

SOUL SEED LAUNCHES “SUPER SEED SNAPS” IN WOOLWORTHS NATION-WIDE

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Over date-based snacks?

Supermarket hemp foods favourite, Soul Seed, has launched a new range of “Super Seed Snaps” into 744 Woolworths stores across Australia. Found in the health food aisle, Super Seed Snaps are gluten free with 5g+ of protein, fibre plus a variety of vitamin and mineral-rich super seeds including hemp, flax, chia and pumpkin.

The baked snacks are ideal for lunchboxes, briefcases and handbags alike. There’s a flavour for every mood and palette - Salted Caramel, Turmeric & Black Pepper, Rich Choc and Spicy Sriracha.

Soul Seed Founder Cade Turland says, “9 times out of 10, when I flip to the nutrition panel on a snack, the first ingredient I read is ‘dates’.

“We set out to create a snack with a real point of difference in the health food category. Something tasty, filled with whole foods and of course featuring our favourite nutrition-packed super seed, hemp. That’s where Super Seed Snaps were born.”

Soul Seed’s millennial founders Cade Turland and Forbes 30 Under 30 Listmaker, Georgia Branch, have been blown away by the growth of the brand. Launched in 2018, Soul Seed has quickly become Australia’s widest reaching hemp foods brand.

Soul Seed’s ethos is to bring whole food nutrition to the whole family. The products can be found in both Coles and Woolworths as well as Ritchies IGA stores. For samples, interviews and images please contact Georgia Branch | georgia@hemple.com

ABOUT SOUL SEED

Part of Trichomia Pty Ltd hemp brands (also owner of Hemple), Soul Seed is Australia’s widest-reaching supermarket hemp foods brand. Soul Seed’s cold pressed Australian hemp seed oil, protein and seeds can be found at Coles and Ritchies IGA while their Super Seed Snaps range can be found at Woolworths nation- wide.

Trichomia Pty Ltd investors include MMJ (ASX:MMJ).

www.soulseedhemp.com [instagram.com/soulseedhemp](https://www.instagram.com/soulseedhemp)

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