

Barenaked Foods sign major Morrisons deal

Thursday 21 August, 2014

Dragons' Den winner, **Barenaked Foods**, has signed a deal with leading supermarket chain, **Morrisons**, to sell their range of low carb, gluten-free products.

Barenaked Noodles shot to popularity following a dramatic pitch on the BBC show "Dragons' Den" from Barenaked Foods' Managing Director that secured a £60,000 investment from entrepreneur **Peter Jones** as business partner.

Barenaked Noodles are made using the Asian-grown Konjac plant; a miracle plant low in carbohydrates, sugar and calories. Containing only 8 calories per 100g, they can be used as a replacement in meals for carbohydrates such as pasta and noodles.

Landing a major supermarket deal has been the goal of Barenaked Food's Managing Director, Ross Mendham since he first developed the product in 2011 whilst looking for an answer to his own weight loss and dietary needs.

Ross said, "We are delighted that Morrisons are stocking our original low carb, gluten free noodles on their "International Foods" aisles. Barenaked Noodles are fantastic for those looking to manage their weight, consumers with restricted diets, such as coeliacs and diabetics, or people simply looking for a tasty alternative to heavier pasta or noodles."

Andrew Thomas, Grocery Buyer at Morrisons said, "Barenaked Noodles help our customers lead healthier lifestyles, whilst also giving them a great tasting alternative to pasta and noodles. Ross' product rightly impressed the Dragons on Dragons' Den and our customers can now benefit from buying the popular Barenaked Foods original noodles from nearly 400 Morrison's supermarkets nationwide".

The Barenaked Foods range has now grown to include Protein and Rice versions of the product, available via the Barenaked Foods website.

For more information and tasty recipe ideas for Barenaked Noodles, visit www.barenakedfoods.co.uk

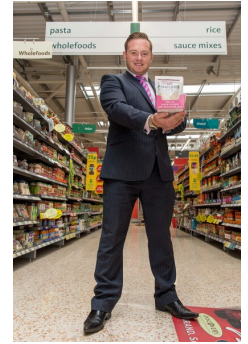
You can see Ross' appearance on Dragons' Den again: 8.00pm, 31st August, BBC2

Notes to Editors

- **Barenaked Noodles** are available to buy in Morrisons stores nationwide retail at £1.99 per 250g, and at <http://barenakedfood.co.uk>
- 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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