

Press Release

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WINNERS OF SCCUL AWARDS MAKING WAVES IN HEALTH INDUSTRY

NUA Naturals is set to take the natural health industry by storm this year with the launch of its new artisan superfood produce throughout Ireland. The health food company based in Westside, stepped away with the top prize of €10,000 case in this year's SCCUL Enterprise Awards thanks to their innovative products and major growth plans for the next few years.

Formally known as Ireland's Raw Kitchen, the company produce and supply raw and organic products sourced from around the world. The company was originally founded in 2011 by a group of friends to strived to make nutritious, raw, gluten free foods readily available to the Irish market. The owner's first success in the health food industry came from importing Maca powder and White Mulberries. This inspired them to find and import other previously obscure superfoods that are now bursting onto the health food scene due to their amazing nutrition benefits including: Chia seeds, Acai, Golden berries, and Goji berries to name but a few.

Many of the company's superfoods can be enjoyed right out of the bag as a snack such as cacao nibs and bee pollen, the culinary use of others is less obvious. Part of the NUA Naturals mission is to provide education on superfoods to consumers and promote the convenience of using them. They make it easy for people to add superfoods to their diet and lifestyle routine by offering valuable information, tips and recipes online and in-store.

The company has now grown to become one of Ireland's top Artisan health food producers and wholesalers, and are set to become a leading producer of organic products across Europe. The brand's colourful array of Superfood Hot Chocolates, Matcha Lattes, Cacao, Acai, and Chia seeds, are only a few of the 50 plus product range that is readily available in all good health stores and online at www.nuanaturals. Since the companies rebrand in 2014, the brand has continued to grow and lead the health food industry in Ireland and beyond.

The company's philosophy is simple, 'ONE Change, BIG Difference'. NUA Naturals encourage consumers to remove the stress making huge changes immediately and instead recommend making just one change and be proud of that. Make this change part of your life, and then try one more change. Progressing this way yields significant lasting changes. NUA Naturals produce natural and tasty products to help you make the small changes that make a big difference to your lasting health. This pure and simple philosophy is demonstrated by the clean and streamlined appearance of their packaging.

Sales manager, Niall Fennell is delighted with the company's win in this year's SCCUL Awards, "We are over the moon with the win. We have entered the SCCUL Awards for a number of years and with each year we have gained more knowledge, received invaluable advice and experience which has been hugely beneficial to our growth. Entering the SCCUL Awards has allowed us to take a step back and really look at our business. We will invest our award back into our business to help us take our business to the next level".

NUA Naturals are now aiming to become a major player in the European markets with entry into the UK, Germany and Scandinavia. There is a big demand for premium produce that is organic, gluten free and from a reputable source, and NUA Naturals brand delivers just that. The SCCUL prize fund will go

a long way for research into new markets for the company. The prize money will also help with the launch of a host of new products that NUA Naturals are unveiling in 2015 such as there Matcha Lattes and Clean Protein Range.

You are sure to spot the brands' energetic packaging jumping off the shelves in a health store near you very soon. Can't wait that long? Check out www.nuanaturals.com and order your products online today.

For more information on NUA Naturals, log on to www.nuanaturals.com, check them out of Facebook at www.facebook.com/nuanaturals or call 00353 91518107.

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