Barenaked Foods launch new Rice product

Wednesday 4 June, 2014

Dragons' Den success story, Barenaked Foods has launched a new Rice product to add to their range of low carb, gluten free foods suitable for weight management, coeliacs and vegetarians.

Containing only 16 calories per 100g, Barenaked Rice, follows in the footsteps of the original Barenaked Noodles and Barenaked Protein Noodles and are made using the Asian-grown Konjac plant; a miracle plant low in carbohydrates, sugar and calories. The new Barenaked Rice can be used as a replacement in meals for ordinary rice.

Ross Mendham, Managing Director at Barenaked Foods, says : "We have introduced the Barenaked Rice product due to popular demand from our customers who love using Barenaked noodles as a carbohydrate replacement. Perfectly suited for those who cannot tolerate gluten or those looking to manage their weight, the new Barenaked Rice is great for curries and oriental dishes".

The new Barenaked Rice also coincides with the new range of product packaging introduced by the company.
Ross says, "We always listen to feedback from our customers and, as a result, all our products are now available in handy resealable stand up pouches, allowing for easier storage for consumers and clearer shelf display for our retailers customers."

Barenaked Rice is available online at the Barenaked Foods website.

For more information and tasty recipe ideas for Bare Naked Noodles and Rice, visit the website at Barenaked Foods

Notes to Editors

• Barenaked Noodles, Barenaked Protein Noodles and Barenaked Rice retail at £2.99 per 380g
• Barenaked Noodles are available to buy in Holland & Barrett stores nationwide, and at Barenaked Foods
• Nutritional information for Barenaked Noodles and Rice (per 100g noodles/rice) – energy: 8kcal, protein: 0.3g, fat: 0.1g, carbs: 0.1g, fibre: 3.4g
• Nutritional Information for Barenaked Protein Noodles (per 100g noodles) – energy: 18kcal, protein: 2.7g, fat: 0.1g, carbs: 0.1g, fibre: 3.4g
• Follow Barenaked Foods on Twitter @barenakedfoods

For samples of Barenaked Noodles or Rice or more information, please contact Jo Evans for Barenaked Foods on 0845 519 5565 or jo.evans@emeraldfrog.co.uk

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