

## Press Release

July 2018

HEALTHY NEVER TASTED SO  
**NAUGHTY!**

YES,  
REALLY!  
JUST **1g** OF SUGAR PER BITE!

### Nibble launches its yummy, innovative lower sugar protein brownies!

Hot on the heels of bringing award-winning Nibble Protein Bites to market, Nibble Group Ltd launches its new delicious, lower sugar protein brownie range.

The original range officially launched in September 2017, with a listing on Ocado. The premium, lower sugar, bite-sized protein snack won a Bronze Innovation Challenge Award, which recognises the most innovative products in the food-to-go sector. It was also shortlisted for two Free From Food Awards for its tasty, unique lower sugar recipe.

Like the original range, all-natural Nibble Brownie Bites have an innovative low Glycemic Index, lower sugar formulation ([watch the GI video](#)). Made with low GI antioxidant-powerhouse dried plum purée, these little gems are packed with yummy goodness. Nutrient-rich dried plums are the original superfood. They're ranked #1 in antioxidant power, they're full of fibre, and they're 40% lower in sugar than dates.

Each Nibble Brownie Bite amazingly contains just 1g of sugar. They're a source of protein and fibre, but don't worry—they taste **ALL BROWNIE!** These date-free beauties are also gluten free and vegan. With flavours like CHOC ORANGE BROWNIE with 72% dark chocolate chips, MINT CHOC BROWNIE with cacao nibs, and CHOC WALNUT BROWNIE with walnut pieces, these appeal to healthy and non-healthy eaters alike!

Nibble founder, Erin Moroney, created the original range when she discovered she was protein deficient in the run-up to training for the marathon. But the brownies were totally inspired by the Erin's 12 year-old American niece, Julianna. Julie is a notoriously fussy eater who rarely ate any protein (but loved brownies). To help boost her niece's protein intake (and lower her sugar consumption!), Erin set out on a mission to develop a brownie recipe that passed the Julie-test (ie. it couldn't look too healthy otherwise she wouldn't even try it!). Erin's older nephew, Austin, is a chocoholic (and already a Nibble Protein addict) so he'd love these too. Roughly based on the original recipe, these bites would only include "**brownie-stuff**" (no seeds or healthy looking bits)—with some sneaky protein snuck in. And the brownies proved so popular, they sparked a whole range (with a note to Austin & Julie on the back of every pack)!

You'd never know these little chocolatey wonders are 20% antioxidant-rich dried plum purée and 18% plant protein. They just taste like decadent mini brownies! Packaged in a cute little single serving 24g pack, each bag is under 100 calories with just 4g of sugar. Perfect for when you need that little post-meal chocolate fix. Or anytime really!

**NIBBLE BROWNIE BITES (RRP £1.49)**

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Available from Nibble Protein, Ocado (from 27 July), Harvey Nichols, Amazon, Fenwick's Bodyism Café, and other fine independent retailers and gyms.