



New Gluten-Free Veggie Pasta is High in Protein, Full of Color, Rich in Plant-Based Superfood Nutrition, and Free from the Top Eight Allergens

Rotini with a Twist Debuts at Natural Products Expo West 2017

Los Angeles, Calif. – Cybele's Free-to-Eat will release a new twist on pasta at this year's Natural Products Expo West, introducing the first-to-market gluten-free and high-protein pasta powered by superfood nutrition. **Cybele's Free-to-Eat Superfood Rotini** will be launching in five colorful flavors and will be available for sampling at **booth 5655**. All are free from the top eight allergens and full of pure and simple ingredients.



Each jewel-toned pasta showcases an innovative blend of plant-based superfoods. **Superfood Green** is made with kale, spinach, broccoli, and green lentils; **Superfood Orange** is made with pumpkin, butternut squash, and red lentils; **Superfood Red** is made with tomatoes, red bell pepper, and red lentils; **Superfood White** is made with cauliflower, parsnips, and green lentils; and **Superfood Purple** is made with beets, sweet potatoes, carrots, and red lentils. Add some olive oil and sea salt to this superfood-boosted pasta, and you have a complete meal full of carbs, protein, veggies, and healthy fat.

Cybele's Free-to-Eat Rotini is both delicious and versatile, not to mention vegan, kosher, grain-free, gluten-free, high-protein, and GMO-free. Each 3.5 oz. serving provides 1.4 servings of vegetables, 23 to 25g of protein and is a good source of potassium and vitamins A and C. Superfood Rotini is made without fillers, gums, or modified protein.

Healthy and allergy-friendly pastas made from legumes have been on the rise, but never before have we seen so many popular superfoods incorporated as well. From pasta lovers and athletes to clean eaters and gluten-free foodies, everyone is sure to fall in love with these fun, nutrient-dense noodles. And carb-craving kids won't even realize the veggie and protein boost they're getting as they enjoy their rainbow of rotini.

"My son, Lennon, has multiple food allergies, and I was always struggling to make sure he got enough protein," says Cybele Pascal, founder and CEO of Cybele's Free-to-Eat. "Like many kids, Lennon's favorite food is pasta, so I was inspired to come up with a clean and nutritious food that would deliver everything he needs. The result is a really healthy, gorgeous, and delicious line of five pastas that anyone—not just picky eaters—can enjoy in a countless number of preparations."

The MSRP for Cybele's Free-to-Eat Superfood Rotini is \$4.49 per 8 oz. box. For more information about the brand, please visit www.cybelesfreetoeat.com or visit the company online at www.facebook.com/cybelesfreetoeat or www.instagram.com/cybelesfreetoeat.

About Cybele's Free-to-Eat

Based in Los Angeles, Cybele's Free-to-Eat was founded in 2012 by mompreneur Cybele Pascal, the best-selling author of *The Whole Foods Allergy Cookbook*, *The Allergen-Free Bakers Handbook*, and *Allergy-Free and Easy Cooking*. Inspired by her son's multiple food allergies, Cybele set out to make the best allergy-friendly cookies for him. She took them to market and quickly became a category leader. Cybele is now introducing the first-of-its-kind line of Superfood Rotini that is full of color, high in protein, rich in nutrients but free from the top eight allergens.