

January 2021

## High in quality, high in fibre and great for kids



Eating in school should be something to look forward to. Tempting children to eat healthily, can however, be a real challenge. That's why it's sometimes easier to 'hide' healthier ingredients – like blended vegetables in a pasta sauce or fruit in healthy breakfast bars.

To assist caterers with the challenge to tempt children to eat what's good for them from the school kitchen, Kara, the foodservice brand of Finsbury Food Group has launched an upgraded high fibre roll especially for the education sector.

The new roll looks like a standard white roll but actually includes 6g of fibre. So, children are likely to happily choose this option thinking they're being treated to white bread but are, in effect, tucking into a high fibre alternative.

The high fibre roll is sliced for convenience and supplied frozen, which will assist with meal planning and also has the potential to reduce food waste.

Naomi Ellis, Kara Brand Manager said "This high fibre roll has had a recipe upgrade to ensure that it meets current government guidelines. We are really pleased with the look and feel and think it will be a popular choice with children of all ages. The roll is perfectly sized for food-to-go options, to accompany soups or be used as a base for a vegan bean burger.

### **Note to editors:**

Kara provides fresh, frozen baked goods to the foodservice sector. Being famous for floured baps since 1985, Kara produces a range of mouth-watering sweet and savoury baked products and focuses on the latest consumer trends to enable its foodservice customers to stay ahead of the game.

Kara's Manchester site is proudly palm oil free and all products made at this factory are accredited by both The Vegetarian Society and The Vegan Society.