

A Continual Building Block of the New Formations of Protein - Because Eating Healthy Can Be More Fun!

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ABSTRACT:

A hand-on food ecosystem is requisite to be a key driver in achieving sustainable and enjoyable diet. The two main figures are the consumers and the producers. For consumers, they must enjoy the foods they consume daily, and the producers must not only initiate transparency in a production process but also produce goods that create a positive impact to humans and the world as a whole. As food industrial and technological progress, consumers nowadays are getting insufficient amounts of life essential nutrients, specifically in protein content. On the other hand, growing up as Asians, we are all familiar with eating rice, but our rice has more to offer - not only provide more nutrients but also a solution for medical restrictions and treatments. We - EATVOLUTION - would like to take on a challenge with our first product spearhead 'Chickpea Rice', a functional based and performance focused alternative rice.

Within 100 g of Chickpea Rice, it consists of 12g of protein, 8g of fiber, 50% lower in carbohydrate when compared to white rice, and it's top-14 allergen free. Our rice is made from Chickpea and this tiny seed is a superfood and packed with vital nutrients, especially protein, to address the frontier of the future of protein supply. With 83.8% of the PDCAAS, it contains amino acids that the human body cannot produce, having a good amount of complex carbohydrate and many more. Furthermore, our future food is not only practical for achieving better health but also heuristic for the on-going food scarcity crisis. One of the longest cultivated and nutrient dense legumes, chickpea is known to be a versatile crop that is capable of addressing this aspect. They are great crops to feed the world! Also, we attempt to create an ecosystem by practicing a green supply chain through below-market-standard ingredients locally.

Above all, we - as a producer - would like to take a stance to be one of the sustainable solutions for not only the consumers' health but also the health of the world. EATVOLUTION proudly presents "Chickpea Rice" as one of the key drivers in this space to allow consumers to create their own creative and enjoyable journey to achieve a healthier body and better mind.