

New interactive consumer website goes live

In line with its heritage as a health and wellness platform, Pyotts has launched a new Pro-Vita consumer website.



“One of the key health trends in the food industry is the focus on foods with a low GI (glycaemic index) rating and the demand from consumers for ‘better’ choices. Pro-Vita is low GI, is a good source of fibre and contains no preservatives or colourants, making it an ideal base for a light meal or snack,” says Sarah Brand, Pro-Vita brand manager.

Over the years, various innovations have extended the popular original whole-wheat crisp-bread range. The most recent being the launch of the Pro-Vita sachet dispenser carton, which provides consumers with portable snacks for on-the-go consumption.

The website is an opportunity for consumers to find out more about the history of the brand, keep updated with the latest product news and interact with the brand in a fun but informative environment.

The site (<http://www.provita.co.za>) contains various recipes plus a number of health tools such as a Body Mass index (BMI) calculator, a shape calculator and an ideal body weight calculator amongst others.

“Building our brand has always been based on offering a healthier alternative. The website offers us an opportunity to communicate with consumers, allows them to see what the brand really stands for and encourages a healthy lifestyle, which stays true to the core value of the brand,” concludes Band.

For more, visit: <https://www.bizcommunity.com>