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Yomm – Local beverage blooms in Winnipeg

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YOMM IS YUMMY!

For those of us looking to expand our choice of healthy and flavorful drinks, Winnipeg-based [Yomm Beverages Inc.](#) has recently introduced a delicious line of caffeine-free tea and bottled drinks made from hibiscus.

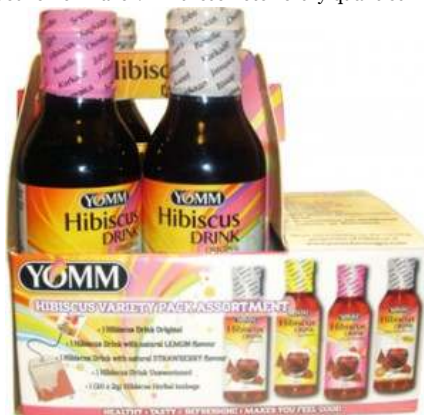
There are more than 300 species of hibiscus distributed in tropical and subtropical regions around the world. Most species are prized for the beautiful flowers but some are believed to have medicinal properties.

[Hibiscus Sabdariffa](#), commonly called “red sorrel” and “roselle” is the species used in Yomm drink infusions which offer impressive sources of antioxidants called anthocyanins. There is also promising research in lowering hypertension in subjects with Type 2 diabetes among test subjects who drank hibiscus tea.

The nutritional and ingredient labels attest to the simplicity and purity of the Yomm product line. There are no additives or preservatives. For sweetened versions of the bottled drink, only agave and organic cane juice is used.

The bottled drinks are available in original sweetened or unsweetened and in natural lemon or natural strawberry flavors. Tea is available in larger ‘loose leaf’ packages, or tea-bags in either original or added lemon flavor. All these noteworthy qualities aside, the best thing about Yomm is that it tastes as good as it is good for you. The vibrant red color matches the bright flavor. Even unsweetened, the tea or drinks are tangy with a hint of citrus and a delicate floral undertone.

Yomm Beverages Inc. is based in Winnipeg and the bottled drink was developed over several years at the [Food Development Centre in Portage La Prairie](#). Vice-President and CEO, Meshak Kusa says, “The company started in 2009 but I had this idea from day one. My professional background is actually in veterinary medicine and I was practicing in Moscow before immigrating to Canada 9 years ago. “While in Moscow Kusa also worked as a director of a company that made hibiscus tea. “When I came to Canada the initial idea was to bring that product from Russia to to Canada but we decided to go a step further and develop not just a tea under our own company but a ready-to-drink product. “



Along the way, Kusa met President Michael Daramola and Yetunde Daramola, who coincidentally were also from Nigeria . Michael had even studied in Moscow yet he and Kusa never met until coming to Winnipeg. “Our main suppliers are farmers in Nigeria,” says Michael who now spends a considerable amount of time there. “It is important for all products to have a consistent supply and of course consistent quality and taste.”

They officially launched the product line in October and supplies can be found in mainstream groceries as well as health food stores. A list of where to find Yomm products is available through the website www.yommbeverages.com. Consumers can place individual orders online as well. In the coming year Kusa says they hope to extend their presence into restaurant beverage menus. Plans also include developing new products like syrups .

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