

THE GROOVY FOOD



Brand Observed



Company overview:

Rosie, who believes in simple, tasty food, launched The Groovy Food Company in 2002. Their products can nourish your body and your taste senses. Mexico is well-known for its indigenous Blue Webber Agave plant. It gets its name from its bright blue colour, which can be seen for miles and miles as it thrives in the hot, dry conditions that Mexico can provide. The Groovy Food Company agave nectar is 100% natural and sourced from organic crops that adhere to the Soil Association accreditation standard in the United Kingdom.

Target Product Category : **Agave Nectar**

Name of the Product : **The Groovy Food Company Agave Nectar**

NUMBER OF PRODUCTS: 2

- Rich & Dark Agave Nectar
- Light Amber & Mild Agave Nectar





Serving size:
4.6g (1tsp)

Primary Ingredient:
100% organic agave nectar

Nutritional Information
Per 100g
Energy: 298 kcal
Fat: Nil
Carbohydrates: 77.7g
Sugars: 66.1g
Protein: Nil
Salt: Nil

Servings per pack: 54

The image shows a tube of 'the groovy food company agave nectar'. The label features the brand name 'the groovy food company' at the top, followed by 'agave nectar' in large letters. Below that, it says 'organic sweetener from the blue webber agave plant' and 'rich and dark'. At the bottom of the label, there is a cartoon character and a speech bubble that says 'great in baking, cooking and as a topping'. The tube is dark brown with a gold-colored cap.

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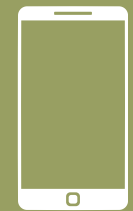
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The Food Research Lab understands that consumers prefer healthier alternatives to conventional food products, and therefore, assists food and beverage manufacturers with developing products using sugar replacers. The products are made after thoroughly analysing the ingredients and ensured that the products meet consumer requirements. This meticulous approach to food development and [beverage formulation](#) ensures that the products are successful in today's highly competitive market.

Contact Us



UNITED KINGDOM
+44- 161 818 4656



INDIA
+91 9566299022



EMAIL
info@foodresearchlab.com



WEBSITE
www.foodresearchlab.com



THANK YOU