NEWS | NUTRITIONALS

Freja to launch natural stock cube alternative

High in protein, packed with collagen, and nutrient-rich, the delicious instant bone broth

By **Shraddha Warde** | October 4, 2024



01J8Q2A2JBXSS73JS0YDKM6426

WordPress post #33335

High in protein, packed with collagen, and nutrient-rich, the delicious instant bone broth

Freja, the UK’s leading bone broth brand, is set to innovate once more, with the launch of a natural, nourishing stock cube alternative. In stark contrast to the ultra-processed stock cubes currently dominating the market, Freja’s revolutionary Instant Bone Broth has an all-natural, simple ingredients list and is positively brimming with bone broth benefits.

High in protein, packed with collagen, and nutrient-rich, the delicious Instant Bone Broth, which comes in Beef and Chicken flavours, is ideal for cooking. Just swap out your ultra-processed stock cube, and use Instant Bone Broth to give you a delicious, natural alternative that adds protein (11g per serving) and collagen (Beef, 7g, types I and III per serving/Chicken 6g type II per serving) to any meal. You can also add the sachets to hot water for an instantaneous mug of delicious broth.

Jess Leather, Co-Founder, Freja, explains, “Stocks and broths are the foundation of flavour, the original superfood and traditionally valued as a functional health food and cure-all remedy. However, for years we’ve accepted a poor substitute in the form of stock cubes, one of the most ultra-processed products in the supermarket that can quickly transform your nutritious meal into an ultra-processed one.

Read online: https://nuffoodsspectrum.in/news/6/21576/freja-to-launch-natural-stock-cube-alternative.html
© 2026 NUFFOODS Spectrum. All rights reserved.