





## Why Fresoy Soy Paneer is Best ?

Fresoy Soy Paneer is a natural source of protein and is naturally sugar free and cholesterol free. We handpick freshest soybeans from the farms to assure promise of purity. Meticulous quality inspection is carried out at every stage from production to packaging to foster a culture of highest quality control. This makes sure that all the health benefits of soy paneer reaches to the end consumer. So that when you eat Fresoy Paneer, it's 'aha!' for your tastebuds and 'wow!' for your health.

# Complete Super Food For Everyone

Fresoy Soy Paneer is a well balanced daily meal plan of carbohydrates, proteins and fats. In addition to lower amounts of carbohydrates per serving, Fresoy Soy Paneer provides more protein per serving within the same range of calories as compared to its counterparts.



## Fresoy for Gym

For people who are obsessed with pumping iron and like to remain fit and fab, Fresoy Soy Paneer is the real super food.

### Why ?

- Contains sufficient amino acids to Speed up muscle building.
- Less fat content helps remaining in shape.
- Helps maintaining cardiovascular health.

## Fresoy for School

Students these days are working round the clock. From study to sports and dancing to karate, they multi - task throughout the day and hence need a diet which is equally multi - tasking.

### Why ?

- Helps improving memory
- Gives a boost to immunity
- Provides vitamins & nutrients to support physical & intellectual growth





## Fresoy for Hospital

A patient's diet can be complicated in many ways. Sometimes health conditions like diabetes, heart disease; or food preference like vegan leaves them with lack of options in their diet. But Fresoy Soy Paneer being sugar & cholesterol free and containing ample vitamins & nutrients can ideally fit into their healthy diet.

### Why ?

- Everyday intake reduces risk of type 2 diabetes
- Helps fighting cancer in some cases
- Boosts digestion and improves immunity
- Helps in treatment of Alzheimer's disease

## Fresoy for Corporate

Corporate job can be very demanding and stressful at times. Fresoy Soy Paneer helps in maintaining optimum physical and mental fitness to take every day challenges head on.

### Why?

- Provides vitamins & nutrients to keep up stamina
- Reduces chances of heart stroke
- Keeps stomach full for long time so you can work without frequent breaks





## Best ways to Adapt in Diet

Whether you are a gym buff or student, patient or employee, there are many creative ways to include Fresoy Soy Paneer in your diet to suit your necessity and interests.



**Mix in your  
Sprouts**



**Smoothie  
Or shake**



**Mix in your  
Salad**



**Instead of eggs, use  
Scrambled (crumbled)**



**Make rolls or wraps  
And many more.**



**Add in  
Soup**



**Use in  
All sabji**



**Add in samosa  
Or sandwich**



## Fresoy Soya Paneer Health Benefits

- **Vegan source high quality protein**

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- **Two times more protein than any type of dal**

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- **Controls blood sugar**

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- **Improves digestion & bone health**

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- **Improves memory**

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- **Boosts haemoglobin levels**

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- **Helps fight many chronic diseases**

# THE TIMES OF REALITY



## Dairy Paneer Could Be Milking You

Paneer is always a feast for tastebuds. But if you are a fan of dairy paneer, here is something you must know.



According To A Survey By Food Safety And Standards Authority Of India (Fssai), Close To **70% Milk Sold In India Is Adulterated**. Most Common Adulterants Found In The Milk Are Detergent, Caustic Soda, Urea, Glucose, White Paint And Refined Oil, Which Are Gravelly **Injurious To Health**. So Think Twice Before Eating Paneer Made From Such Milk, As You Would Be Doing More Harm Than Good To Your Body.

## SUPREME COURT PROBES CONTAMINATED MILK

In response to the findings, Mr. Tirth, who is the head of the Haridwar based Bhuma Niketan Ashram, which is a Hindu religious center in Uttarakhand state in northern India, brought the public interest case before the Supreme Court.

"I was shocked [by the survey]" Mr. Tirth told The Wall Street Journal's India Real Time. In Uttarakhand 88% of the milk samples were

India's food authority, set up in 2010, and state food safety commissioners have strong powers to ensure that products sold comply with safety standards, according to Mr. Cheriyan. Regulations set by the federal agency in 2011 prescribe the amount of contaminants legally permitted in milk and prohibit the sale of milk with added water or mixed with any substance. "The Food Safety and Standards Act gave us a lot of hope, but the authorities aren't taking



## White Poison: The Horrors of Milk Alternet

02-Dec-01

## MOST MILK IN INDIA ADULTERATED, SOMETIMES WITH TOXIC CHEMICALS

Turmeriq.com, 11-Mar-13

According to the Government of India, over 68 percent of milk in the country does not conform to the standards set by Food Safety and Standards Authority of India. Though the most common adulteration method was addition of water, they have found several samples in which highly toxic and carcinogenic substances were used. Materials such as urea (color), detergent (for foaming), hydrogen peroxide, refined oil (fat), caustic soda and white paint (color) are used to make synthetic and adulterated milk and milk products.

India is all set to have the largest dairy industry in the world. With rapid rise of population, the demand is rising, far outstripping the supply. The milk demand is expected to grow by 10%

every year until 2020 while the production is expected to grow only by about 2%. With this statistic, and considering that unscrupulous elements are already operating in the industry, we can safely assume that the problem is only likely to increase, unless some action is taken.

Law enforcement agencies need to track down these criminals and take appropriate legal action. TV reporters routinely go to the facilities where milk is being manufactured and air sensational videos of the operators in national television networks indulging in various kinds of malpractice. So it should not be too hard for the law enforcement agencies to nab the culprits.



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