



PEpline

Internal News Channel

Three Cheers for Chickpeas – It's National Hummus Day!



Break out the pita chips and veggie sticks, and let's have us some hummus. The third Thursday in May is National Hummus Day in America. Yes, it seems there's a "national day" for just about everything, but this commemoration is certainly worth celebrating. Hummus is not only a delicious and versatile snack – it's also good for you!

Never had hummus? It's most often eaten as a dip or spread. The primary ingredient in hummus is mashed chickpeas, a legume also known as garbanzo beans. This paste is blended with ground sesame seeds (called "Tahini"), lemon juice, garlic, spices and oils. Chickpeas serve as a great source of protein, complex carbohydrates, and fiber, a fact that keeps hummus-lovers happy and healthier.

If you've noticed hummus taking center stage on the snack table lately, you're not alone. The popularity of hummus just recently exploded in the U.S., but the delicacy has been around for hundreds – maybe even thousands – of years! Hummus originated in the Mediterranean region, and has been a dietary staple among Middle Eastern cultures for centuries.

Through a joint venture with Strauss Group, PepsiCo owns half of Sabra, the world's largest producer of hummus. Sabra hummus is available in most supermarkets, and comes in a broadening array of flavors, from roasted red pepper to Asian fusion.

Frito-Lay will mark National Hummus Day with social media promotions, sampling trucks in major markets, and a free e-book "Hummus for Dummies," featuring some unique hummus recipes. Chocolate hummus truffles, anyone?