Barenaked Foods Success Continues

Tuesday 8 October, 2019

Now recognised across the UK and beyond as a **BBC Dragons' Den** success story, **Barenaked Foods** began life on a more modest scale. Owned and developed by Ross Mendham, the business started life from a small house in Norfolk, where around 200 packets of konjac noodles were personally packed and posted by Ross and his wife Kelly. 7 years later, Barenaked Foods are now available to buy in **Tesco, Waitrose, Morrisons and Sainsbury's**, as well as online retailers **Ocado** and **Amazon UK**. The Barenaked Foods brand can also be found in retailers across **Ireland, Australia** and the **Middle East** while overall distribution has now increased from 200 to 50,000 packets of pasta per week.

Barenaked Foods is also experiencing an increase in popularity on **social media**, especially on the worldwide photo and video sharing network, **Instagram**. The brand's audience has developed alongside current trends for healthy eating, **plant based** or meat free meals and a greater awareness of **gluten free** diets, which are essential for those living with autoimmune disorders, including coeliac disease.

Barenaked Noodles and Rice have also caught the attention of celebrities and **influencers**, who enjoy them as part of a balanced/restricted diet or to aid their weight management plans. Current social media influencers who are fans of the Barenaked Foods brand include Bella Penfold (*@bellapenfoldofficial*), Ricky Knight Junior (*@ricky_knightjr*), Christine Fox Fitness (*@fanny_foc_meh*), LC Fit (*@louiseec*), Emily Eubank (*@emilyeubank*), Bobby Holland Hanton (*@bobbydazler84*) and Calum Best (*@calumbest*). The Barenaked Foods fan list also boasts a major Hollywood movie star....

Within Ross' home county of Norfolk, **Barenaked Foods** are a key element of nutritional meal preparation for members of the Knight family, who are professional wrestlers. The movie **'Fighting with my Family'** tells the story of family member Paige's journey to becoming an **WWE** star. Featuring **Dwayne 'The Rock' Johnson**, the film was directed by Stephen Merchant and premiered at the **Sundance Film Festival** in 2019.

Barenaked Foods is proud to sponsor professional wrestler and current **WAW UK World Champion**, Ricky Knight Junior (son of Roy Knight and grandson of Ricky Knight Senior, both former Pro Wrestling champions). Earlier this year, Ross invited Ricky Knight Junior over to Barenaked Foods HQ for a chat and to do some cooking. To find out what happened, look out for a fascinating new **BBC** documentary coming up in 2020.

Barenaked Noodles and Rice are made using the Asian-grown **konjac** plant; a miracle plant low in carbohydrates, sugar and calories. With a new product in development and launching soon, Ross is looking forward to another successful year.

He says: "*I'm*

Media:







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Related Keywords:

Barenaked Foods :: Konjac :: Noodles :: Rice :: Gluten Free :: Plant Based :: Vegan :: Vegetarian :: Healthy Eating :: Low Carb :: Low Fat :: Sugar Free :: Dairy Free :: Halal ::

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extremely proud of where Barenaked Foods is in the marketplace. BNF has established itself as a big player in our category. it's not been easy though. I didn't realise the industry I was getting into was going to be so hard to crack but my determination & passion together with the mentoring from Peter Jones' team and support from fellow director and father in law Barry Gilham, enabled me to take BNF to where it is now. I'm extremely excited for the future and what other products we will be able to offer our consumers. I said world domination when I got out of the den & that's exactly what I want for my brand"

Barenaked
Noodles are available
at Sainsbury's, Tesco, Morrisons, Waitrose, Ocado, Amazon UK and CLF Distribution (trade only)

Barenaked
Protein Noodles
are available at Sainsbury's, Tesco and CLF Distribution (trade only)

Barenaked
Rice is
available at Sainsbury's, Morrisons, Waitrose, Ocado and Amazon UK.

Notes to Editors:

Barenaked Noodles, Rice and Protein Noodles all retail at £2.00 for 250g

Nutritional Information for Barenaked Noodles (per 100g drained product): Energy 12kcal, Protein 0.3g, Fat 0.1g, Carbohydrate 0.9g, Sugars 0.1g, Dietary Fibre 3.4g, Salt 0.02g

Nutritional Information for Barenaked Rice (per 100g drained product): Energy 12kcal, Protein 0.3g, Fat 0.1g, Carbohydrate 0.9g, Sugars 0.1, Dietary Fibre 3.4g, Salt 0.02g

Nutritional Information for Barenaked Protein Noodles (per 100g drained product): Energy 18kcal, Protein 2.7g, Fat: 0.1g, Carbohydrate 0.1g, Fibre 3.4g, Salt 0.02g, Sugars 0.1g

Follow Barenaked Foods on **Twitter** @barenakedfoods and on **Instagram** at @barenakedfoodsofficial

All Barenaked Foods products are approved by the **Vegetarian Society** and the **Vegan Society**

For samples of Barenaked Noodles, Rice or for more information please email hello@barenakedfood.co.uk

Company Contact:

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Barenakedfoods

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