



PRESS RELEASE – July 2023

**\*\*Wakas: Championing the Premium Healthy Food Industry with Innovative Product Lines at Anuga 2023 Fair\*\***

COLOGNE, Germany - Shaping a new course for the upscale segment of healthy culinary delights, Wakas, the Argentinian luminary in crafting gluten-free dried pasta, is excited to announce its participation in the Anuga 2023 fair, the world's most distinguished food industry event.

Established in 2016, Wakas has been at the forefront of cultivating evolved eating habits, innovating unique products that align with the contemporary global demands and trends. The three cornerstones of Wakas' philosophy, health, sustainability, and taste, are intricately woven into its product range. **All offerings are not only gluten-free, but also cater to vegans, are devoid of additives, and lactose-free.**

Located in Argentina, home to one of the country's largest gluten-free food and pasta plants, Wakas has crafted a robust domestic and international presence, setting a high bar in the premium segment of the market. Wakas products grace the shelves of numerous chain stores, health food outlets, and specialist stores, carving a name synonymous with exceptional quality, relentless innovation, and unwavering consistency.

Wakas prides itself on its two signature lines, the "**Ancestral Grain Pasta**" and the "**Legume Protein Pasta**". Each product within these lines is innovatively infused with superfood ingredients and designed to cater to diverse health and dietary needs. In addition, the intriguing "**Risoni Nutritive Grain**" line challenges the conventional norms of healthy eating. Appearing as vibrant rice, it's actually a nourishing and flavorful product crafted from white bean flour.

The staunch commitment of Wakas to employ the finest "superfood" raw materials underlines their unyielding dedication to premium quality standards. This unique production process results in a range of products that truly capture the essence of modern, health-conscious consumers.

Anuga 2023 marks a significant leap in Wakas' ambitious journey of bringing health, wellness, and savory indulgence to discerning consumers worldwide. Join us at Anuga 2023 and discover how Wakas is delicately revolutionizing the perception of healthy, premium eating.

**\*\*WAKAS TO THE WORLD\*\***

**Gluten-Free | Suitable For Vegans | Additive-Free | Lactose-Free**

**\*\*About Wakas\*\***

Wakas, founded in 2016, is an avant-garde Argentinian food company committed to crafting delicious, healthy, and sustainable food products. Renowned for its exceptional gluten-free dried pasta, "Ancestral Grain Pasta", "Legume Protein Pasta", and the creative "Risoni Nutritive Grain" product line, Wakas has secured its foothold in the premium segment of the industry by maintaining uncompromising quality standards and utilizing superior superfood ingredients. For more information, visit our website.

Wakas Gluten Free - Beaucheff 4963, (CP B1615HXC) El Triángulo, Grand Bourg, BsAs, Argentina

Ph: (+54) 03327 44 4834

[anuga@wakas.eu](mailto:anuga@wakas.eu)

[www.wakas.com.ar](http://www.wakas.com.ar)

[@wakasglutenfree](https://www.instagram.com/wakasglutenfree)