

Arcadia Biosciences Inc

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Arcadia Biosciences to offer GoodWheat Reduced Gluten Wheat Flour

Arcadia Biosciences Inc (NASDAQ:RKDA) announced Friday a limited release of its GoodWheat Reduced Gluten Wheat Flour.

Developed for those with sensitive stomachs, the flour contains 65% less allergenic gluten than traditional flour and is higher in fiber, according to a statement.

The limited release marks the first retail offering within the company's GoodWheat portfolio of non-genetically modified (non-GM) specialty wheat ingredients.

READ: Arcadia Biosciences launches new product line, GoodHemp

"We're excited to offer consumers our newest innovation in wheat: GoodWheat Reduced Gluten Wheat Flour," said Sarah Reiter, chief commercial officer at Arcadia.

"Many consumers are looking to reduce their gluten intake, either as a result of a sensitivity or because they simply feel better, and our GoodWheat Reduced Gluten Wheat Flour allows them to enjoy their favorite recipes without compromising on taste or texture."

About 1% of the population suffers from celiac disease, which necessitates a gluten-free diet. However, according to research by The Connell Group conducted on behalf of Arcadia, 26% of American consumers consider themselves gluten reducers - they do not have gluten-related medical conditions but report feeling better by consuming less gluten.

Two-pound bags of Arcadia's GoodWheat Reduced Gluten Wheat Flour will be available for purchase through the company's new website, EatGoodWheat.com, for \$12.99 until they sell out, with orders expected to ship in early January. Only 500 bags were produced as part of the limited release, with a full-scale release planned for spring 2020.

"Wheat is an important part of our diets, and it's one of our favorite ingredients," added Reiter. "While many consumers have turned to ancient grains or nut flours to reduce the amount of gluten in their diets, they can be difficult to incorporate into recipes. With our natural GoodWheat Reduced Gluten Wheat Flour, consumers can enjoy the same wheat taste they love, but with significantly less gluten and more fiber."

Arcadia's non-GM GoodWheat Reduced Gluten Wheat is grown in the western US by some of the country's leading wheat growers. It is then milled in small batches by California-based specialty millers focused on delivering high-quality wheat products to bakers, restaurants and consumers.

The Davis, California-based company develops and markets high-value food ingredients and nutritional oils that help

Price: 2.87

Market Cap: \$24.81 m

1 Year Share Price Graph



April 2019 September 2019 March 2020

Share Information

Code: RKDA

Listing: NASDAQ

52 week	High	Low
	10.19	1.85

Sector: Agribusiness

Website: arcadiabio.com

Company Synopsis:

Arcadia Biosciences is a consumer-driven agricultural technology company that develops and commercializes high-value food ingredients, nutritional oils and products that help meet consumer demand for a healthier diet. Our GoodWheat™ branded ingredients deliver health benefits to consumers and enable consumer packaged goods companies to differentiate their brands in the marketplace.

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meet consumer demand for a healthier diet.

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