

## **PRESS RELEASE:**

### **For Immediate Release:**

#### **High Quality Healthy Food is important**

Global Agro Commodities, A leading exporter of U.S. Pulses has expanded its capability to supply premium U.S. Pulses all the way from farm to retail stores, hyper markets, cash'n'carry stores all over India with its launch of premium Pulses under the brand name of American Topnotch for Peas & Lentils (Healthier Dals), the company will sell retail packaged premium pulses – Green Peas, Chickpeas, & Lentil Splits known as Yellow Dal.

Pulses are rich in protein, fiber, minerals and vitamins and we are proud to bring these high quality healthier pulses into Indian retail landscape.

#### **Premium Quality Pulses from U.S.**

U.S. has been recognized by markets world wide as a high quality producer of Peas & Lentils (Pulses) for many years and U.S. has been supplying over half a million tons of Peas & Lentils (Pulses) to India annually with its consistent high quality for few years now. This is the first time, efforts have been made to bring the same quality and care in smaller package all the way “from farm to consumer” under one large umbrella.

As stated on its retail packs: “Our quality originates from the regions where pulses flourish naturally and purely – in the best cultivation areas of U.S.A.

Selected carefully by our experts, their journey leads to one of the most modern plant in America for gentle further processing – at which American Topnotch family thrives on a tradition dating back over hundred years. In this way quality of American Topnotch emerges, and in your hand it becomes a unique healthy pleasure.

Indian housewives would enjoy this consistent high quality and effective price advantage.

The American Topnotch brand has priced the pulses between Rs. 50 to Rs. 75 for a one-kg pack depending on the product. It will also sell 500gram packages.

## **International Presence**

Very limited percent of pulses are sold in India are branded and American Topnotch is the very first international brand from U.S. which is being launched in India. We are looking at creating a national presence, Said Mr. Divyesh K. Patel, Chief Executive of Global Agro Commodities.

By bringing this premium quality healthier U.S. pulses into India, Global Agro Commodities is helping to bridge the gap in demand and supply of Pulses in India. India is not only the world's largest producer of pulses, but also the country that accounts for the second-highest per capita consumption of pulses after Brazil. It is a reflection of the priorities of Indian agriculture that the country had to import pulses to satiate demand between 2004 and 2010. It continued to rely on imports, for 8.8 million tones of pulses between 2007 and 2009.

## **Phased Roll out**

The American Topnotch range of Pulses will be rolled out in a phased manner. They will be initially available in Gujarat, Maharashtra, Karnataka, Andhra Pradesh, and New Delhi. We aim to bring in pan-India presence within 3 years.

## **HIGHLIGHTS**

American Topnotch Peas & Lentils:

- All natural and pure
- Excellent sources of protein - Because of their high nutrient content, peas & lentils (pulses) may be considered both as vegetables and as a protein food
- 100 percent machine-cleaned and graded through the process and guidelines of U.S. Department of Agriculture
- Premium quality, over other packaged or bulk dal
- Value of money – (Reasonable priced)

## **Nutrition Facts:**

- The 2010 Dietary Guidelines published by U.S. Department of Agriculture have identified peas and lentils (pulses/legumes) as nutrient dense foods and recommend them for nutrient adequacy, disease prevention and overall good health.

- Peas & Lentils (pulses/legumes) were identified as excellent sources of protein and other nutrients, such as iron and zinc, similar to seafood, meat and poultry. The report also identified them as an excellent source of dietary fiber and nutrients such as potassium and folate which are also found in other vegetables.
- Legumes are the only food item in the 2010 Dietary Guidelines report that appears in more than one category – they are categorized as vegetables and a protein due to their significant health benefits
- Pulse crops have considerable potential to play a greater role in:
  - aiding in the fight against obesity;
  - preventing chronic disease;
  - alleviating global hunger; and
  - Creating more sustainable agricultural production around the world.

To learn more about the health benefits of Peas and lentils, please visit [www.pulsehealth.in](http://www.pulsehealth.in)

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