Dragons' Den winner crying tears of joy

Wednesday 15 January, 2014

After an emotional pitch on the last television series of Dragons' Den, Ross Mendham, Managing Director of Bare Naked Foods, has become a father for the first time following years of miscarriage heartache.

On the hit BBC show, entrepreneur Ross pitched his innovative gluten free, low carb noodle product and was subjected to a tough time from Dragons Peter Jones, Duncan Bannatyne, Kelly Hoppen, Deborah Meaden and Piers Linney. As the pressure piled on, and Ross knew it was his one big chance to secure investment, he lost his composure and broke down when asked about his wife, whom Ross revealed had just suffered her third miscarriage. In front of the cameras, Ross left the set, composed himself and turned the pitch around to secure substantial investment from Peter Jones as business partner who was very impressed with the Bare Naked brand and product.

Since the show, the business has achieved huge success with Bare Naked products available from health food chain Holland and Barrett and soon Boots' stores nationwide. The gluten free, low carbohydrate noodles have also attracted celebrity fans looking to keep in shape. But, the icing on the cake over the last amazing twelve months, for both Ross and his wife Kelly, was becoming parents for the first time following the birth of their healthy baby boy Oliver-Jude in January 2014.

Ross said, "Kelly and I are absolutely overjoyed at becoming parents following a series of miscarriages that left us feeling devastated. The Dragons' Den experience was intense and I didn't want to let Kelly down as she'd been through so much and supported me every step of the way with my new start-up business venture. It's been amazing to not only grow the business, but to now have the opportunity to see my family grow too".

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

Notes to Editors

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

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

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