



NIBBLE PROTEIN WINS PULLMAN HOTELS INAUGURAL HEALTH TO WEALTH INITIATIVE

On 13th of June, Pullman Hotels & Resorts launched “Health to Wealth”, its new wellness entrepreneurship-focused initiative, in association with Healthista. With a Dragons’ Den-inspired pitch, six wellness brands presented their business ideas to a panel of leading industry experts including BBC Dragon Touker Suleyman. **NIBBLE PROTEIN** was chosen as the winner, voted on by both the panel and the 150-strong audience.

Nibble Protein is an award-winning, innovative lower sugar protein snack brand. Made with dried plum purée instead of dates, Nibble typically contains on average 45% less sugar than most other leading snack brands. Nibble Protein’s stockists includes Ocado, Whole Foods, Harvey Nichols, and its new lower sugar brownies are launching in selected Sainsbury’s on the 23rd of June.

The Health to Wealth expert panel unanimously chose Nibble Protein as the winner. In addition to Touker Suleyman, the panel included, Anni Hood, Well Intelligence Co-Founder, Anjhe Mules, Founder of high performance activewear brand Lucas Hugh, Ashley Verma, Founder of DEFINE barre fitness studio, Jeremy Carson, Founder of FitKit body care, and Emlyn Brown, VP of Well-Being Luxury & Premium Brands at Accor.

At the event, each start-up was given 4 minutes to pitch their product, with a further 4 minutes of questions from the panel. In addition to Nibble Protein, the diverse wellness brands included “gym in a box” W8GYM, epigenetic testing company, Chronomics, personal training app, Auro, Wellbeing tech, Metaphysiks, and veg snack brand, Satisfied Snacks.

As the winner of “Health to Wealth”, Nibble Protein receives a 3-day trip to Accor’s HQ in Paris, for an intensive incubation with the business development experts. Erin Moroney, the Founder of Nibble Protein, who pitched on the night says “We were incredibly excited to get such great feedback from the panel and we’re really looking forward to our incubation with Accor. It would be great to get Nibble in the hands of more travellers!”

Nibble is available from Ocado, Whole Foods, Harvey Nichols and other fine independent retailers and gyms. Nibble Brownie Bites are launching in selected Sainsbury’s from 23 June: RRP £1.49 (24g)!



HARVEY NICHOLS

Available at
Sainsbury’s

Editor’s notes:

NIBBLE PROTEIN

Nibble launched its original Nibble Protein Bites range in September 2017, with a listing on Ocado. That same month, 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. 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** because of the product quality, brand positioning, innovative approach within health and wellness, and business scalability.

In Sept 2018, Nibble launched its delicious Nibble Brownie Bites range. The CHOC ORANGE BROWNIE was recently awarded the Best Snack Bar Free From Food Silver Award. Nibble Brownie Bites are launching from selected Sainsbury's from the 23 June.

PULLMAN & WELLBEING

Health To Wealth is the latest in a series of wellness-focused initiatives from Pullman Hotels and Resort's #PullmanPrescribes programme, showcasing the brand's commitment to wellbeing to inspire a healthier generation of travellers. The Pullman Prescribes 2018 Wellness report stated that 41.7% of travellers found that they exercise less whilst travelling and 38.7% said that their sleep habits were worse than at home. 12.6% said that the gym was the most important factor when choosing a hotel, showcasing that consumers are truly dedicated to maintaining their fitness and health whilst travelling (Trend Spotting 2018 Wellness Report, Pullman Hotels & Resorts).

In January 2019, the monthly **PULLMAN RUNNING CLUB** launched at Pullman London St Pancras in partnership with Track Life LDN. Pullman Running Club guides runners and aspiring runners with technical running and training like an athlete to improve performance and prevent injury with a session at nearby Regents Park followed by an insightful talk and Q&A sessions offering tips and tricks from leading wellness influencers. Previous speakers include former Olympic middle-distance runner Ross Murray and Natalia Bojanic of Form Nutrition. Upcoming sessions will be taking place on Tuesday 7th May and Tuesday 25th June from 6pm-9pm at the hotel. To RSVP please email pullman@luchford.com.

Pullman also unveiled Pullman Prescribes Wellness Trends event at London St Pancras hotel in Autumn 2018, which announced the key health, wellness and fitness trends for 2019 and saw talks from 10 leading industry experts, including; Sarah Hoey, Wellness Ambassador of Pullman Hotels & Resorts, Carla Buzasi, Managing Director of WGSN; Rick Hay, Nutritionist and Lecturer at the College of Naturopathic Medicine; Ian McCaig, Founder of FIIT TV; Chris Heron, Founder of the Engine Room; Sushma Sagar, Founder of The Calmery; Rory Knight, Technogym Master Trainer and Fitness Expert at Track Life LDN; Jane Barnfield-Jukes, Psychotherapist and Founder of Eudeamon; Urska Srsen, Founder of Bellabeat and Annelie Whitfield, Founder of Ancient + Brave.

Pullman also launched its new Active Breakfast menu, which is currently available in 20 Pullman hotels globally with a further rollout planned. Menu options included pumpernickel bread, spiced avocado mash with cacao nibs and carob sauce, delicious banana coconut oil muffins and Kiwi, mint and lime shots.

Follow the Pullman Prescribes journey on Instagram @pullmanhotels @pullmanlondonstpancras #PullmanPrescribes #HealthToWealth

ABOUT PULLMAN

Pullman Hotels & Resorts delivers an experience that is upscale, upbeat and perfectly in tempo with the global zeitgeist. Against the backdrop of today's fast paced life, Pullman helps guests be at their best, in business and at leisure, enabling them to seamlessly conduct business, explore the locale, workout and make connections - to the neighbourhood and people around them. Retaining the values of exploration, comfort and dependability that drove it to become a pioneering travel brand over 150 years ago, Pullman today features more than 120 worldwide properties including Pullman Paris Tour Eiffel, Pullman Park Lane Hong Kong, Pullman Shanghai South, Pullman London St Pancras and Pullman Sao Paulo Vila Olimpia. Pullman is part of AccorHotels, a world-leading travel and lifestyle group which invites travellers to feel welcome at more than 4,500 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

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