

Beat: Lifestyle

## **HEURA -100% PLANT-BASED MEAT Made From LEGUMES with MEDITERRANEAN HERITAGE**

### **ONLY HIGH-PROTEIN AND GMO-FREE LEGUMES**

PARIS - BARCELONA, 23.09.2022, 07:43 Time

**USPA NEWS** - Heura Foods was founded in 2017, in a co-working office in the centre of Barcelona, in the heart of the Mediterranean. It was created as a social mission-turned-business which would empower people to change the current food system to a more sustainable, healthy, and nutritious one.

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In addition to offering 100% plant-based products, we are 100% Mediterranean. The products live and breathe Mediterranean heritage and cuisine. Why Heura? Heura is a type of plant which spreads rapidly, filling the world with life, nature, and colour. That's what the Founders were looking for when they created the brand. Their first customer was a small, local business in the Poblesec neighbourhood of Barcelona. Now, the products are sold in more than 10 countries and still growing at a dizzying pace. And this is just the beginning! They want to revolutionise the current food system with looooooots of plant-based meat.

--- How They Do It:

#### **1 - ONLY SUPERLEGUMES**

Only high-protein and GMO-free legumes are allowed in our club.

#### **2 - GRIND AND RE-GRIND**

Once selected, we grind them very carefully until we get a vegetable flour made up of high-quality concentrated vegetable protein.

#### **3 - INCREDIBLE TEXTURES**

This is where the magic happens. We mix the flour with water and apply different levels of heat, pressure and humidity, to achieve such WOW textures that can trick even the most carnivorous person.

#### **4 - WE ARE MEDITERRANEAN**

We marinate the products with the best ingredients known to our Mediterranean heritage. Extra virgin olive oil, spices (thyme, basil, cumin, and more) and other natural ingredients.

#### **5 - FROM HEURA TO YOUR HOUSE**

All that's left to do is pack it, and it's ready to reach your homes.

Our delivery team is waiting for your purchases. Ask us at your favourite store or restaurant!

--- Easy and Sustainable Recipes:

- \* Curry with Coconut Milk
- \* Tacos with Avocado and Pickled Onion
- \* Nuggets with BBQ Sauce
- \* Bao with Housin Sauce
- \* Pad Thai with Heura Vegetables and Nuts
- \* Handmade Heura Pizza with a Carrot Crust

--- Different Kind of Meat:

- \* Plant-Based Chicken
- \* Plant-Based Beef
- \* Plant-Based Pork

--- Main Ingredients used:

- \* Soy Protein
- \* Pea Protein
- \* Extra Virgin Olive Oil
- \* Methyl Cellulose
- \* Vitamine B12
- \* Iron

Source: 14th Of July Evening Celebration with Fireworks from the Eiffel Tower.  
Organized by Heura with the presence of Bernat Añaños (CEO & co-fondateur) who came specially for the Event.  
Menu prepared by Chef Clément Werbrouck

Ruby BIRD  
<http://www.portfolio.uspa24.com/>  
Yasmina BEDDOU  
<http://www.yasmina-beddou.uspa24.com/>

**Article online:**

<https://www.uspa24.com/bericht-21636/heura-100-plant-based-meat-made-from-legumes-with-mediterranean-heritage.html>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)