

Seara named as finalist in Gulfood Innovation Awards

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Gulfood is in its 24th edition and welcomes over 98,000 attendees from 193 countries. As the world’s largest annual food & beverages trade show, Gulfood recognises excellence across brands and products, celebrating the best in global food innovation with an industry-wide campaign encouraging over 300 entries, a judging panel of prestigious industry leaders and culminate with a glamorous awards gala dinner at the Dubai World Trade Centre, on 17 - 21 February 2019.

At the end of last year, Seara, one of the largest food producers in Brazil and the world, launched its innovative Seara 100% Natural line of halal certified chicken products in the UAE. Tailored specifically for the UAE and Middle Eastern market preferences and cuisines and adhering to Halal requirements and Islamic rules, its products include chicken breasts, drumsticks, breast strips and drumsticks and thigh filets, all conforming to global animal welfare certifications.

The Seara 100% Natural line is made from chicken raised without antibiotics, hormones or growth promoters, on independent farms with top-quality 100% vegetable-based feed. The chickens are raised in a manner that accounts for their full well-being and careful procedures are in place to maintain their health during all stages of life without the use of antibiotics.

The Seara 100% Natural line was developed after extensive research and studies of UAE and Middle Eastern consumer tastes, eating habits and cuisines over several months.