

Press Release-December 18th, 2018

## New Product Business Announcement: Nature Knows Inc.



### Fresh Healthy Snacks, Good for you and Good for our Earth with NEW 100% Compostable Bags



Nature Knows is excited to announce their new line up for Retail and Foodservice 100% Compostable packaging. With DUX Grand Prix-People's Choice Awards unveiling the candidates for new innovation, Nature Knows has proudly been nominated.

Nature Knows supports healthier snacking to meal planning solutions by providing ready to eat, fresh fruits and vegetables in both single-serve portions, to Snacking/Bistro kits, to their New "Farm to Table" resealable bag formats. Their Canadian corn-based noisy bags are a sign of goodness adds Andrea Watson, President as we "love the crinkle" and helps the consumer know this is not plastic. Nature Knows is leading the example of more sustainable and healthy snacking choices. Their unique feature of providing New 100% compostable and breathable pouches combined with their exclusive cleaning and sterilization process, allows their fruits and veggies to stay fresh naturally, up to 50% longer. Nature Knows is helping to reduce the major issue of food waste, where commonly used plastic trays, cups or clamshells last at most only 5 days. Nature Knows also offers fully customized designs to tailor for your brand or image, with speed to market in just 3 weeks!

Cross promoting CMPA-Half Your Plate program on their packaging to help further connect with both local and national retail and foodservice chains. Nature Knows is committed to support healthier plant-based food choices. And affordably notes Andrea Watson, "We want to ensure we provide healthy snack options to support all budgets, for a similar cost of a cup of coffee, snack or baked good." Andrea further explains how they are well positioned to help customers grow their healthy bottom and top lines. Convenience and freshness being key she notes, "We offer a variety of sizes, and being pre-washed and ready to eat, we help to reduce labour and food waste as we understand these two major costs clients are trying to manage tightly".

The timing is also well aligned to the many health halo consumer trends, Andrea discusses from Plant Based, Eco Friendly, Products with a Cause, Flexitarian, Clean Lines, to Keto, Paleo, Low Sugar, to Gluten Free, Dairy Free, Nut Free and more that are being demanded today. Consumers aged 40 and under over the past 10 years have increased their fruit and veggie intake by 52% according to the NPD Group With 40% of consumers now willing to pay more for products labelled “clean” as per the recent Healthy Eating Report by Technomic. These are strong examples along with the 9% increase of fresh fruit sales in a \$150+ Billion North American fresh produce industry.

Nature Knows is committed to help provide better for you fresh food choices to meet the consumers demands of today and tomorrow. Healthy and sustainable fresh snacking and meal prep is now here, simply to enjoy anytime you need and anywhere you go!

One bite at a time, Nature Knows invites you to join their new fresh food revolution. Check out [www.natureknows.ca](http://www.natureknows.ca)

Get Fresh with Nature Knows, Become a Fan, and #LovetheCrinkle



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