

Taiwanese brand Taste At Ease launches low-calorie konjac noodles

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The Taiwan-based company Taste At Ease has unveiled its state-of-the-art product line - Instant Konjac Noodles & Rice. Established in July 2021, this brand is rapidly gaining traction among health enthusiasts worldwide, offering a fresh take on balanced diets without compromising flavour.

With health and wellness taking centre stage today, many consumers face the challenge of reducing their intake of starchy staples. Taste At Ease addresses this gap with its Instant Konjac Noodles & Rice, providing an enticing, low-calorie alternative for those keen on mindful eating.

What sets this brand apart is its dedication to an unparalleled dining experience. By collaborating with culinary experts from diverse traditions, including Chinese, Korean, Japanese, and Thai, Taste At Ease has crafted sauces that perfectly complement the unique texture of konjac. These sauces, distinct from the norm, amplify the flavour of each konjac dish.

For gourmet enthusiasts, the brand has introduced a line of canned condiments, featuring delicacies ranging from Hakka-style preserved meat to traditional Chinese spicy meat sauce. These flavours seamlessly blend with the konjac noodles and rice, offering a versatile dining palette.

Made with a remarkable 99 per cent pure konjac, these products stand out for their quality, devoid of unnecessary starch and fillers. Their versatility is evident, as they can be fried, boiled, sautéed, or steamed while retaining their essence. Feedback from culinary circles and consumers alike vouch for their adaptability and palatability.