



Nim's Fruit Crisps at Lunch! 2011

Visit Stand L in the Innovation Zone to Taste Fruit Re-Invented!

Experience a revolutionary bite on healthy snacks with a pack of new, natural, crunchy, low-calorie and nutritious **Nim's Fruit Crisps** – down at stand L in the **INNOVATION ZONE** during Lunch! Show on 29th – 30th September 2011.

Come and meet with the founder, Nimisha Raja to receive your complimentary pack and to find out more about the latest pioneering innovation in healthy snacking.



Essentially, fresh fruit is thinly sliced into generous pieces and air-dried using a unique process that helps retain their crispy crunchiness and mouth-watering, tangy flavour – tasting as good as the day they were picked. All fruits that are used to produce Nim's are dried with their skin on*, thus retaining more of the nutrients.

Dried, not fried and made from 100% pure, natural fruit, **Nim's Fruit Crisps** are available in four delicious varieties that are cleverly combined to perfectly balance the natural sweet and tangy flavours: **Apple & Kiwi, Orange & Melon, Apple & Strawberry** and **Pineapple & Mango**.

Bursting with healthy goodness, **Nim's Fruit Crisps** also count as **1 portion of your 5 A DAY**. Utterly moreish and cleverly versatile, try as an alternative topping to your cereal, or a lighter snack throughout the day (each packet contains between 48 and 70 calories*) to help curb sweet cravings.

These natural treats are perfect for serial snackers and slimmers who want to make a positive choice. Just grab, tear open and share with friends and family, or simply pop in your bag and munch when on the go. Nim's Fruit Crisps are healthy snacks that kids want to eat, making them an ideal lunchtime or after school treat.

Nim's Fruit Crisps are hand packed in England, contain no fat, added sugar, additives or chemical preservatives and are suitable for those with allergies to gluten, wheat, nuts and dairy.

Nim's Fruit Crisps are priced at £1.49 each (including P&P) and are available to buy online at www.nimsfruitcrisps.com or you can call to place an order on 0843 289 5519.

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For further information, samples, or images,
please contact PR Consultant:

Reena Patel t: 07956 181 688 e: reena.patel@live.co.uk

NOTES TO EDITORS:

*Except pineapple

Nim's Fruit Crisps is the brainchild of Nimisha Raja, food lover, entrepreneur and mother who lives in London. Calorie count for each packet:

Orange & Melon (57 kcal), Apple & Kiwi (48kcal), Pineapple & Mango (70kcal), Apple & Strawberry (53kcal)