

# WILD ABOUT TURMERIC - Our ginger family just got bigger

March 7, 2018, Marina, CA - The Ginger People®, which markets the world's largest variety of ginger-based consumer packaged goods...

CA, MARINA, UNITED STATES, March 7, 2018 /EINPresswire.com/ -- ...is bringing turmeric into its fold, with the launch of four new turmeric-infused products at Natural Products Expo West 2018.

A member of the ginger family, turmeric is one of the fastest growing functional foods and for The Ginger People, a logical extension to the brand:

“We’re all looking for something healthy yet tasty that is closer to the earth,” says

The Ginger People co-founder Abbie Leeson, “and we believe turmeric is something people believe in. Like ginger, it’s another great example of a functional food that tastes good and ‘does good’.”

Turmeric owes its health promoting properties to the chemical compound Curcumin, which has powerful anti-inflammatory and antioxidant effects. A fellow warming spice, it can also help to improve digestion and circulation.

Each of the new turmeric products is made with either Javanese turmeric or Aromatica turmeric from Fiji, both arguably more effective than the common turmeric (*Curcuma Longa*), and with ginger, of course.

Tapping into the trend for superfood lattes, there’s a deliciously mellow Turmeric Latte Mix, a turmeric-based version of The Ginger People’s Ginger Soother® elixir beverage, a potent Wild Turmeric Ginger Rescue® Shot, one of three to launch at Anaheim, and devilishly more-ish Arjuna® Ginger Bites with Turmeric.

From March 9-11 you’ll find the new additions to The Ginger People family at Expo West, in Hall A, Booth 342. Be sure to join us for a turmeric latte, toss back some shots or treat yourself to turmeric candy!

Following Expo West, all four turmeric products will launch nationwide in the U.S. The new Ginger Rescue shots will also debut in the Scandinavian market, where daily ginger shots are wildly popular.

For more information, visit [gingerpeople.com/turmeric-products](http://gingerpeople.com/turmeric-products).

For brand assets, including recipes and photography: [press@gingerpeople.com](mailto:press@gingerpeople.com)

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About The Ginger People: Family-owned-and-operated, The Ginger People was established by Australian Bruce Leeson and his wife, Abbie, in 1984 to promote the goodness of ginger. Today, Ginger

People Group owns the most award-winning ginger brands in the world and is the preeminent purveyor of



value-added ginger food, beverage and dietary supplement products.

Company Mission: At The Ginger People, our mission is to be most trusted ginger brand in the world through quality, innovation, social responsibility, education and commitment. We are a family of people who seek to create and promote great-tasting, healthful ginger product. By partnering with farmers and producers in the premier growing regions of the world, we support communities and create loyal relationships with those around us. We exist to share experiences where our passion for ginger and its purpose come together.

Rebecca Alder  
The Ginger People  
8319205210  
email us here

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