Barenaked Foods is Back on the BBC!

Friday 12 June, 2020

The **BBC** is running a new weekly series entitled "**Dragons' Den Best Ever Pitches**" which is narrated by **Joe Lycett** and takes viewers on a journey through the most memorable and jaw-dropping pitches of the last 17 series.

Barenaked Foods is delighted to be featured on the show and **Managing Director Ross Mendham** can be seen making his emotionally charged pitch to the famous Dragons on **BBC Two** on **Sunday 28th June** 2020 (the last of six episodes in the series).

Ross first appeared on **Dragon's Den** in **August 2013**, when he pitched his business idea for a low-carb, versatile alternative to traditional pasta to Peter Jones, Duncan Bannatyne, Kelly Hoppen, Deborah Meaden and Piers Linney. Ross' flagship "**Barenaked Noodles**" are made using the Asian-grown konjac plant - a 'miracle plant' which is low in carbohydrates, sugar and calories. The noodles are also naturally gluten free, dairy free and suitable for vegetarians and vegans. Ross had already started selling his revolutionary product online and was packing and posting around 200 packets per week from his home but now he was looking for professional guidance and financial investment to help his new venture fly.

Ross' pitch to the team of millionaire investors was an honest, emotional one and in response to his appearance on the show, he received hundreds of messages from viewers across the world, who watched and identified with his life experiences.

Ross says: "*Since I first featured on Dragons' Den it's been an emotional roller-coaster and as with any business, it's been challenging to get to the top. Even when you get investment, success is not guaranteed. But with the hard work and determination that I showed in the Den and together with Peter Jones' team, we have managed to take Barenaked Foods to where it is today. I said world domination and I won't stop until my products are sold worldwide! It's been a life changing experience and I'm grateful for the opportunity the BBC and producers of the show gave me. It changed my life.*"

Tune in to the new show to see what happened! **Dragons' Den Best Ever Pitches, BBC Two, 8pm, Sunday 28th June 2020 (also available on BBC iPlayer).**

Media:



















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