

PRESS RELEASE

FOR IMMEDIATE RELEASE

Pioneering British World Food brand launches at Australia's Fine

Food Show in Sydney 11th -14th September 2017

- Stand no -

This year's Fine Food Show in Sydney, Australia (11nd - 14th September) will see pioneering **new World Food Brand** from the UK launch to the food trade industry. Set to revolutionise the sector, the world cuisine inspired chilled ready meals & high protein wraps incorporate a balanced blend of spices and superfoods that are authentically crafted to inspire taste buds that love to travel. With a strong focus on nutrition & authentic flavour, the meals & wraps contain no added sugar, additives or preservatives.

The inspiration behind the brand: Co - founded by Lisa Sohanpal and Dr Imrat Sohanpal, the idea for Nom Noms World Food was borne out of three key desires:

1. To ensure their three young children were being fed healthy, nutritious meals filled with natural ingredients and void of sugar, additives, preservatives as well as low levels of salts
2. For their children to be culinary curious, and by that enjoy and appreciate the flavours of the world, including their Indian heritage
3. To ensure they were able to spend more time conversing with their family and friends rather than being stuck in the kitchen

Collection:

The Nom Noms World Food collection is comprised of Mega Nom Noms for adults (400g) and Mini nom noms (235g) for children. The ready meals are filled with fresh, natural ingredients and are simple to prepare, ready from just 2minutes in the microwave or 7 minutes in the oven. In essence, they are perfect for families who don't want to compromise on taste, quality or health.

The Mega Nom Noms collection features a two course meal (400g) which comprises of a main meal, appetiser and dip: **North Indian Chicken Biryani Tiffin, North Indian**

Spinach Butter Chicken Tiffin, Keralan Fish Curry Thali, Moroccan Veg Tagine meal and Malaysian Chicken Laksa meal.

The Mini nom noms collection is a single course meal (235g) and features: **North Indian Chicken Biryani, North Indian Spinach Butter Chicken, South Indian Keralan Fish Curry, Moroccan Veggie Tagine and Malaysian Chicken Laksa.**

All meals are nutritionally boosted with fruit, vegetables and/or pulses so that they carry high health credentials. Made with no added sugar, preservatives or additives and low in salt. Flavoured with unique spice blends authentic to the origin of each cuisine.

New Product development:

Nom Noms World Food will be launching a variety of 'Superfood Protein Multigrain Wraps' in the coming months. Inspired by flavours from around the world, the collection will include: Greek Falafel with Salsa, Korean Beef with roasted sunflower seeds, Mexican Chicken Fajita and Black Beans, Caribbean Jerk Chicken, Arabian Lamb Tagine with spiced baked pumpkin, Indian Lamb Tandoori with , American Smoked BBQ Beef and Boston Beans with roasted pumpkin and Indian Veg Kathi. Each Nom Noms wrap is boosted with superfoods and include unique spice blends authentic to the origin of the flavour.

Philanthropic goals:

Noms Noms World Food help feed hungry children around the world and have partnered with the Akshaya Patra Foundation UK to ensure that for every Nom Noms World Food meal purchased, another meal is given to a child at lunchtime at Brijapur Primary school in India which they sponsor. These meals help the children stay at school, gain an education and in turn, supports the fight against hunger & poverty on a long-term basis

Awards

Nom Noms has already won numerous awards across innovation, concept packaging, design, branding and entrepreneurship.

2017:

Junior Design Awards - Best Childrens' Food Brand - Gold Award.

2016:

Great British Entrepreneur Awards for Small Business Entrepreneur of the Year - Lisa Sohanpal

UK Packaging Design awards - Nom Noms World Food

The British Indian Awards for Entrepreneur of the Year - Lisa Sohanpal

Finalists for World Food Innovation Awards for Best New Packaging Design, Best Convenience Food Innovation, Best New Children's Food and Best New Brand/Business - Nom Noms World Food

2015:

Food and Drink Federation Award for Innovation of the year - Nom Noms World Food

International Food and Drink Awards for Best New Food Concept, Best New Children's Food, Best New Brand Of Business and World Food Innovation - Nom Noms World Food

Semi-finalists in the Virgin Pitch to Richard Branson competition - Nom Noms World Food

Finalists in the Virgin Foodpreneur competition - Lisa Sohanpal

Finalists in the Nectar Business awards for Innovation and Entrepreneurship - Lisa Sohanpal

Finalists in International Food and Drink Awards for Fresh Idea Award - Nom Noms World Food

2014:

Innovation Award for LUNCH - Nom Noms World Food

Exclusive Distribution partner for Australia

Nom Noms World Foods have partnered exclusively with Taj Foods Australia to launch the Nom Noms world Food collection to retailers, foodservice, airlines and independent sectors. The food to go convenience category is ripe for innovation and together we will launch this multiaward winning collection of tasty and nutritious prepared Meals & high protein wraps for adults & kids. All meals & wraps will be freshly made in Australia and can be supplied as Fresh Chilled or Frozen as the requirement may be.

About Taj Foods Australia

Established in Australia since the early 80's, Taj Foods is a family owned business & one of the largest importers of Premium Grade Basmati Rice from India & Pakistan.

Headquartered in Sydney, we distribute across all Australian states / territories servicing majority of Ethnic Stores, Food Service trade & Mainstream Supermarkets nationally. Taj Foods are approved Vendors to Costco, currently supplying TAJ Organic Basmati Rice.



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