Welcome to the World of Sunflower Protein

High-Protein. Plant-Based.



traia

Who we are

- Founded in **2026**, Traia is a food brand built around the potential of **sunflower protein**.
- Our mission is to support healthier snacking by creating **high-protein, innovative products powered by sunflower seeds** — bringing nutrition and great taste together in everyday foods.



HIGH PROTEIN
Supports muscle and body function.

HIGH FIBER
Supports digestion and keeps you full longer.

HEART FRIENDLY
Naturally lower in saturated fat and supports a balanced lifestyle.

LOW CALORIES
Lower in calories, great for mindful snacking.

HIGH IN MINERALS
Rich in iron, magnesium, zinc and more.

PLANT-BASED
100% plant-based and sustainable.

FROM SUNFLOWER
Made from sunflower seeds, a natural source of goodness.

BETTER SNACKING
Nutrient-dense snacks for a better you.

BETTER PLANET
Sustainable source. Positive impact.

TRAIA
Sunflower Protein Snack

- Provides 80% of daily protein intake
- Rich in naturally occurring minerals
- Vegan
- Enjoy directly or prepare with hot water or milk



traia

Seasoned Flavour



Energy and Nutrients*	100 g	RI% (100 g)**
Energy (kJ/kcal)	1595 kJ 383 kcal	19%
Fat (g)	17.6 g	25%
– of which saturates (g)	1.7 g	9%
Carbohydrate (g)	14.8 g	6%
– of which sugars (g)	3.9 g	4%
Fibre (g)	17.2 g	69%
Protein (g)	40.1 g	80%
Salt (g)	3.9 g	65%
Minerals	**100 g**	**%NRV*** **
Calcium (mg)	219 mg	27%
Potassium (mg)	1190 mg	60%
Iron (mg)	6.8 mg	49%
Magnesium (mg)	441 mg	118%
Zinc (mg)	11 mg	110%

* Nutrient values are calculated.
** Reference intake of an average adult (8400 kJ/2000 kcal).
*** Nutrient Reference Values (NRVs) for adults.

Coconut Flavour



Energy and Nutrients*	100 g	RI% (100 g)**
Energy (kJ/kcal)	2070 kJ 495 kcal	24%
Fat (g)	25,8 g	37%
– of which saturates (g)	18,22 g	91%
Carbohydrate (g)	20,53 g	8%
– of which sugars (g)	14,36 g	16%
Fibre (g)	12,62 g	50%
Protein (g)	38,61 g	77%
Salt (g)	0,05 g	1%
Minerals	**100 g**	**%NRV*** **
Calcium (mg)	206 mg	26%
Potassium (mg)	1030 mg	52%
Iron (mg)	6,3 mg	45%
Magnesium (mg)	471 mg	126%
Zinc (mg)	12 mg	120%

* Nutrient values are average values.
** Reference intake of an average adult (8400 kJ/2000kcal)
*** Nutrient Reference Value

3 Ways to Enjoy

Enjoy Traia your way!









1. ENJOY AS A SNACK

Crunchy and delicious,
straight from the pack!



2. MIX WITH YOUR MEALS

Add to yogurt, salads, soups
or any recipe for extra crunch
and protein!



3. MIX WITH MILK OR WATER

Add to milk or water,
stir and enjoy!





TRAIA
Sunflower Protein Spread

- Made with sunflower seed butter
- 25% protein
- Available in Plain and Chocolate versions

TRAIA
Sunflower Protein Wafer Cubes



- 12% protein
- Crispy wafer format with a sunflower-based recipe
- Convenient option for on-the-go snacking

TRAIA Sunflower Protein Cookie

- +15% protein
- Familiar cookie experience with enhanced nutritional value



TRAIA Sunflower Protein Cake

- +15% protein
- Soft and indulgent snack format
- Sunflower based approach to a familiar bakery product



TRAIA Sunflower Protein Flour

- 50% protein
- Wheat flour-like texture
- Rich in naturally occurring minerals
- Convenient resealable zipper doypack



TRAIA Sunflower Protein Flour



Energy and Nutrients*	100 g	RI% (100 g)**
Energy (kJ/kcal)	1452 kJ 347 kcal	17%
Fat (g)	10.3 g	15%
– of which saturates (g)	1.13 g	6%
Carbohydrate (g)	4.9 g	2%
– of which sugars (g)	4.9 g	5%
Fibre (g)	22.3 g	89%
Protein (g)	49.1 g	98%
Salt (g)	< 0.025 g	<1%
Minerals	**100 g**	**%NRV*** **
Calcium (mg)	280 mg	35%
Potassium (mg)	1400 mg	70%
Phosphorus (mg)	1600 mg	229%
Iron (mg)	8.6 mg	61%

* Nutrient values are average values.
** Reference intake of an average adult (8400 kJ/2000 kcal)
*** Nutrient Reference Value

3 Ways to Enjoy

Enjoy your bake, your way!

BREAD

Perfect for everyday meals and sandwiches!



ROLLS

Soft, fluffy and perfect for any occasion!



BAGELS

Chewy, delicious and great for any topping!



traia

TRAIA Sunflower Protein Cracker

- 18% protein
- Crunchy and savory snack format
- Seasoned, Tomato, Thyme versions



TRAIA
Sandwich Biscuit

- Cocoa cream-filled sandwich biscuit
- A high-protein take on a classic biscuit





Fueling the future with
SUNFLOWER PROTEIN

