



Holista's oodles for noodles

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Stuart McKinnon

Shares in Holista Colltech soared yesterday after the Perth biotech company signed a three-year deal for its healthy noodle mix with a leading North American noodle supplier.

The three-year memorandum of understanding with the Wing's group of Canada is expected to generate sales of \$US6 million in year one, \$US12 million in year two and \$US25 million in year three.

Holista said the deal represented the first order for its Buffalo, New York-based Holista Foods division, marking its entry into the global noodle market.

Holista Foods aims to address obesity and diabetes-related health issues worldwide through its low glycemic index food offerings.

Its patented noodle formula recorded a glycaemic index reading of 38, nearly half the global average of 60 in independent tests. The reading indicates the rate in which foods containing carbohydrates raise human blood sugar levels, with a lower score indicating healthier food.

Holista has also developed low-GI

formulas for bread and muffins and is now working on mixes for pasta and pancakes.

The company will now turn its sights to the giant noodle markets of China and Indonesia.

Its shares closed up 3.3¢, or 42.86 per cent, at 11¢.