



11 January 2017

### **Seeds of growth**

The market for edible seeds is growing, and specialist supplier, Unicorn Ingredients, looks forward to welcoming visitors to its stand N1502 at IFE 2017, 19 -22 March at ExCeL, London to find out which seeds it expects to lead its continued growth from 2017 and beyond.

The UK market for edible seeds is not as mature as that of some other nations, for instance, Germany, but it is doing its best to catch up. The use of seeds as an ingredient for baking is well established, but seeds have far wider applications, for instance, for inclusion in cereals and other breakfast products, salads and healthier snacking lines.

Seeds boast many nutritional values. They are a good source of fibre, which is important in a healthy diet. They contain many minerals and can help lower cholesterol. Some have anti-inflammatory and anti-oxidant properties. They also have a low rating on the Glycaemic Index, (GI), which means they are slow to digest in the body, avoiding the sugar rush associated with consumption of some carbohydrates. The pressure is mounting for food manufacturers to reduce the sugar content in their products and to develop recipes that are better for the consumer's overall health and wellbeing; seeds can provide an interesting, tasty solution.

As the UK market for seeds matures, the doors are opening for the introduction of a wider range of new and exciting seeds. Coloured Quinoa, Chia, Amaranth and Teff are joining the more traditional line-up of Sunflower, Sesame, Poppy, Hulled Millet, Linseed, Pumpkin, Nigella and Buckwheat in the range available from Unicorn Ingredients. Even the established and popular sesame seed sector is being reinvigorated with specialist sesames, such as black and golden.

The UK consumer is becoming increasingly knowledgeable about food and nutrition. With that knowledge comes an appetite for exploring new flavours and ingredients. Seeds can be used to great effect to add texture, flavour and visual appeal to food products, as well as the nutritional benefit.

Unicorn Ingredients has a sophisticated supply chain and sources its edible seeds and other specialist ingredients from independent farmers and co-operatives around the world, guaranteeing a hassle-free, constant supply of products for its customers. It has been awarded the BRC Standard for Agents and Brokers and works with its suppliers to help them to introduce and maintain the highest standards and procedures. Its Sesame seeds are Fairtrade accredited.

Edible seeds have driven the growth of Unicorn Ingredients, year-on-year, since its foundation in 2008. Visit the stand to discover how they could do the same for yours.

Ends



Seeded brown bread open sandwich served with  
Cream cheese and smoked salmon

**Notes to editors:**

**For further information, please contact:**

Karen Millican

**Suzanne Howe Communications**

Tel: +44 (0)2034 680923

Email: [karen@suzannehowe.com](mailto:karen@suzannehowe.com)

Web: [www.suzannehowe.com](http://www.suzannehowe.com)

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Unicorn Ingredients' website is [www.unicorningredients.com](http://www.unicorningredients.com)