NEWS | GLOBAL

Sabra introduces first-ever plant-based snack line

Sabra, the maker of America’s favorite hummus, has introduced a game-changing line of plant-based snacks for kids. Launching in two irresistible, kid-approved flavors, Brownie Batter Dip & Graham Cracker Sticks and Taco Dip & Rolled Tortilla Chips, these

By **Pooja Yadav** | February 24, 2021



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This includes super moms like Daphne Oz, Christina Milian and Candace Parker who work hard to balance busy lives and healthy lifestyles for their families. To help launch Sabra Kids, they are challenging one another and parents everywhere to a game of truth or delicious dare - sharing some less-than-proud, real-life snacking and parenting truths while daring their own children to try something new. The #sabradeliciousdare campaign will kick off the week of February 22nd and brave fans who comment on the posts with their own snacking truths will have a chance to win a limited edition 'Sabra Kids Delicious Dare Box' with a custom card game and two full size products for kids to try each flavor.

According to a recent survey by OnePoll in conjunction with Sabra, 70% of parents say they want their kids to eat more plant-based foods, but 80% say they usually give their picky kids the same snacks they already like. So, how to get them to try something new? More than 70% of parents say their kids will try a new snack if dared to do so!

Sabra Kids come in packs of three single-serve snacks and the products are plant-based, vegan, Kosher and made from non-GMO ingredients.

Read online: https://nuffoodsspectrum.in/news/31/17097/sabra-introduces-first-ever-plant-based-snack-line.html
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