

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Introducing Chakalaka: A Pantry Staple that Allows More Americans to Come Together with Delicious, Globally-Inspired Meals

New, vibrant bean dish brings South African culture to the American table.

(HOBOKEN, NJ) May 2023 - People don't have to travel far to get a global experience, they can make delicious dishes from all over the world, and share them with their families and friends in real life and online. According to GrubHub, "Global dishes are on the rise in the U.S. as customers crave worldwide flavors. Gen Z is particularly turning to breakthrough foods and flavors, diving into globally inspired cuisines and posting about it online."^[1] Additionally, as consumer preference shifts toward more plant-based options, studies show that people are looking for "bold, layered spices and culturally relevant foods that are quick and easy to prepare."^[2] [Chakalaka](#) is a delicious, competitively-priced, plant-based meal with rich cultural flavors that aligns with these broader trends. Family and friends are gathering together to Chakalaka, and partake in a dish that is mixed with happiness.



[Chakalaka](#) is a vibrant and spicy South African bean dish that is traditionally served at South African barbecues or braai. The dish is a blend of beans, vegetables and spicy hints of curry and peppers that was born in the townships of South Africa and perfected over time through exposure to a spectrum of culture and trade in a region at a global crossroads. The dish is easy to prepare and can stand alone as a plant-based entrée, used as a base for [soups, stews and vegetarian burgers](#), or served as a side dish. Chakalaka is

^[1] Thomas, A. (2023, January 13). *2022 food trends you need to know about*. Grubhub for Restaurants. Retrieved March 31, 2023, from <https://get.grubhub.com/blog/2023-food-trends/>

^[2] Good, K. (2023, March 22). *Top 3 plant-based food trends fresh from the Expo West Showfloor*. Plant Based Foods Association. Retrieved March 31, 2023, from <https://www.plantbasedfoods.org/top-3-plant-based-food-trends-fresh-from-the-expo-west-showfloor/>

usually consumed in the spirit of community and makes the perfect accompaniment for grilled meats, hearty brunches, vegan feasts, and holiday celebrations.

“We brought Chakalaka to America with the intention of connecting cultures over delicious food,” says Founder and CEO, Leeto Tlou. “This unique dish embodies the vibrant community that comes together at a braai; we want to share that experience with people all over the world.”



Chakalaka’s blend comes in three different flavors, for a range of experiences and preferences — No Mathata (mild), Original (medium), and Mathata (spicy). Chakalaka is plant-based, gluten-free, nut-free and dairy-free and can be prepared in 20 minutes with water and a pot. The product range is ideally suited for placement in the grains and beans and rice and grains store sections.

Bring South African braai culture to your dinner table with Chakalaka. Learn more and order Chakalaka at chakalakabrands.com

Chakalaka Brands

Chakalaka was founded with the desire to bring worlds together. Founder Leeto Tlou enjoyed chakalaka while on safari in South Africa and was blown away with not only the flavor, but the sensation of togetherness in which it was enjoyed. Chakalaka is a blend of beans, hearty vegetables and spices that is plant-based, gluten-free, nut-free and dairy-free. Chakalaka is available in three different spice levels to please the whole family. No matter how Chakalaka is enjoyed, it is meant to be shared.

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