

The new wonder grain that has foodies freaking out!

The Middle-Eastern grain Freekeh is causing quite a stir in the British culinary world, revered for its slightly nutty, wonderful earthy flavour and stuffed to bursting with protein, minerals and vitamins – and the great news is it is now available in the UK from Terra Rossa.

However, whilst Freekeh is the sexy new must-have ingredient spouted about by chefs across the country, this extremely nutritious and wholesome grain has been a staple food for Middle Eastern people since 2300 BC.

So what is Freekeh?



It is actually wheat that is harvested young whilst it is still green and moist before sun-drying and then roasting. The name comes from the Arabic word 'Al-fark' from rubbing the wheat heads in order to separate the Freekeh from the chaff. Freekeh is available in cracked and wholegrain varieties, the only difference being that wholegrain takes slightly longer to cook.

Used in a similar way to quinoa, barley, bulgar or rice, Freekeh is incredibly versatile and wonderful in soups and stews, can be eaten risotto-style or makes delicious salads dressed with flavours such as lemon infused olive oil and sumac, or with Tzatziki yoghurt and cucumber dip. For those wanting an authentic recipe, Freekeh is amazing with Terra Rossa's new Baharat blend of spices and garlic infused olive oil and dressed with pomegranate seeds and toasted pine nuts. It's absolutely delicious served with Terra Rossa's fresh houmous topped with Dukka Harrisa salsa which is packed with the flavours of roasted coriander seeds, fresh chillies, tomatoes and pomegranate molasses.

It's not just the foodies among us who are freaking out about Freekeh either. Now that health fanatics have got hold of its incredible nutritional facts, this wonder wheat is the new buzz word for diet conscious individuals too as it contains no fat, no sugar, is low carb and has a low GI too making it the perfect option for diabetics and slimmers alike.

Terra Rossa's Freekeh is available in two sizes: 200g tamper proof PET tub with a suggested retail price of £2.95 and a 1kg polythene bag at £12.95 and are available directly from Terra Rossa.

To purchase Freekeh and numerous other authentic Middle Eastern products from extra virgin olive oils, herbs, spices and sauces to fresh dips and sweets, call 020 8661 9695 or email info@terra-rossa.com

- Ends -

TERRA ROSSA

10 Burnell Road, Sutton, Surrey, SM1 4EE Tel 020 8661 9695 Fax 020 8661 9295
info@terra-rossa.com www.terra-rossa.com
Company Registration Number 5097072 VAT Registration Number 833 6707 19