

## Inés Rosales reinvents itself with the Paprika Crackers

The new snack presents mild spicy level to its consumers

The Spanish company is committed with offering innovative products and varieties

Inés Rosales has already offered Savoury Paprika Olive Oil Crackers. The company is on alert to any consumption trends to innovate in its recipes according to new needs. Nowadays, Inés Rosales bets on a new spicy cracker flavour which is added to its savoury snack variety. All the products are made with high-quality ingredients from the Mediterranean Diet like Extra Virgin Olive Oil.

Paprika Crackers are perfect to pair with hummus to taste different textures in one only bite. Furthermore, among all its attributes, it highlights the percentage of Extra Virgin Olive Oil, more than 20%, in addition to being made with 100% natural ingredients, oven baked, vegan, etc. This new variety differs from the other range because of its spicy touch.

Inés Rosales started as a confectionery business which only elaborated Extra Virgin Olive Oil Tortas. Over the years, the company has decided to evolve with product system innovation, and it has already diversified its production.

Regarding crackers range, there are varieties to suit all tastes. Apart from the Paprika Cracker, the assortment includes Basil and Rosemary Cracker, that is notorious because of the spices mix, and Sesame and Sea Salt Crackers, as another option to be served as a savoury snack.

The company's production is increasingly aligned with the SDGs and responsible consumption. Inés Rosales is focused on the use of renewable energies, responsible water consumption, avoiding waste and achieving solidary partnerships to improve society situations.