



Massel Introduces New All Natural and Gluten-Free Concentrated Liquid Stock During Company's First Natural Products Expo West Exhibit - Booth #7402

Massel's new Concentrated Liquid Stock offers category expansion with great tasting vegan stock available in conveniently-sized pouches that eliminate bulky, heavy cartons

CAROL STREAM, III. – 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. At Natural Products Expo West, Massel will unveil another first-to-market product with Massel Concentrated Liquid Stock. This innovative product is the essence of liquid stock/broth, but presented in a convenient 3.8 oz. pouch that creates two quarts of healthy stock just by adding water, and can be refrigerated for up to ten days after opening. Its economic price also delivers more value than the traditional bulky, heavy one-quart carton of stock or can of liquid broth. Attendees of the Natural Products Expo West show are invited to meet Massel representatives and sample products in Booth #7402.

“Over 30 years ago, our founders defined a need in the marketplace when they sought really good tasting, healthy instant bouillons and found only options filled with ingredients you would not want to serve your family,” says Mark Caine, sales and marketing manager for Massel. “We maintain our steadfast commitment to using superior, all natural ingredients and believe strongly in the benefits of plant-based diets. As we continue to innovate, we are pleased to introduce our all natural Massel Concentrated Liquid Stock to the respected Expo West audience,” he adds.

Already the best-selling Concentrated Liquid Stock in Australia, shoppers can now buy this great new product in America. The all natural stock answers consumer demand for variety with three flavors: a versatile vegetable blend, and the vegan chicken 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 can be added to rice and grains, vegetables, roasts and salad dressings to make them even more delicious. It is also suitable for both vegans and people with Celiac disease as it is gluten-free, has no added MSG or GMOs, is lower sodium, lactose-free, cholesterol-free, trans fat free and Kosher certified.

During the Natural Products Expo West, Massel (Booth #7402) will also offer samples of its consommé, and showcase Massel 7's Bouillon Cubes, Ultracube Bouillon Cubes, and All Purpose Bouillon & Seasoning Granules. The company website offers numerous healthy recipes including recipes for their newest product, Concentrated Liquid Stock.

- MORE -

Massel Introduces New Concentrated Liquid Stock at Expo West

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. 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. Please 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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Quality you can taste

COMPANY FACTS

Overview

Massel is a pioneering, entrepreneurial company founded in Australia that offers consumers delicious, all natural bouillons and all-purpose seasonings for chefs and at-home cooks. The company has introduced an impressive line of healthy first-to-market products including the original all-vegetable, gluten-free and lactose-free instant bouillon and the very first bouillon created without the addition of MSG. The vegan meat style bouillons were revolutionary entries to the market and are still unrivalled in flavor. Massel was one of the first food companies to adopt nutritional tables on product packaging.

The privately-held company also is doing what it can to preserve the environment and our planet. A founding signatory to Australia's Waste Management Packaging Covenant which is working towards a sustainable future through recyclable packaging

Massel is also a sponsor of the Celiac Disease Foundation and regularly donates to food banks, disaster relief efforts and community food drives.

Products

Massel is the number one brand of bouillon cubes and seasoning granules in Australia. Today, Massel's gluten-free, GMO free, all natural products are quickly becoming a staple in American's kitchen pantries as well.

Massel's new Concentrated Liquid Stock is a convenient, healthy product used to enhance soups, stews, marinades and more. Each 3.8 ounce pouch creates two quarts of stock, and is vegan, gluten-free and cholesterol free with no added MSG. Other Massel products include: Massel 7's Bouillon Cubes, Ultracube Bouillon Cubes, and All-Purpose Bouillon & Seasoning Granules. Both the Ultracubes and the All-Purpose Bouillon & Seasoning Granules are salt reduced. Because Massel products are free from common food allergens like gluten, lactose, artificial additives and preservatives, as well as being Kosher and Halal certified, almost everyone can enjoy them.

Manufacturing - Massel's factory is entirely gluten-free to prevent cross contamination
- Massel does not use animal products and the factory is animal product free
- Massel's plant is Kosher and Halal Certified

Distribution Massel products are sold in 15 countries, and nationally in over 1,000 outlets including fine grocers, natural foods retailers and online at veganessentials.com, amazon.com and celiac.com/glutenfreemall.

Headquarters Location: Massel USA, INC, 898 Carol Court, Carol Stream, IL 60188
Website: www.massel.com
Twitter: @Masselbouillon
Facebook: Massel Stock Cubes Bouillon Powders and Gravies

Key Executives Mark Caine, Sales and Marketing Manager - Massel Australia
Christine Gibbs Stewart, International Business Manager - Massel International Pty Ltd.

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CONCENTRATED LIQUID STOCK VEGETABLE

All Vegetable Bouillon Reduction – Makes 2 Quarts.

PRODUCT CODE: F-LSTPUS0110GRVE
COUNTRY OF ORIGIN: Product of Australia
GMO STATUS: Free

- No Animal Content
- Gluten Free
- Wheat Free
- Cholesterol Free
- Fat free
- No added MSG
- Kosher Certified
- Suitable for Vegans

LABEL CONTENT:

Supplier. – Address.
 Product Name.
 Weight : **3.88oz NET.**
 Batch No. - Best before date: 30 months.
 GTIN-12 Barcode number: 8102 0600 5026.
 Standard ratio: 1.94oz per Quart.

INGREDIENTS LIST:

Water, Sea Salt, Yeast Extract, Sugar, Dehydrated Vegetables (Onion, Tomato, Garlic, Celery, Spinach, Bay Leaf, Oregano & Rosemary), Natural Vegetable Flavors.

Nutrition Facts		
Serving size 1/2 Cup		
Serving per container 16		
Amount per serving		
Calories 3.2	Calories from Fat 0	
% Daily Value*		
Total Fat:	0g	0 %
Saturated fat:	0g	0 %
Trans fat:	0g	0 %
Cholesterol:	0 mg	0 %
Sodium:	396 mg	17 %
Total Carbohydrate	1g	0 %
Sugar:	0 g	
Protein	0 g	
Lactose:	0 g	
Gluten:	0 mg	
Not a significant source of dietary fiber, vitamin A, vitamin C, Calcium and Iron.		
* Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.		

MICROBIOLOGICAL PROFILE:	SPECIFICATION	TYPICAL VALUES
SPC/g	<10,000	<100
E. Coli / 0.1g	Not detected	Not detected
Salmonella spp / 25g	Not detected	Not detected

ALLERGEN STATUS: This Product does not contain any known allergens.

PACKAGING: 3.88oz pouch with tamper evident cap..
 6 pouches per master case, TUN: 10 8102 0600 5023.

STORAGE INSTRUCTIONS: Keep sealed in dry, cool conditions.

Document Code: CLSUS VE
 Issue: 4
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CONCENTRATED LIQUID STOCK CHICKEN STYLE

All Vegetable Bouillon Reduction - Makes 2 Quarts.

PRODUCT CODE: F-LSTPUS0110GRCK
COUNTRY OF ORIGIN: Product of Australia
GMO STATUS: Free

- No Animal Content
- Gluten Free
- Wheat Free
- Cholesterol Free
- Fat free
- No added MSG
- Kosher Certified
- Suitable for Vegans

LABEL CONTENT:

Supplier. – Address.
Product Name.
Weight : **3.88oz NET.**
Batch No. - Best before date: 30 months.
GTIN-12 Barcode number: 8102 0600 5019.
Standard ratio: 1.94oz per Quart.

INGREDIENTS LIST:

Water, Sea Salt, Sugar, Yeast Extract, Natural Vegetable Flavors, Maltodextrin (Maize), Dehydrated Vegetables (Onion, Celery), Turmeric Ground Madras, Chili.

Nutrition Facts	
Serving size 1/2 Cup	
Serving per container 16	
Amount per serving	
Calories 3.4	Calories from Fat 0
% Daily Value*	
Total Fat: 0g	0 %
Saturated fat: 0g	0 %
Trans fat: 0g	0 %
Cholesterol: 0 mg	0 %
Sodium: 365 mg	15 %
Total Carbohydrate 1g	0 %
Sugar: 0 g	
Protein 0 g	
Lactose: 0 g	
Gluten: 0 mg	
Not a significant source of dietary fiber, vitamin A, vitamin C, Calcium and Iron.	
* Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

MICROBIOLOGICAL PROFILE:	SPECIFICATION	TYPICAL VALUES
SPC/g	<10,000	<100
E. Coli / 0.1g	Not detected	Not detected
Salmonella spp / 25g	Not detected	Not detected

ALLERGEN STATUS: This Product does not contain any known allergens.

PACKAGING: 3.88oz pouch with tamper evident cap.
6 pouches per master case, TUN: 10 8102 0600 5016.

STORAGE INSTRUCTIONS: Keep sealed in dry, cool conditions.

Document Code: CLSUS CK
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CONCENTRATED LIQUID STOCK BEEF STYLE

All Vegetable Bouillon Reduction – Makes 2 Quarts.

PRODUCT CODE: F-LSTPUS0110GRBF
COUNTRY OF ORIGIN: Product of Australia
GMO STATUS: Free.

- No Animal Content
- Gluten Free
- Wheat Free
- Cholesterol Free
- Fat free
- No added MSG
- Kosher Certified
- Suitable for Vegans

LABEL CONTENT:

Supplier. – Address.
Product Name.
Weight : **3.88oz NET**
Batch No. - Best before date: 30 months.
GTIN-12 Barcode number: 8102 0600 5002.
Standard ratio: 1.94oz per Quart.

INGREDIENTS LIST:

Water, Sea Salt, Sugar, Yeast Extract, Natural Vegetable Flavors, Maltodextrin (Maize), Dehydrated Vegetables (Onion, Garlic, Celery), Chili.

Nutrition Facts	
Serving size 1/2 Cup	
Serving per container 16	
Amount per serving	
Calories 3.8	Calories from Fat 0
% Daily Value*	
Total Fat: 0g	0 %
Saturated fat: 0g	0 %
Trans fat: 0g	0 %
Cholesterol: 0 mg	0 %
Sodium: 398 mg	17 %
Total Carbohydrate 1g	0 %
Sugar: 0 g	
Protein 0 g	
Lactose: 0 g	
Gluten: 0 mg	
Not a significant source of dietary fiber, vitamin A, vitamin C, Calcium and Iron.	
* Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

MICROBIOLOGICAL PROFILE: SPECIFICATION TYPICAL VALUES

SPC/g	<10,000	<100
E. Coli / 0.1g	Not detected	Not detected
Salmonella spp / 25g	Not detected	Not detected

ALLERGEN STATUS: This Product does not contain any known allergens.

PACKAGING: 3.88oz pouch with tamper evident cap..
6 pouches per master case, TUN: 10 8102 0600 5009.

STORAGE INSTRUCTIONS: Keep sealed in dry, cool conditions.

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