

EASY EATING

Redefining Healthy Eating with Delicious, Plant-Based Nutrition

Smul was born from the belief that everyone deserves to eat well without compromising on taste. The name, smul, borrowed from a South African term denoting feasting and abundant joy from meals, reflects their conviction that proper nourishment should bring celebration to every mealtime.

In today's world where health-conscious eating is increasingly a priority, but also increasingly difficult amidst busy lifestyles, a new food brand is making healthy choices easy. Introducing smul, a delicious range of tasty, nutritious, ready-to-eat, plant-based meals and snacks for any meal and moment of a person's day.

The smul team understands the challenges individuals face in maintaining healthy eating habits between the hustle and bustle of modern life. That's why this range of plant-based products is designed to make nutritious eating easy, convenient, and most importantly, enjoyable.

SMUL FOR EVERY MEAL

From breakfast to dinner, and everything in between, smul aims to solve the challenges people face in maintaining healthy eating habits between the hustle and bustle of modern life. The smul range includes five variants of protein powder, snacks such as protein bars (three flavours), high-protein granola (five flavours), rice cakes and multigrain oatmeal, all developed with new and unique flavour profiles. Furthermore, smul will soon be launching a ready to heat, shelf stable meal range, that features Lentil Ragu, Chilli 'non' Carne and Tikka Masala.

At the core of smul's philosophy is a commitment to quality and transparency. The locally made brand sources natural ingredients from trusted, suppliers, ensuring that every item includes the nutrients needed to support a healthy, vibrant lifestyle. The products are free from artificial additives, preservatives, and unnecessary fillers, delivering clean, wholesome nutrition.

But, smul is more than just a health food brand. The plant-based alternatives help empower consumers to make choices that are not only good for their

health but also for the planet. Additionally, the smul foundation will channel 1% of all product sales to social and environmental initiatives and be will open to the public to apply for funding to affect the change they want to see in the world.

Years of research and development have gone into perfecting smul's unique flavour profiles, setting them apart from other health food brands on the market. A minimalist brand aesthetic, represented by signature white packaging enables consumers to easily identify their products and what's inside them. Consumers no longer need to flip to the reverse side to see the key nutritional information. It's all on the front of the packaging, for easy access to the information that counts.

All smul products are produced by the in2food group, a leader on the South African food landscape, renowned for its commitment to high-quality food and innovation. This group brings years of expertise and a dedication to excellence, being trusted suppliers to the country's leading food retailers, and top international retailers.

"We are passionate about health and wellness in our business. smul is the culmination of three years of intense product development, with some productions having gone through 50 iterations just so we could nail the right taste, the right nutrition profile, and solve our customers' needs," says Eric Labuschagne, Managing Executive, smul.

For more information about smul or to shop the range, visit www.smul.com. 

