



PRESS RELEASE FOR IMMEDIATE RELEASE

Broccoli Ice-cream Launched To Encourage The Fussiest Of Eaters To Eat Their Greens

Forward thinking and multi-award winning food company, Nom Noms World Food, offer consumers their latest creation- a non-melting broccoli ice-cream which offers nutrition in a tasty treat.

London, UK, Friday 1st April - There's nothing to be fooled about with the new family brand and ready meal company Nom Noms World Food, who offer honest food in exciting flavours to consumers looking for convenience without hidden nasties. To add to their existing collection of two-course meals for kids and grown-ups. Nom Noms World Food are introducing their newest creation to the market- Nom Noms Broccoli Nicecream- a healthy eating green ice cream that conveniently doesn't melt. The innovative company are hoping to appeal to anyone who is excited by new concepts to the culinary world, as well as people seeking a healthy, balanced diet. The Nicecream might even give parents a way of offering their children 'greens,' without instant rejection! How many children don't like ice-cream? Especially if it's green!

Over the past year, company directors at Nom Noms have been astounded by the popularity of their World Food range and have attributed their success to the fact that they have found a niche in the market for simple, healthy and authentic world cuisines, with no added salt, sugar and preservatives. They have also been the first company to produce adult and child dishes which mirror one another. This has allowed parents to eat the same dishes as their children, without slaving away in the kitchen for hours.

Both the Mini Nom Noms and Mega Nom Noms ranges include an eclectic mix of tasty dishes from around the world, including Malaysian Chicken Laksa, Southern Indian Fish Thali, Moroccan Veggie Tagine and two different North India Tiffin dishes - Spinach Butter Chicken and Jewelled Lamb Biryani. Excitingly, dishes also come with a tasty appetiser and chutney/sauce. Mega Nom Noms for grown-ups have extra spice sachets included under the main meal tray so consumers can control their own level of heat. This adds to the authenticity of the food and takes it miles away from your traditional microwave ready meal.



About Nom Noms World Food

Nom Noms World Food is an exciting new brand which predominantly produces healthy and tasty ready meals full of flavour inspired by exotic locations around the world. They stand out from all other ready meal brands because they're the first to produce a children's and adults' range which contain the same dishes, meaning that families can enjoy the same meals, without compromising on taste as well as ensuring that their children get all of the essential nutrients they need from a balanced meal. The Nom Noms brand has already won multiple awards in celebration of their innovative ideas, as well as their passion for providing healthy foods to families whilst enlightening them further on culture, cuisine and charity.

Winner of Multiple Awards

Winner - Innovation, Food and Drink Federation Awards (2015)
Winner - Best New Brand or Business, World Food innovation Awards (2015)
Winner - Best New Food Concept, World Food innovation Awards (2015)
Winner - Best New Children's Food, World Food innovation Awards (2015)
Winner - Gold Award, lunch! Innovation Challenge Awards (2014)
Finalist - Virgin Foodpreneur (2015)
Semi Finalist - Virgin Pitch to Richard Branson competition (2015)
Finalist - Fresh ideas, World Food Innovation Awards (2015)
Finalist - Best New Children's Food Brand, World Food Innovation Awards (2016)
Finalist - Best New Convenience Food - World Food Innovation Awards (2016)
Finalist - Best new Packaging design - World Food Innovation Awards (2016)
Finalist - Best New Brand or Business - World Food Innovation Awards (2016)

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. Nom Noms World Food 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.

Nom Noms World Food 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, Nom Noms World Food has sponsored more than 100,000 meals over the past 18 months. By 2020 the aim is that Nom Noms World Food will sponsor 200,000 school meals per day. Buying a Nom Noms meal means giving children who need a helping hand, an opportunity for a better future.

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