



Massel's New All Natural and Gluten-Free Concentrated Liquid Stock Makes Holiday Cooking Healthy and Simple

***Consumers Can Enjoy Delicious Gluten-Free Versions of Traditional
Favorites, Just in Time for the Holiday Season***

CAROL STREAM, Ill. – November 3, 2014 -- Preparing holiday meals that are healthy and flavorful just got easier, thanks to Massel. Known for introducing the first all-vegetable, gluten-free, no added MSG bouillons, Massel has created delicious holiday recipes featuring their first-to-market, all natural and gluten-free Concentrated Liquid Stock. The recipes can be served and enjoyed by anyone sitting around the table this year. From pumpkin soup to sausage and apple stuffing to the perfect slow cooker turkey breast, the gluten-free recipes will help make holiday meals extraordinary.

“Planning and preparing gluten-free meal options for family or guests can be daunting, not to mention time consuming,” 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 holiday favorites. With the convenience of our small 3.8 oz. concentrated stock pouch that makes two full quarts of stock to the variety of vegetable, chicken-style and beef-style flavors, the meal possibilities are endless.”

From seasonal appetizers and veggie dishes to traditional sides and other holiday favorites, consumers can find all of Massel’s delicious gluten-free recipes at www.massel.com/recipes including swiss and zucchini stuffed mushrooms and pumpkin soup, a slow cooker turkey breast, turkey style gravy, sausage and apple stuffing, and creamy cheesy potatoes among others. Visitors to the site can search by product, diet, season or menu course to find healthy dishes that suit almost everyone around the table during holiday celebrations.

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, amazon.com and the Gluten-Free Mall at celiac.com. Visit the product locator at 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.

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