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Growthwell Foods, launches plant based alternative-HAPPIEE!.

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Growthwell Foods, a leading manufacturer of plant-based alternatives for meat and seafood for the Southeast Asian market, has launched HAPPIEE!. With a motto of “Eat Good, Feel Good,”, this plant-based range aims to spread positivity to the world and inspire consumers to pick up active lifestyles.



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There are four products in the range. The chicken products — HAPPIEE! Plant-Based Chickiee Nuggets and HAPPIEE! Plant-Based Chickiee Popcorn — are soy based. Made with konjac, the fish offerings include HAPPIEE! Plant-Based Fishiee Sticks and HAPPIEE! Plant-Based Fishiee Patties. Konjac is naturally free of cholesterol, high in fibre and low in calories; it can also help lower blood sugar level and reduce cholesterol level. All four products are free of trans fat.

HAPPIEE! has collaborated with a number of restaurants to offer wonderful plant-based dishes.