



## **Massel Invites Consumers to Warm Up This Winter with Unique and Flavorful Varieties of Gluten-Free Soups**

### ***At-Home Cooks Can Embrace the Colder Months with Massel's Healthy and Delicious Soups and Stew Recipes***

**CAROL STREAM, Ill. – November 3, 2014** – With colder weather on the horizon, winter is the perfect time to warm up with a hot bowl of soup. From thick and creamy bisques to hearty stews and traditional broth-based soups, preparing soups that are healthy and delicious just got easier thanks to Massel. Known for introducing the first all-vegetable, gluten-free, no added MSG bouillons, Massel has created an assortment of gluten-free soups featuring their first-to-market, all natural and gluten-free Concentrated Liquid Stock. The recipes are perfect for anyone looking for healthy, great tasting gluten-free varieties of their favorite soups.

“Who doesn’t enjoy a bowl of hot soup on a cold winter day? With National Soup Month around the corner in January, it is the perfect time to kick off a celebration of soup all winter long,” said Mark Caine, sales and marketing manager for Massel. “Massel’s new all natural and gluten-free Concentrated Liquid Stock helps deliver added flavor to any soup. With the convenience of our small 3.8 oz. concentrated stock pouch that makes two full quarts of stock coupled with the variety of vegetable, chicken-style and beef-style flavors, the soup possibilities are endless,” he adds.

A complete line up for *Massel's 31 Days of Soup* will be available online by mid-December. Until then, consumers can find several of Massel’s delicious gluten-free soup recipes at <http://massel.com/kind/soups/>. The selection includes tasty recipes for lamb curry soup hearty enough for a full meal; a curried cauliflower soup that packs flavor with only 140 calories per serving; sweet potato and pea stew that tastes even better the next day; and sweet and sour soup that welcomes additions including dumplings and vegetables. Visitors to the site can search by soups to find healthy recipes that suit anyone’s palette this winter.

#### **About Massel Concentrated Liquid Stock**

The new Massel Concentrated Liquid Stock features premium vegetables and herbs, extra virgin olive oil and pure sea salt from the Great Southern Ocean, the cleanest source of salt in the world. It comes in a convenient 3.8 oz. pouch that makes two full quarts of stock and it checks all of the boxes for healthy and flavorful soups and marinades, and can be added to rice and grains, vegetables, roasts and salad dressings. It has no added MSG or GMOs, is lower sodium, lactose-free, cholesterol-free, trans fat free and Kosher certified.

#### **Availability**

The new Concentrated Liquid Stock sells for a suggested retail price of \$3.49. Massel’s products are sold nationally in over 1,000 outlets including fine grocers, retail outlets, natural and health food stores, and online at [veganessentials.com](http://veganessentials.com), [amazon.com](http://amazon.com) and the Gluten-Free Mall at [celiac.com](http://celiac.com). Visit the product locator at [www.massel.com/locator](http://www.massel.com/locator) to find availability across the nation.

**About Massel**

Since 1982, this pioneering, privately-held company based in Sydney, Australia and Illinois, USA, has revolutionized the bouillon and seasonings product market for chefs and at-home cooks. Dedicated to creating great tasting, nutritionally superior recipes, Massel has earned its respected standing as a manufacturer that uses the most ethical sourcing, highest quality, non-GMO, Kosher certified, gluten-free ingredients to create safe, great tasting bouillons and seasonings. With an eye towards the future health of the planet, Massel was a founding signatory to Australia's Waste Management Packaging Covenant which is working towards a sustainable future through recyclable packaging. Massel is the market leader in Australia, sold in 15 countries, and rapidly expanding its market share in the USA with all natural flavor bases for soups, stews, marinades, stir fries, and more, created in allergen-free manufacturing plants. Visit [www.massel.com](http://www.massel.com).

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