Sainsbury's Success for Barenaked Foods

Friday 27 November, 2015

Low carb, gluten-free pasta specialists Barenaked Foods have now signed a deal with Sainsbury's to sell their unique range of noodles.

Barenaked Noodles shot to popularity in 2013 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** root; 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 spaghetti.

Now landing his **third** major supermarket deal, Managing Director Ross Mendham first developed the product in 2011 whilst looking for an answer to his own weight loss and dietary needs.

Ross said, "*We're delighted that Sainsbury's are stocking our original low carb, gluten free noodles. We're enormously proud to be able to supply our foods to a wide range of consumers because they're suitable for so many people – and that includes those on restricted diets, with health issues, have fitness and training demands or are just looking to balance their meals."*

Sainsbury's buyer Lucy McCarthy said *"We recognise the increasing demand for low carb, gluten-free alternatives to popular products and are always looking for ways to offer our customers interesting new products, so we're excited to introduce Barenaked Noodles into the Sainsbury's Oriental range"*

Barenaked Noodles will be on sale in 380 Sainsbury's stores from Wednesday 18th November 2015. For more information and tasty recipe ideas for Barenaked Noodles, visit the website at www.barenakedfoods.co.uk

Notes to Editors

- **Barenaked Noodles** retail at £2 per 250g
- **Barenaked Noodles** are also available to buy at http://barenakedfoods.co.uk
- **Nutritional information** for Barenaked Noodles (per 100g noodles) – energy: 8kcal, protein: 0.3g, fat: 0.1g, carbs: 0.1g, fibre: 3.4g
- Follow **Barenaked Foods** on Twitter @barenakedfoods

For samples of **Barenaked Noodles** or more information, please contact Enigmedia Marketing by emailing sonia@enigmediamarketing.com

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