**CONTACT:** Steven MacEwan

media@nsf.org

**Cruncho Becomes First Kuwait-Based Company to Earn Gluten-Free Certification and Non-GMO Verification from NSF**

***Cruncho’s Profile product line sets a new standard for clean-label snacking in the GCC region.***

**Dubai, UAE, August 11, 2025** – [NSF](http://www.nsf.org/), a leading global public health and safety organization, proudly announces that **Cruncho**, a pioneering snack food manufacturer based in Kuwait, is the first company in the country to achieve both [**NSF Gluten-Free Certification**](https://www.nsf.org/consumer-resources/articles/gluten-free)and [**Non-GMO Project Verification**](https://www.nsf.org/food-beverage/non-gmo-certification)for its flagship **Prolife** product line.

This verification and certification marks a significant milestone for food safety and consumer health in the Middle East, aligning with the region’s growing demand for transparent, health-conscious food options. With an estimated 1% of the global population affected by celiac disease, and much more affected by gluten sensitivities, and over 70% of Middle Eastern consumers preferring non-GMO (genetically modified) products, Cruncho’s achievement directly addresses evolving market expectations.

“These verifications and certifications exemplify our commitment to advancing human health through rigorous, science-based standards,” said Jyoti Bhasin, Managing Director, NSF. “Cruncho’s leadership in pursuing third-party verification reflects a broader regional shift toward transparency and consumer trust. As the first Kuwait-based company to receive both NSF Gluten-Free certification and Non-GMO Project Verification, Cruncho is setting a new benchmark for food safety and quality in the region.”

**Cruncho’s** **Prolife** brand offers a diverse range of protein-infused snacks tailored to various dietary needs, including high-protein puffs, pea-based chips, collagen-infused puffs and vitamin-enriched options. With over 1,000 points of sale across Kuwait and the GCC, Cruncho is rapidly becoming a household name in clean-label snacking.

“Earning both Gluten-Free certification and Non-GMO Project verification marks a pivotal moment for Cruncho,” said **Mohammed Ali Khan**, Quality Assurance Officer, Cruncho. “Consumers today are more conscious than ever about what goes into their food, and this certification and verification reinforce our promise to deliver clean-label snacks they can trust. These milestones demonstrate our commitment to delivering snacks that are not only delicious but also responsibly sourced and transparently labeled. We’re grateful to NSF for their support throughout the verification and certification process.”

**NSF Gluten-Free Certification** aligns with the U.S. Food and Drug Administration’s Gluten-Free Labeling Final Rule, requiring certified products to contain less than 20 parts per million (ppm) of gluten. This certification ensures that products meet strict safety standards for individuals with celiac disease or gluten sensitivity.

**Non-GMO Project Verification** is the most prevalent and trusted third-party standard for GMO avoidance. The verification process includes a comprehensive review of ingredient sourcing, supply chain documentation and testing protocols.

“With these certifications, Cruncho can now proudly display both the **NSF Certified Gluten-Free mark** and the **Non-GMO Project Verified butterfly seal** on its Prolife products,” said **Sandy Talamonti**, Senior Manager of Food Product Claims, NSF. “These marks signal to consumers that the products meet the rigorous requirements of the standards.”

These certifications also support compliance with other major labeling requirements, including **Whole Foods Market’s GMO Labeling Policy** and the **USDA’s National Bioengineered Food Disclosure Standard**. To date, NSF has verified more than 12,000 products globally as non-GMO.

The Middle East food industry is undergoing a transformation, with increasing consumer awareness around food safety, ingredient sourcing and dietary needs. Third-party certifications and verifications like those from NSF are becoming essential tools for brands looking to build trust and differentiate themselves in a competitive market.

For more information about NSF’s certification and verification services,[**visit nsf.org**](http://www.nsf.org/)**.**

**--ENDS--**

**NSF**

[NSF](https://www.nsf.org/) is an independent, global services organization dedicated to improving human and planet health for more than 80 years by developing public health standards and providing world-class testing, inspection, certification, advisory services and digital solutions to the food, nutrition, water, life sciences and consumer goods industries. NSF serves 40,000 clients in 110 countries and is a World Health Organization (WHO) Collaborating Center on Food Safety, Water Quality and Medical Device Safety.

**About Profile from Cruncho**

Prolife is a groundbreaking protein-infused snack brand that is the first of its kind in Kuwait and the GCC (Gulf Cooperation Council). Prolife offers a diverse range of protein-infused snacks designed to cater to a variety of dietary preferences and nutritional needs. Our product lineup includes high-protein infused puffs, high-protein pea-based chips, and high-protein and collagen-infused puffs, each offering a unique snacking experience that combines taste, nutrition, and innovation.

**Supporting images**

Image 1: NSF awards Profile Team: Image from left to right: Amal, Product Development & Marketing Manager, Cruncho, Abdul Aziz al Saleh, Sales Director, Cruncho, Jyoti Bhasin, Managing Director, NSF, Ahmed Al Haidar, General Manager, Cruncho, Mohammed Ali Khan, QA & QC Head, Cruncho, Thomas Kalimuthu, QC Officer, Cruncho, Prathias John, Supply Chain Officer, Cruncho

Image 2: NSF awards Profile: Image from left to right: Jyoti Bhasin, Managing Director, NSF, Ahmed Al Haidar, General Manager, Cruncho