

mega nom noms

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healthy world cuisine



Press release: Immediate

The world's first ready meal with authentic roasted spices: sprinkle, stir in, and season to your exact taste with the improved Mega nom noms two-course meal for grown-ups

Fish Thali – India

Keralan Fish Curry with Rainbow Rice, and a Veggie Bonda served with Apple and Mint Chutney



Lamb Tiffin – India

Jewelled Lamb Biryani, with a Pea and Paneer Tikki served with Mango Chutney



Chicken Laksa – Malaysia

Malysian Coconut Chicken with Rice Noodles, Tofu & Veggie Spring Roll served with a Plum and Garlic Dip



Veggie Tagine – Morocco

Fruity, Chickpea and Carrot Tagine with Coriander Cous Cous, Rghaif Moroccan Bread and a Roasted Red Pepper and Rose Harissa Dip



Chicken Tiffin – India

Butter Chicken Curry with Pilau Rice, with a Sweet Potato and Butternut Squash Tikki and served with Date and Tamarind Chutney



Multi award-winning food brand Nom noms has launched its improved Mega nom noms range for grown-ups, alongside the 250g Mini nom noms meals, to create a 'family category' of ready meals. Available at Ocado, Mega nom noms has 400g portions, new blended spice combinations and is packed with healthy ingredients.

The range of chilled adult ready meals comes in five different variants for you to heat and serve. Each one is a meal and contains two courses, inspired by authentic cuisines from around the world. The five meals include the Veggie Tagine from Morocco, the Chicken Laksa from Malaysia, the Fish Thali from Southern India and two Tiffins – Lamb and Chicken – from Northern India. Nom noms world food is the first food brand to create both a child and adult version of the same meal, to appeal to the whole family through its range.

“Our adult range is every bit as delicious as the children’s range. We have added new Masala and Spice mixes (from 5th November) to give them a real boost in flavour – you can add this to make your meal as spicy as you like. The ingredients are authentic, so after a busy day the whole family can enjoy a healthy alternative to other ready meals, with the taste of a home-cooked style. We use a bespoke and balanced blend of roasted spices, herbs and flowers to create each meal’s unique and authentic flavour,” said Lisa Sohanpal, founder and director of Nom noms.

The two-course meals include a main dish, side, and a dip or chutney. Dedicated to producing authentic and healthy meals without the nasties, Nom noms include hidden vegetables in the curry dishes, and no added salt or sugar. The Mega nom noms adult range also has the option to sprinkle and stir in a 1g roasted spice mix sachet, under the main meal, for that extra burst of flavour or spicy kick. Each meal has its own unique spice mix, expertly made from mum’s own recipe, to complement each distinctive meal.

With children’s meals, Mini nom noms for kids (250g serving), and the adult range, Mega nom noms for grown-ups (400g) it’s possible to have a Nom noms family dinner as a weekly treat! It’s convenient, healthy and everyone in the family can enjoy the meals – mix, dip, pour and sprinkle, and experience exciting taste combinations.
ENDS

Website: www.mininomnoms.com

For media enquires and high-res images contact **Kate Evans: pressoffice@mininomnoms.com**

The Mega nom noms range:

There are five meals with three compartments per pack, based on classic recipes from different parts of the world. The adult version of these meals is larger (400g) than the children’s meals (250g) and comes with a Masala mix to pour on or a Spice mix to sprinkle on and stir in, for an extra boost of flavour:

	Mega nom noms	Mini nom noms
Moroccan – Fruity Chickpea and Carrot	Veggie Tagine	Tiny Tagine
Malaysian – Coconut Chicken	Chicken Laksa	Little Laksa
North Indian – Jewelled Lamb Biryani	Lamb Tiffin	Tiny Tiffin
North Indian – Spinach Butter Chicken	Chicken Tiffin	Tiny Tiffin
South Indian – Keralan Fish Curry	Fish Thali	Tiny Thali

Winner of Multiple Awards

Best New Brand or Business, World Food innovation Awards

Best New Food Concept, World Food innovation Awards

Best New Children’s Food, World Food innovation Awards

Gold Award, lunch! Innovation Challenge Awards

Innovation Award, Food and Drink Federation Awards

Semi Finalist, Virgin Pitch to Rich

Fighting Against Hunger And For Education

Children in underprivileged parts of the world have to spend their days away from school simply to source food. Mini nom noms aims to fight the reasons for poverty at their root causes, so every child has a chance at an education and to have the food and energy to engage in school.

Mini nom noms sponsor an entire school’s midday meal service for children in Mathura, India, partnering with a charity that focuses on providing ‘unlimited food for education.’ Akshaya Patra Foundation cook and deliver daily nutritious meals to 1.5 million school children in India and their mission is to feed 5 million children per day by 2020. To date, Mini nom noms has sponsored more than 100,000 meals over the past year. By 2020 the aim is that Mini nom noms will sponsor 200,000 school meals per day. Buying a Mini or Mega nom noms meal means giving children who need a helping hand, an opportunity for a better future.

Launch Information

Mini and Mega nom noms meals will be sold through the following channels: Supermarkets, Retailers, Nurseries, Children’s Centres, Theme Parks, Entertainment Arenas, Airline, Food Service, Hotels & Resorts and direct to consumers at Festivals. The initial range is currently available exclusively through Ocado.

