



Where is YOUR Food From? Transparency Comes to U.S. With The Real Co - 100% Single Origin Foods

The Real Co announces first certifiable 100% Single Origin foods now in U.S.

VALLEY COTTAGE, NEW YORK, UNITED STATES, July 30, 2015 /EINPresswire.com/ -- Valley Cottage, New York (August, 2015) - The Real Co, Inc announces its U.S. debut of the first certifiable 100% Single Origin products including Himalayan Pink Rock Salt, [Organic](#) Raw Cane Sugar, and organically grown White Basmati Rice. The Real Co is pioneering Single Origin in food products, which is an exciting and transparent new food category and method of sourcing products globally and delivering it at a local level. The Real Co enters partnerships with farmers and growers around the world that don't have an established route to distribute their products and creates a way to share their commodity with the world. The company brings full transparency and sustainability to the U.S. food industry. The Real Co products are carefully inspected and sourced by company representatives, and go straight from farm to shelf, eliminating the need for any middlemen. This unique 100% Single Origin method allows everyone in the world to enjoy what is usually impossible to experience: unique, tasty, freshly farmed/mined products at affordable prices.


Every grain of salt, sugar and rice can be

traced to its source, which is shared on every package of food bearing The Real Co name. Every food item has the Non-GMO Project Verified seal and is harvested from one single place, single farm or single family.

The packaging offers its own "transparent" view of the food, with a clear window that shows off the



The Real Co™ *Getting real about 100% Single Origin Food*
THE REAL CO BELIEF #14:
Because we believe we have a social responsibility to care for our farmers. From our farm to your table, 100% Single Origin Foods.



[natural](#) salt, sugar, or rice inside. The workers at every farm are paid a fair wage, and the end result is the highest quality organic food. Every product is then packaged in the United States.

The business model for the The Real Co is founded on a direct farm-to-market delivery system, which offers farms distribution to the U.S., cutting out the middleman, and offering both retailers and stores great natural food products at low costs

“We are a company founded on the notion that transparency is vital, and that consumers have the right to know where their foods are from,” says Belal Elbanna, CEO of The Real Co Inc. “The Real Co



foods come right from their source and offer best of class products at best prices.”

The Real Co Inc foods include:

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Belal Elbanna, CEO of The Real Co

The Real Co Himalayan Pink Rock Salt, handcrafted, at the Himalayan Mountains. This salt is 100% pure; 100% Single Origin; non-GMO; has 84 active minerals in every grain; is unrefined and mountain washed in Himalayan mountain water. The salt is available in a 20-ounce tub container for a suggested retail price of \$6.99 or in a saltshaker container for a suggested retail price of \$9.49.

The Real Co Organic Raw Cane Sugar, directly from Assukar Farms, Tayutic Valley in Costa Rica is 100% natural and organic; 100% Single Origin; raw and alive with natural vitamins and minerals; instantly dissolves in hot or cold liquids

and is non-GMO. The sugar is available in 2 sizes: 8-ounce at a suggested retail price of \$3.69 and 16-ounce at a suggested retail price of \$4.49

The Real Co White Basmati Rice, directly from Gujrat Punjab from Farid Co-op Farm, is 100% natural and 100% Single Origin; low-GI and pre biotic; non-GMO and is gluten free. The rice is available in 2 sizes: 16-ounce at a suggested retail price of \$3.99 and 32-ounce at a suggested retail price of \$6.49.

UNFI, one of the largest distributors of natural foods in the U.S., is distributing the foods across the nation to supermarkets, specialty retailers and independent operators. Consumers may also purchase products online on www.amazon.com or www.healthygoodness.com. Visit the Real Co website at <http://TheReal.co>

About The Real Food Co., Inc.

The Real Food Co., Inc. was founded in 2013 in Valley Cottage, New York with a direct farm-to-market approach for the organic food industry. The new 100% Single Origin Foods concept supports farms at their source, cuts out the middleman, and delivers directly to the U.S. market, cutting costs of products compared to other manufacturers.

The Real Food Co., Inc. offers transparency to the consumer, and is developing the first Certification of 100% Single Origin Foods in the U.S.

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