

Silkworm powder snacks to hit China market

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Silkworms are used to create silk, but they are usually used as feed for animals after silk is reeled from their cocoons. However, with edible insect products such as cricket powder rising in popularity, Bugsolutely aimed to create a snack which utilised the 500,000 tonnes of silkworms produced every year in China.

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Two flavours of the snack will be available initially, Original and Angry Sichuan, and the brand says that both flavours are a good source of fibre, vitamins, minerals and protein.

Bella Pupa will be available in selected online and offline stores in China from 15 October, and the product is also available for export.