

Frequently Asked Questions (FAQs) on New Golden Fry



■ What is the new Golden Fry?

Golden Fry has repositioned to a health platform, as health is the most important aspect to a good life. It is packed with nutrients and antioxidants and provides a solution to healthy living for health-conscious consumers. It is now in a new distinct packaging, representing the gold standard of cooking oil, with an informative label that provides all the necessary information to make an informed choice, a healthy choice. New Golden Fry is endorsed by the Nutrition Association of Kenya and, as a healthy oil that meets the requirements to a healthy life, is taking the lead to talk about a much-needed topic; health and nutrition.

■ What are its benefits?

New Golden Fry is a healthy edible vegetable cooking oil that is 100% plant based, and has various nutritional and health benefits; such as being high in antioxidants, including *tocotrienols and Vitamins A&E, and has been tested by international labs.

New Golden Fry naturally contains Vitamin E that has potent antioxidant that can support healthy brain function and the health of skin and hair. It has powerful health promoting properties that can help against diseases such as heart disease, cancer, dementia and Alzheimer's. There are various scientific research papers that have substantiated the claims on the properties. New Golden Fry is beneficial to those adopting a healthier lifestyle and should be consumed along with other healthy foods.

**Tocotrienols are part of the Vitamin E family.*

■ What is cholesterol?

Cholesterol is a waxy, fat-like substance that is found in your body's cells and bloodstream. While cholesterol is a part of a healthy body, high levels of bad cholesterol can contribute to a higher risk of developing cardiovascular diseases. In addition to cholesterol produced by your body, the food that you eat can impact your cholesterol levels as well. Therefore, understanding and managing cholesterol levels is vital for all age groups. New Golden Fry is cholesterol free!

■ What are antioxidants?

Antioxidants are substances that help fight and defend cells from damage caused by potentially harmful molecules known as free radicals. Free radicals in your body can cause oxidative damage leading to various diseases. Hence, adding an antioxidant-rich diet to your routine helps strengthen your immunity against diseases. New Golden Fry is naturally high in antioxidants and foods such as broccoli, spinach, asparagus and avocados among others are also high in antioxidants.

■ Will new Golden Fry change the taste of food?

New Golden Fry will not change the flavour of any food but will instead bring to life the natural flavour and ingredients used in cooking. Simply put, you will be adding a golden touch to your amazing cooking!

■ Is new Golden Fry a natural oil?

Golden Fry is a natural 100% plant-based oil and is non-GMO (genetically modified) certified from source. It is suitable for vegans and vegetarians.

Because of its 100% natural intrinsic characteristic, one may at times notice a thin non liquid layer at the bottom when the product is exposed to cold temperatures. This could be as a result of the weather, or of sitting on a shop floor or where there is a cold draught. Should this happen, it automatically reverts to liquid when exposed to any form of heat. So, you can rest assured that this is a mark of new Golden Fry being as natural as it gets, with no form of additives to hide or mask its existence.

■ Who is NAK and why have you partnered?

NAK stands for the Nutrition Association of Kenya. Bidco Africa is built on the premise of Happy Healthy Living and based on this, new Golden Fry is taking the lead in putting health and wellness at the forefront in the oils segment. NAK has conducted tests and due diligence before endorsing new Golden Fry as a nutritional oil. Both NAK and Bidco Africa seek to support healthy lifestyles that are built on the premise of good nutrition and will be together engaging you on this journey to adopting a healthy lifestyle.

■ What should we be mindful of when cooking?

New Golden Fry has extremely good stability at high temperatures. We, however, recommend that cooking oil should not go through high heat beyond the smoke point or be burnt when cooking as this leads to the loss of essential nutrients and vitamins. It is also important to consider removal of fats in meat when cooking as this contributes to unhealthy cooking.

■ What is important for a healthy lifestyle?

In addition to a healthy diet, it is important to introduce a healthy exercise regime, a healthy lifestyle that doesn't induce stress and making conscious decisions to eat healthy foods that reduce inflammation.

Further Questions?

If you have any further questions, you can contact us on happy@bidcoafrika.com and we will happily reach out to you.

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