

Amazing foods that nurture Body, Mind and Spirit

Food and Drink Matters is proud to present NUA Naturals as its selected Health Foods Company of the Month.

NUA Naturals is an Irish health food company that produces and supplies raw, organic health and superfoods across the globe. The business was founded in 2010 under the name 'Ireland's Raw Kitchen' by a group of friends in Galway, Ireland, when the owners spotted a gap in the market for an organic food business that offered top quality products at a good price.

Jumping straight into this gap, NUA offers quality products that are excellent value. The superfood company has since grown from its days of selling out of a one-man office to become a successful business that is making waves in the natural food industry. Coinciding with an image makeover, NUA Naturals has recently entered international markets, including the UK.

Niall Fennell, Global Sales Manager at NUA Naturals, commented: "NUA Naturals is an Irish health food business situated at the cutting edge of the rapidly growing global trends of health and wellness such as 'Raw

foods', 'Gluten free', and 'Vegan'. We sell a wide selection of superfoods from all around the world, everything from Goji berries, Cacao nibs, and Vanilla, to handmade hot chocolates and Supergreens blended with probiotics. All of our products are ethically sourced, fairly traded and organic.

"The vast size and broadness of the product range is something that really appeals to our customers, who can include anyone from those just looking to try something new to seasoned health store customers, of course, all of those 100% raw foodies too! NUA's products sell to a range of people from young athletes to older generations seeking natural remedies and great-tasting foods."

One of NUA Natural's biggest achievements is in



promoting the health message in a different way to reduce the pressure people feel every day to eat perfect.

Niall explained: "Experience has taught us that by making small changes to our daily routine we can quickly create healthy new habits. This is why we live by the message, 'ONE Change, BIG Difference'. We encourage our customers to introduce one product or change to their diets to see what difference it makes to them. We don't want new consumers to overpower their body, but rather take things slow and notice a real difference.

"In essence, we are attempting to make the introduction into the world of health food – a world that can often be seen as stuffy or overly serious – more bitesize and simple for people to understand, so that they feel welcome and comfortable in the health world. This is perhaps best accentuated by our recent image makeover which has transformed all of our packaging to be more bright, colourful and inviting."

Earlier in 2014, NUA Naturals burst onto the UK health food scene with its refreshing range of organic, vegan, super foods. Products available in the range include:

- Superfoods – Maca powder, Lucuma, Cacao Nibs, MSM etc
- Greens – Spirulina, Chlorella, Wheatgrass and Barleygrass
- Probiotics – Spirulina, Chlorella, Wheatgrass and Barleygrass; all hand-blended with added probiotics
- Chocolate Berry – Inca Berries, Goji Berries, Mulberries, Figs etc. (end of the 2014)
- Snackables – Bee Pollen, Goji Berries, White Mulberries, etc
- Hot Chocolate – Chilli Bend, Euphoria Blend and Aphrodisia Blend.

Continually embracing innovation, NUA Naturals is set to add a host of new exciting products in the future months to its already impressive 40+ range that recently hit the UK market, including its own brand of chocolate. NUA Naturals is also in the process of updating its website, which it hopes to have live by the end of the year.

NUA Naturals is always keen to support independent stores and welcomes enquiries from retailers for any of its extensive range. Niall explained: "We provide in-store demonstrations and staff training when possible to assist in getting the NUA range out there with consumers and working hard for you."

"With such a large range of products available, NUA Naturals on the shelves is a sure way to increase consumer numbers into your store."

Retailers interested in finding out more can contact Niall;
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