



Bugsolutely to release 'world's first' silkworm powder snacks

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Bugsolutely is set to release the 'world's first' snack product made with silkworm powder in China, and the brand claims that the snack is also the first edible insect product in China.

Silkworms are used to create silk, but they are usually used as feed for animals after silk is reeled from their cocoons. However, with edible insect products such as cricket gaining popularity, Bugsolutely aimed to create a snack which utilised the 500,000 tonnes of silkworms produced every year in China.

Bella Pupa is made with 20% silkworm powder, and was created in collaboration with food and beverage think tank Mill Food Intelligence.

Two flavours of the snack will be available initially: Original and Angry Sichuan, and the brand says that both flavours are a good source of fibre, vitamins, minerals and protein.

Bella Pupa will be available in selected online and offline stores in China from 15 October, and the product is also available for export.

Massimo Reverberi, founder of Bugsolutely said: "We are really excited: after one year of R&D, we have a yummy snack with very good nutritional values."

Loris Li, associate director at Mintel added: "The taste is really good and the market potential for this product is definitely high. It can also leverage the fast growth of the snack category in China."