

First Pride launches plant-based protein range in Singapore

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The First Pride team has launched its first plant-based protein range – First Pride Green Series in the Singapore market. First Pride Green Series is distributed by Country Foods and are available in Fairprice, Fairprice Finest and Fairprice Xtra stores. First Pride claims expertise in protein and alternative protein sources and continues to innovate to make new, tasty and better food. With the ‘better meat’, First Pride promises 100 per cent tasty enjoyment with 0 per cent compromise. The Green Series comprises the First Pride Bites, First Pride Spicy Nuggets and First Pride Strips, all made with a trademarked blend of wheat, soy and bamboo fibre using First Pride’s innovative three-step coating technology of battering, pre-dusting and breading to offer a satisfying crunch with every bite. The delightful texture, crispy exterior and juicy interior make them so irresistible that you will not even notice they are 100 per cent made from plants! All First Pride Green Series products are 100 per cent certified halal by JAKIM, have obtained the HACCP Food Safety Management Certification, and contain no flavour enhancer, meat or trans-fat. The products are retailing at S\$8.95 per pack.



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