

Soom Foods Expands Its Tahini Line with New Squeeze Packets That Provide Nutritious, Delicious and Versatile Snacking On-The-Go

Philadelphia (March 6, 2018) - [Soom Foods](#), the leading purveyor of premium tahini for celebrated chefs and home cooks, launched its squeeze packs today. Soom tahini can now be enjoyed on-the-go with single-serve squeeze packs, each containing two tablespoons (1.1 oz) of product.

These new products are available in two varieties: Sesame Tahini and Chocolate Sweet Halva Spread (Chocolate Soom). Both are made with Soom's tahini pressed from single-sourced, Ethiopian White Humera sesame seeds, resulting in superior taste and a smoother, creamier texture.



“The inspiration for the Squeeze Packs was to give more people access to our products,” says Soom Foods Co-Founder and CEO Shelby Zitelman. “We believe this packaging reduces any barriers that would prevent customers from enjoying the taste, versatility and nutritional benefits of our tahini products. As more consumers are seeking healthy, on-the-go options to meet the demands of their busy lifestyles, Soom Squeeze Packs provide a serving of delicious tahini in an easy, non-committal portion size.”

Tahini, a roasted sesame paste superfood quickly rising in popularity, is highly regarded as a versatile ingredient. It lends creamy, nutty richness to both sweet and savory applications. Soom Squeeze Packs are ideal for travel, biking, hiking, picnics, packed lunches and snacking anytime. They make a delicious topping for fruit, veggies and pretzels, as well as a spread for toast or crackers. Tahini can also be stirred into oatmeal, dressings, and sauces; blended into ice cream, cakes, and cookies, smoothies; and drizzled over tacos and pizzas.

Soom Squeeze Packs are the perfect solution to maintaining healthy eating habits on-the-go. Ounce for ounce, tahini contains nearly three times more iron than in lentils; almost double the phosphorus and six times more calcium than peanut butter; more zinc than either peanut or almond butter; and over three times the omega-3 fatty acids and magnesium content of avocados.

Soom's Sesame Tahini is vegan, peanut-free, dairy-free, gluten-free and paleo, while the Chocolate Soom is vegan, peanut-free, dairy-free, and gluten-free. Squeeze Packs are TSA-friendly, enabling consumers to stack on track with thoughtful snacking decisions during travel.

Soom Foods Squeeze Packs are currently available in 12 and 24-packs at www.soomfoods.com and on [Amazon](https://www.amazon.com). Retail price is \$21.48 for a 12-pack and \$41.52 for a 24-pack of Sesame Tahini Squeeze Packs; \$23.64 for 12-pack and \$46.08 for a 24-pack of Chocolate Sweet Tahini Halva Spread Squeeze Packs; \$22.56 for a 12-pack and \$43.80 for a 24-pack of the Soom Sampler Squeeze Packs (contains both Sesame and Chocolate).

Soom's Sesame Tahini, Chocolate Soom, and Sesame Organic Tahini are also available in full-sized jars on their [website](http://www.soomfoods.com) and [Amazon](https://www.amazon.com).

About Soom Foods

Soom Foods is the leading purveyor of premium tahini for celebrated chefs and home cooks alike. The Philadelphia-based, sister-owned team behind Soom believes food is integral in sustaining and enriching communities and inspiring delicious cuisine.

Since 2013, Soom Foods has provided tahini to an award-winning network of chefs and to home cooks looking for their next kitchen essential.

Follow Soom Foods on [Instagram](https://www.instagram.com), [Facebook](https://www.facebook.com), and [Twitter](https://twitter.com) for recipe ideas and more.

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