

Pouyoukas Foods gets new look

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Pouyoukas Foods, one of South Africa's most well-loved brands since 1986, has rebranded and modernised its packaging. "While our brand has always been a stand-out item on supermarket shelves, we decided to move to new convenient doy packs and at the same time freshen up the look of our packaging," says Dean Miller, Group Marketing Manager AGT Foods.



The easy-to-use doy packs are designed to stand up and have a resalable opening. The new white colour of the packaging depicts the purity of the brand and a clear window shows what the product looks like. The new packaging has been rolled out across the extensive range of whole food products.

Pouyoukas products are rich in nutrients, whole grains and lean proteins. The extensive range has 32 products falling into the categories of pulses, seeds, grains, cereals, flours and healthy snacks and is the leading brand in these wholesome foods.

Beans, chickpeas and lentils are little nutritional powerhouses that we should all include in our diets. They are complex carbohydrates, packed full of fibre, protein, vitamins and minerals, essential for good health.

If you are looking to keep your heart healthy and your body disease free, add seeds to your diet. The Pouyoukas omega seed mix contains linseeds, sunflower seeds, sesame seeds and pumpkin seeds. It's a great daily snack but can also be added to breads and rusks, sprinkled over salads and cereals or stirred into yoghurt.

Flavoured couscous, bulgar wheat and polenta are fantastic as main dishes or sides. Pouyoukas flours include rice flour, soya flour and potato flour, all gluten-free. Another favourite among consumers is the whole rolled oats, an excellent breakfast and great for baking biscuits or home-made muesli.

The Pouyoukas snack range is perfect for a healthy pick-me-up between meals. The munch pack comprises a healthy and delicious mix of raw peanuts, raisins and sunflower seeds. While satisfying your hunger, the mono and polyunsaturated fats get to work to boost your energy levels. Pouyoukas original trail mix is a combination of dried fruit and raw peanuts and is as tasty as it is nutritious.

All of these products are amazingly versatile foods that can and should be incorporated into a healthy diet on a daily basis.

Here is a delicious muesli recipe from Pouyoukas.

Cranberry and Pumpkin Seed Muesli

Ingredients

5 cups Pouyoukas whole rolled oats
½ cup Pouyoukas omega seed mix
200 g Pouyoukas pumpkin seeds
1 cup dried cranberries
½ cup Pouyoukas raw peanuts, roughly chopped
½ cup honey
½ cup apple juice
1 teaspoon ground cinnamon
Sliced nectarines or plums, to serve
Greek yoghurt, to serve
Honey, to serve

Method

Preheat the oven to 160°C and line two baking trays with baking paper.

Combine the oats, mixed seeds, pumpkin seeds, dried cranberries and raw peanuts in a large bowl.

Place the honey and apple juice in a saucepan over low heat.

Cook, stirring, until the honey has melted and stir into the oat mixture, along with the ground cinnamon.

Divide the mixture between the two prepared trays.

Bake for 25-30 minutes, stirring every 10 minutes or until just golden.

Remove from the oven and cool completely on the trays before transferring to a large, airtight container.

Serve the muesli with thick Greek yogurt, sliced nectarines or plums and some runny honey.

