

VARIETY CATHERINE AWARDS 2018

Nibble founder, Erin Moroney, named as shortlisted nominee for a Variety Catherine Rising Star Award!

Founded in 2016 by Variety (the children's charity), the [VARIETY CATHERINE AWARDS](#) recognises the contributions of women in business and philanthropy. The Rising Star Award honours women who are making a difference in their chosen field and are "women to watch" for the future. The judges include Paula Radcliffe MBE, Kanya King MBE (founder of the MOBOs), Lisa Francis (CEO Barclays Private Bank), and Lesley Batchelor OBE (Director General, Institute of Export and International Trade).

With awards across a range of sectors (including finance & banking, professional services, creative industries, science & tech, and retail/fashion), Erin is the only nominee from the food industry. This year's nominees include Dame Natalie Sara Massenet, founder and former CEO of Net-A-Porter (Retail and Fashion Award); Charlotte Tilbury MBE, creative director of her eponymous beauty and skincare brand (Retail and Fashion Award), Anne Boden OBE, CEO of Starling Bank (Finance and Banking Award) and Joy Haizelden, team GB Paralympian (Sports Industry Award) amongst many others (see full list [HERE](#)).

Erin came to the world of FMCG two years ago, after a long career in the creative industry. She ran a leading photographic agency for almost 16 years, then she spent a few years working as an art director and producer for an award-winning creative agency, producing ads for clients like the BBC. It was during her time in the BBC offices, that Erin came up with the concept for Nibble. She was marathon training and discovered she was protein deficient. With little time to eat during the day, she was desperate to find a yummy, all-natural, lower sugar, high protein snack-- preferably a bite-sized option so she could nibble enroute to meetings!

Spotting a gap in the market, Erin decided to develop and launch her own ideal snack. Without any experience or contacts within the food industry, she navigated the complexities of developing, manufacturing and retailing a health food product. She created her own innovative recipe, cracking complex food science to make it shelf stable (every manufacturer she approached told her what she wanted to achieve was impossible). Erin went against the grain with everything from ingredients (using antioxidant-powerhouse dried plum purée instead of ubiquitous dates), to the size and shape of the bites, to the packaging. Nibble Protein is now known for its delicious protein snacks with 50-75% less sugar than the competition.

In September 2017, Nibble Protein Bites launched with its first retailer, Ocado. The same month, the premium, lower sugar, bite-sized snack also won a Bronze Innovation Challenge Award, which recognises the most innovative products in the food-to-go sector. Nibble was also shortlisted for two Free From Food Awards (including the Innovation Award) for its tasty, unique lower sugar recipe. Stockists now include Ocado, Harvey Nichols, Harrods Pharmacy, As Nature Intended, and Revital. Nibble is launching in Whole Foods in November.

Erin comments, "I'm really honoured to be shortlisted for the Rising Star Award (especially at my age!). It was really daunting to totally change industries and job path so far into my career. It's been a huge challenge but it's definitely been worth it!"

Editor's notes:

In June 2018, Nibble was selected as one of 10 food start-ups in all of Europe to participate in [PEPSICO'S NUTRITION GREENHOUSE PROGRAMME](#). Nibble also just launched a delicious new lower sugar [NIBBLE BROWNIE BITES](#) range.

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