

PRODUCTS



ICELAND Hai Shen

Team Presentation

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Hai Shen instant soup offers a delicious and innovative soup mix giving the health benefits of sea cucumbers in an easy to serve meal. The soup's delicious taste and aroma – flavourful with a hint of the sea, ginger and chili – is inspired by a traditional Chinese recipe. Sea cucumbers, long highly valued in Asia and the Middle East for their health-giving properties and thought to be beneficial for a number of ailments, including the pain of arthritis, wound healing and immune function, give the soup great nutritional value. As they say in China: “A sea cucumber a day keeps the doctor away.”

With Hai Shen instant soup, you can treat yourself to a healthy and easy meal any time of day. Preparing sea cucumber in the traditional way can take days, but with Hai Shen instant soup it only takes a few minutes - just place in a cup, add hot water and serve. The soup's packaging suggests gift-giving, the purity of Icelandic sea food and the traditional health-giving properties of sea cucumbers. The gift packaging is also a reference to the fact that and good relations. Inside the stylish package are three bags of the instant mix.

Hai Shen instant soup is created in an eco-friendly way, using sea cucumbers, a currently under-exploited resource in Iceland, packaged in recyclable bags.