeds are first cold-pressed to remove a percentage of the oil, and then cold-milled to produce a super fine grain powder that makes it ideal for all baking requirements and is also perfect for use in beverages and as a functional ingredient.

Virgen Chia Flour is a natural hydrocolloid, that has a wide range of uses for manufacturers looking to add nutritional value to their products, including replacing dough conditioners, making it a perfect ingredient for creating heart healthy, low-fat, nutritious bakery products.

"The range of possible applications is so large, it is much easier to list what Virgen Chia Flour can't be used for", says Malcolm Scorer, Managing Director of Virgen Chia.

Virgen Chia Flour is low-fat, high in protein, high in fibre, high in antioxidants, and is virtually sodium and sugar free. A 100g portion provides Omega-3, 30% protein, 50% fibre, plus essential minerals including Potassium, Thiamine (B1), Vitamin (B6), Riboflavin (B2), Calcium, Copper, Folate, Iron, Manganese, Magnesium, Pantothenic Acid, Phosphorus, Selenium, Zinc.

Research indicates that Omega-3 found in Chia has an effect on blood sugar levels in patients suffering from diabetes, and has been shown to lower LDL cholesterol and triglyceride levels whilst increasing HDL. Due to its natural blood thinning properties, Chia has also been shown to have the beneficial effect of lowering blood pressure, which helps reduce hypertension.

Virgen Chia Flour joins the list of other ancient grain flours that people who suffer from gluten intolerance, celiac disease or those simply looking for a healthier alternative to traditional flours, are moving towards. Not only is Virgen Chia Flour equally, if not more nutritious, it is much easier to use than other grains.

"We are preparing to release a range of ready mixed, nutritional, gluten free, Chia based flour blends ideal for home baking", says Malcolm Scorer, who sums up by saying, "Now you CAN have your cake AND eat it!"

Virgen Chia Flour is available in 12.5kgs woven poly bulk packs and in 200g, 400g & 1kg retail packs.

Virgen Chia are one of the largest Australian importers of Chia seeds and are the exclusive appointed distributor for Virgen Nutrition, which offers a range of Chia products under the following brands - Tribal Harvest, Virgen Nutrition, Nibblz and EquiChia.

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