



IT'S INTERNATIONAL BURGER DAY AND WE ARE CELEBRATING WITH THE LAUNCH OF THE HERMANBURGER PROTEIN BUN

Set to re-define how you eat burgers

We all love a burger! Whether it be a beef, chicken or vegetarian burger, it's all about the bun and the brand-new HermanBurger Protein Bun will be a game-changer. With nutritional figures that cannot be matched, the HermanBurger Protein Bun is loaded with protein and boasts lower carbohydrates than any other burger bun on the market. The team at Herman Brot are renowned for creating fresh, healthy and nutritious staple foods that are low in carbohydrates, high in protein and are low GI, and the latest addition to their product suite also boasts these outstanding values. The HermanBurger Protein Bun has an incredible 19.3g protein per serve (1 bun), has only 7.7g of carbohydrates and is Low GI=31. Herman Brot owner Christian Coenen's excitement about the launch of the HermanBurger has superseded how he felt when he launched the company 5 years ago. "All of our products are exceptional and have been well received by consumers, but the market has been craving a burger bun that's low in carbohydrates, high in protein and low GI and this is it! There's nothing out there that compares. "Our HermanBurger ticks all the boxes when it comes to creating the perfect burger and we are confident consumers will love it as much as we do," said Christian. "Made from similar ingredients to our Lower Carb Bread, the HermanBurger is made from pure plant protein making it perfect for vegans & vegetarians. The macros are perfect for people on low carb diets; fitness and health conscious people looking for a protein boost; and people living with type 2 diabetes." The other incredible products produced by Herman Brot include - 1. Herman Brot Lower Carb Bread The bread has only 5 grams of carbohydrates per serve (2 slices), which is significantly lower than their next freshly baked bread competitor whose product delivers 19.3 grams per serve. As well as having access to such a low carbohydrate bread, Diabetics have been able to put bread back on the menu as it has a GI rating of only 24 and a Glycaemic load of 1, making it the lowest GI bread on the market. The bread also has an astounding 23.9g of protein per serve, making it a perfect source of protein for vegetarians, vegans and anyone looking for a protein alternative. 2. Herman Brot Lower Carb Pasta Boasting 5g of carbohydrate per 100g, an incredible 39.4g of Protein per serve and GI22. With 39.4g of protein this product is an outstanding protein alternative for vegetarians and vegans and those wanting to decrease consumption of non-animal forms of protein. 3. Herman Brot Protein Muesli Available in 3 flavours, this muesli has really made its mark in a category that often boasts not so healthy options. Very low in carbohydrates and low in GI, the highlight of the muesli is the amount of plant protein found in each serve. Peanut Candy = 21.2g/45g serve (47% protein) | Red Fruits = 19.8g/45g serve (44% protein) | Chocolate = 19.9g/45g serve (44% protein). All Herman Brot products feature the 5 Health Star Rating on each product and have all been tested by Sydney University (SUGiRS) who have deemed all products suitable for inclusion in the diets of people living with Type 2 Diabetes. In contrast to the major food and beverage suppliers who fool the consumer with misleading slogans and advertising campaigns, the team at Herman Brot pride themselves on creating good quality nutritional products with packaging that features clear facts and real figures. The HermanBurger Protein Bun is currently being used in select restaurants and café's in NSW and WA and will be available in more states and direct to consumers in the next few months. For more information visit www.hermanbrot.com.au. To download images - <https://www.dropbox.com/sh/ho3ceb367ttggab/AAA-y6Xfdl26r16ktEonIIRla?dl=0> + PRODUCT SAMPLING FOR REVIEW AVAILABLE ON REQUEST +

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