

LESS SUGAR, MORE FLAVOUR!

Nibble launches its delicious, high protein, lower sugar snack, receiving a food innovation award in the process!

After over a year of product development, new start-up, Nibble Group Ltd, has launched its innovative, lower sugar, bite-sized protein snack, with its first listing, [Ocado](#). Nibble Protein Bites officially launched at lunch! show on 21 September, where it received a Bronze Innovation Challenge 2017 award, which recognises the most innovative products in the food-to-go sector.



Nibble Protein Bites tick all the nutritional boxes--and more! These all-natural, high protein, fibre-rich, low Glycemic Index bites are a force to be reckoned with. Their delicious, premium flavours taste unlike anything else in the snack bar category, and on average they have half the sugar of most high protein bars and date balls. Yes, HALF! Add to that, they are dairy free, gluten free, and vegan. But there's no compromise on flavour. These little gems taste more like yummy mini-biscuits with flavours like LEMON with coconut, CHOC CHIP COOKIE with 72% dark chocolate, SOUR CHERRY with a hint of orange, and MOCHA with cacao nibs (for a real coffee caffeine hit).

Nibble Protein Bites taste so different, because the core ingredients ARE different. There are no sweet, sticky dates or high GI brown rice syrup in these bites. Instead, Nibble uses deliciously delicate, low GI dried plum purée as a base. Without the strong taste of dates to complete with, Nibble's flavours really pop. And dried plums not only make the perfect low-sugar, high-fibre backdrop, they're nutritional powerhouses as well. They're the original superfood— ranked #1 in antioxidant power.

Made with allergen-free pea protein, Nibble Protein Bites have been produced without nuts. Instead they're made with a blend of toasted pumpkin and sunflower seeds as well as crunchy protein crisps. This creates a super healthy, diverse texture that not only tastes great, but also contributes to feelings of satiety. The high protein, fibre-rich recipe is also filling so the bites come in a resealable bag, specifically designed for nibbling.

Nibble has been carefully crafted with the finest low GI ingredients, like coconut nectar, to provide sustained energy ([watch the Nibble GI video](#)). Without the inevitable sugar crash that comes from high GI ingredients, you stay fuller longer. And on average an entire bag of Nibble contains less than 6.5 grams of sugar!

Nibble was essentially founded out of necessity, by former photographic agency owner and advertising art director, Erin Moroney. Erin, a keen runner, was a classic (delinquent) former-veggie with a diet rich in vegetables but light on protein. She was constantly tired, her blood sugar levels were all over the place, and her hair and nails were breaking—a lot. When she started training for the marathon, she took a long, hard look at her diet and discovered she was protein deficient—and had a lot of the classic symptoms.

All the protein bars and balls Erin found were chock full of sugar, and high GI sugars at that. So she decided to make her own ideal high protein snack: one with minimal sugar, bite-sized (to nibble en-route to meetings), all-natural, in a resealable bag (no more handbag crumbs), and low GI. Classically, this first-time foodie went for a combination of some of the most challenging food science and manufacturing elements in one product ([see the tricky technical bits](#)). In fact, almost of the manufacturers Erin approached said it would be impossible. But after a year of gruelling development work (and a lucky introduction to a superstar Californian food scientist, Sangeeta Patel), Nibble was cracked!

Gudrun Jonsson, renowned digestion guru and author of the best-seller, Gut Reaction, helped to inspire Nibble's low GI creds. Gudrun, whose enviable client-base includes some of the biggest names in fashion and entertainment, is a huge fan: "It's a surprisingly wonderful snack that truly balances blood sugar and energy levels. They taste great and I always have them on hand for clients when they need a little lift. And of course I love nibbling on them too!"

Nibble Protein Bites are nutritious, with less sugar and more yummy flavours. Perfect for healthy eating on the go.

Nibble Protein Bites are now available from nibbleprotein.com and ocado.com (RRP £2.39).

