

NOBLE jerky®
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Press Release

Demand for NOBLE jerky increases thanks to New Canada Food Guide

Canada, February 26, 2019: NOBLE jerky helps Canadians adhere to the new Canada Food Guide by offering a legume based, plant protein snack. The updated Food Guide released last month, promotes a plant based vegan or vegetarian diet. Previous versions of the guide placed emphasis on meats and dairy products.

“We are fielding calls from new retailers and customers daily, and our production has more than doubled to keep up with increased demand” stated NOBLE jerky’s co-founder Stefan Urbani.

NOBLE jerky is available in four flavours at retailers across the country, and helps people stay on track with the new reduced meat food guide.

About NOBLE jerky® Based in Port Moody, BC, NOBLE jerky®. Jerky. Made from plants.
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