



Massel's New Concentrated Liquid Stock Offers Great Tasting Vegan Stock That Makes Cooking Gluten-Free Simple during National Celiac Awareness Month

New Gluten Free Concentrated Liquid Stock Adds Flavor to Seasonal Veggies, BBQ Marinades and The Blender Girl's Recipes

CAROL STREAM, Ill. – April 22, 2014 -- Massel revolutionized the instant bouillon marketplace with the introduction of the first all-vegetable, gluten-free, lactose-free, no added MSG bouillons for chefs and at-home cooks. In time for National Celiac Awareness Month, the company continues to expand its all natural line with a first-to-market product, Massel Concentrated Liquid Stock. The great tasting product is the essence of liquid stock/broth. Presented in a convenient 3.8 oz. pouch that creates two quarts of healthy stock just by adding water, it can be refrigerated for up to ten days after opening. Its economic price delivers more value than the bulky, heavy one-quart carton of stock or can, while its smaller recyclable pack offers a better ecological footprint with more efficient transport and less waste.

“Over 30 years ago, our founders defined a need in the marketplace when they sought great tasting, healthy instant bouillons and found only options filled with ingredients you would not want to serve your family, regardless of food intolerances each member may have,” says Mark Caine, sales and marketing manager for Massel. “With Concentrated Liquid Stock, we are offer happy to introduce an innovative, healthy and uniquely convenient option for a popular staple in chef’s pantries.”

Massel has gained fans worldwide, and this month the company’s products are brought to kitchens around America through healthy recipes created by noted blogger and new cookbook author, Tess Masters, in *The Blender Girl Cookbook*. The Australian-born, L.A.-based actor and blogger believes strongly in the benefits of plant-based, gluten-free diet and Massel products are included in many of her personal recipes. A longtime fan of Massel’s bouillons and seasoning, Masters will demonstrate her famous vegan recipes with their line of products while promoting her book nationally this month.

“I am incredibly choosy when it comes to the food I eat and the ingredients I use, and Massel is a name I trust to use in the recipes I introduce,” says Masters.

At home cooks can also find original recipes on Massel’s website which deliciously incorporate Concentrated Liquid Stock including Kale and Carrot Salad with Honey Lemon Dressing that can be served warm or chilled, a Two Minute BBQ Marinade for soy or a favorite meat, elegant Steamed Salmon Fillets and more. Visit massel.com/recipes and search by Massel product, diet, season or menu course desired to find healthy dishes that suit almost everyone around the table during holiday celebrations, summertime BBQs, and more.

The new Massel Concentrated Liquid Stock answers consumer demand for variety with three flavors: a versatile vegetable blend, and the vegan chicken-style and beef-style blends with all of the savory richness of meat but made using only vegetable ingredients. 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 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 to make them even more delicious. 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 comes in a convenient 3.8 oz. pouch that makes two quarts of stock and sells for a suggested retail price of \$3.49. It is currently on store shelves in California and Illinois and expanding distribution daily. 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, amazon.com and the Gluten-Free Mall at celiac.com. Visit www.massel.com/locator to find products and 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 our planet, Massel is 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.

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