

Oh my Werda! Single serving salads

Werda has launched its To Go range, offering single serving salads with added benefits as they are ready-to-eat, cholesterol free and fat free. The product does not need refrigeration, which is perfect when for work. They are great for vegetarians and three of the variants are low in GI. Consumers simply snip and open the variant of their choice.



Four flavours

The salads are available in four exciting flavours, which will take consumers on a culinary journey, offering a range of cultural tastes from around the globe.

- Indian Tikka Salad - pasta and garden vegetables in a smooth spicy sauce
- Spanish Vegetable Paella - a flavoursome mix of rice, lentils and vegetables
- French Bean Salad - green beans, chickpeas and vegetables in a mild vinaigrette
- Italia Pasta é Fagioli - traditional pasta and beans in a creamy tomato sauce

“This is a great product for people on the move, who are looking for healthy, economical and tasty meals. The single serve salads also make it easier to prepare a wholesome meal for one person. The different flavours that represent countries from around the globe add the feeling of excitement and offers variation,” says Lydia Britz, Werda’s brand manager.

New large salads

Two new 420g variants have been added to the existing range, Samp & Bean Salad and Wheat Salad, both traditional recipes that usually take a lot of time and effort to prepare. These salads are a great addition to the braai and offers variety and choice. Samp & Bean Salad is suitable for diabetics while remaining low in GI. The two new salads are packed with flavour and have added health benefits as they are low in fat, cholesterol free, suitable for vegetarians and contain no colourants.

Pack sizes, prices

The single serving salads are available in 240g packs with a case configuration of 12 x 240g and have a shelf life of 12 months. Werda Samp & Bean Salad and Wheat Salad are available in 420g packs with a case configuration of 12 x 420g and have a shelf life of seven months. Creative Performance created the packaging design.

Single serving salads, Samp & Bean Salad and Salad are available at all leading supermarkets and sell for approximately R13.99 each.

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