

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Taste the Flavor of Life from Cultures Around the World with Chakalaka at the Summer Fancy Food Show

*Inspired by the BBQs of South Africa, Chakalaka is a vibrant plant-based bean dish that brings people together. Savor the flavors of global cuisine at **Booth #5247**.*

(HOBOKEN, NJ) JUNE 2023 – [Chakalaka Brands](#) is making it possible to fully taste the flavor of life, from cultures around the world, at the Summer Fancy Food Show at the Javits Center in New York City, June 25-27. Cultures rooted in coming together and mixing together around a table to share life. To laugh together, cry together, and be with one another through it all. Chakalaka Brands' products bring people together, enlivening the palate and awakening the senses to all that is possible in connecting the world through vibrant, delicious cuisines from around the world. Chakalaka is Life. Mixed with Happiness. Experience the movement and taste the flavors of South Africa by visiting Booth #5247.

According to *Food Business News*, 2023 consumers are seeking out unexpected flavors and global cuisine, including unique dishes from Africa.^[1] Chakalaka Brands is helping retailers across the United States to meet this demand and looks forward to bringing the specialty food industry together in traditional Zulu style at the show.



^[1] Berry, D. (2022, December 22). *Flavors to watch in 2023*. Food Business News. <https://www.foodbusinessnews.net/articles/22886-flavors-to-watch-in-2023#>

Chakalaka is a vibrant South African bean dish that features spicy hints of curry, peppers, and hearty vegetables. It can be served as a plant-based entrée or as an accompaniment to grilled meats, hearty brunches, and holiday feasts. Chakalaka can also be used as an ingredient in a variety of recipes, from curries to quesadillas and even in Vegan Chakalaka Burgers (recipe below), which make the perfect protein-rich, plant-based patty for a summer party. The word chakalaka means “all together” in Zulu, meaning this easy-to-make dish is intended to be shared.

Chakalaka comes in a 6 ounce package as a dry mix of beans, vegetables, and spices for easy shipping and stocking. The dish is extremely convenient and simple to prepare, Chakalaka should be cooked in water for 20 minutes over the stovetop. Chakalaka is plant-based, nut free, dairy free, vegan, vegetarian, and gluten free. It can be stocked in the dry beans, grains and rice aisle.

It's available in three different spice profiles for every type of global flavor explorer: No Mathata (mild), Original (medium) and Mathata (spicy!).

Founder Leeto Tlou, learned about Chakalaka while visiting South Africa. At night the community would gather and enjoy grilled dinner, with a side of this vibrant bean dish. Not only were the flavors delectable, Leeto was taken by the sense of togetherness in which it was enjoyed. He was struck with the inspiration to mix worlds together by introducing this lively dish and the Chakalaka experience to American audiences.

“Chakalaka embodies the spirit of Ubuntu, which means ‘I am because we are,’” says Founder and CEO, Leeto Tlou. “Our vibrant South African dish connects friends, family and cultures through the power of global flavors.”

High-Protein Vegan Chakalaka Burgers

1 package Original Chakalaka, prepared
1 coat flour
1 egg
2 garlic cloves, minced
2 tbsp nutritional yeast
1 handful fresh parsley, chopped
1 tbsp olive oil

Directions:

1. Prepare your Chakalaka as per package instructions. Allow to cool slightly.
2. Add the prepared package contents into a bowl. Mix in oat flour, eggs, garlic, nutritional yeast, and parsley. Combine all ingredients until you have a pasty consistency.
3. Form the mixture into 4 patties and place on a plate.
4. Refrigerate for 1-2 hours so that the patties hold their shape.
5. In a large cast-iron skillet heat the olive oil over medium heat. Sear your patties on each side for 3-4 minutes until a nice, browned crust forms. Flip and continue cooking for another 2-3 minutes.
6. Serve your Vegan Chakalaka Burgers over a bed of lettuce or on top of your favorite bun with condiments.

Learn more and order Chakalaka at chakalakabrands.com

Chakalaka Brands

Chakalaka's products enliven the palate and awaken the senses to bring us together through global cuisine. Chakalaka is a South African heritage dish that is a blend of beans, hearty vegetables and spices meant to be enjoyed with a sense of togetherness. Chakalaka is plant-based, free from artificial ingredients, full of protein and nutrients and can be prepared in just 20 minutes on the stovetop. Chakalaka comes in three vibrant spice profiles: No Mathata (mild), Original (medium) and Mathata (spicy!), which can be purchased at chakalakabrands.com or in select retailers. For media inquiries, contact Christina Madrid at Christie & Co, www.christieand.co, by phone (818) 621-1897 and/or email christina@christieand.co.

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