

The *smartest* thing since sliced bread

Futurelife has announced a new entrant into the Everyday Premium and Everyday Plus bread segments, with the launch of Futurelife Smart Bread, providing a multitude of nutritional benefits.



Futurelife Smart Bread is South Africa's first and only non-GMO, low GI bread that is naturally high in energy, protein and omega-3, a source of dietary fibre, contains 17 vitamins and minerals, as well as 19 amino acids.

"Bread is one of the few food items that is purchased by almost every household, making it a staple food for most families in the country. Moreover, a vast portion of bread is most often used in lunchboxes, and this provides a great opportunity that enables moms and caregivers to utilise Smart Bread as the foundation for providing their families with more of the nutrition they need to get through the day," said David Sweidan, GM: Business & Marketing at Futurelife South Africa.

"Smart Bread is an exciting new product launch for Futurelife as it is our first launch outside of the traditional category that our products have previously been in."

White and brown Futurelife Smart Bread is readily available in most grocery stores, initially in KZN and greater north regions.

For more, visit: <https://www.bizcommunity.com>