



# News Release

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## NEW SNACK FOOD LAUNCHED AT FORT GIBRALTAR

Winnipeg MB – A new Manitoba-made snack food packing the protein punch of peas was launched within the walls of Fort Gibraltar this morning, paying tribute to the dietary wisdom of the voyageurs.

The early voyageurs carried the nutritious energy of peas in their canoes as they explored the Canadian West. Yumpeez, a new organic pea snack, brings the power of peas into the 21st century.

Yumpeez is a low-fat, high protein veggie snack. Developed by Manitoba-based Best Cooking Pulses, Inc., in partnership with the Food Development Centre in Portage la Prairie, Yumpeez made its official debut in two satisfying flavours – barbecue and dill pickle.

“Today, parents are searching for foods that will give their children nutrition, energy and a sense of fun,” explained Margaret Hughes, Sales Manager with Best Cooking Pulses. “Yumpeez has been extensively tested on Manitoba kids, who gave them a resounding two thumbs-up.”

“Growing concern about childhood obesity, coupled with the need for allergen-free snack foods, makes Yumpeez a happy, healthy alternative,” said Hughes. “Yumpeez is low-fat and trans-fat free, as well as being free from nuts, gluten and lactose.”

Yumpeez was developed with the assistance of the Agri-Food Research and Development Initiative, a granting agency funded by Agriculture and Agri-Food Canada and Manitoba Agriculture, Food and Rural Initiatives. Financial support was also provided by the Manitoba Agri-Innovation Suite.

“Our province is impressed and encouraged by innovative companies like Best Cooking Pulses, Inc. as they create new value-added products that benefit the health of their customers, support local crop sales and enrich the provincial economy,” said Agriculture, Food and Rural Initiatives Minister Rosann Wowchuk. “Diversification is the key to economic stability in agriculture and value-added products like Yumpeez are the doors of opportunity.”

Best Cooking Pulses, headquartered in Portage la Prairie, is a family-owned business that has been active in the international pulse market since 1936. Pulses include peas, beans, lentils and chickpeas.



[www.yumpeez.com](http://www.yumpeez.com)



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YUMPEEZ are on sale at the Festival du Voyageur souvenir tent as well as in a growing number of stores across Manitoba. Store locations and more information can be found online at [www.yumpeez.com](http://www.yumpeez.com).

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