



## TWO IS PERFECT, THREE'S A CROWD

*America's First Dried Bean Company, Camellia, Launches - **Camellia's Beans for 2™** - Meals in Minutes*

Make way for the hottest new meal for two to hit the grocery shelves and e-commerce this September of 2023, arriving just in time for two empty nesters at home or a hungry student in college – **Camellia's Beans for 2!** This pantry game-changer is new on the market and for Camellia – the first dried bean company in America turns 100 years old, embarking on its next chapter while honoring the legacy of its heritage.

NOLA made and NOLA proud, these two nifty boxes are filled with one of the two most popular dried beans - **Red Kidney Beans** or **Northern White Beans** – and it's too good to be true! The 100% REAL INGREDIENTS are NON-GMO, NO MSG, SOY FREE, VEGETARIAN, VEGAN FRIENDLY, and GLUTEN FREE. Each box delivers the perfect portion of beans with just the right amount of seasoning, epitomizing everything delicious about New Orleans.

**Fourth generation** owner of Camellia Beans, New Orleans native, **Vince Hayward**, observed how the dynamics of his immediate family recently changed, downsizing based on the natural transition of his own children moving on to their newest endeavor be it school or a job. "Looking at my parent's generation and even my siblings and my own, children came back home after completing school before moving on to a career. And the generational family farmers who grow our beans also followed that customary path; so, dinner had to be large, one-pot meals to feed all the mouths living under one roof," says Vince Hayward. "But times have changed in the 21st century - kids want their independence and to explore the world. **Beans for 2™** is a welcomed addition to our portfolio, providing a simple and convenient meal to cook, maintaining the quality our loyal patrons expect of Camellia since 1923."

Camellia makes it a cinch to prepare an all-natural, authentic popular meal that is full of flavor – that one could only expect from a place known for its Cajun and Creole classics! It takes a few minutes – just *dump* and *go!* Forget the dinner routine that is more cleaning rather than cooking and the under 30 crowd is sure to appreciate the limited responsibility. Save on money, save on time, and save on waste.

**Camellia's Beans for 2** options are [rice not included]:

- **New Orleans Style Red Beans with Seasoning for 2** - authentic New Orleans Style spices and 100% real vegetables that Louis Armstrong, Leah Chase, and Buster Holmes would approve!
- **Cajun Style White Beans with Seasoning for 2** - authentic Cajun spices and 100% real vegetables that Paul Prudhomme, Emeril Lagasse, and Justin Wilson would enjoy!

**Camellia's Beans for 2** brings simplicity, exceptional taste, and the perfect solution for home-style, scratch cooked dishes without the stress of preparing and the burden of excessive leftovers.

For more information

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