

Hungry Monkey®: Fresh Fruit Snack Brand Set to Make Global Debut at Anuga in Cologne This Fall

London, August 2023 – Get ready to experience a delicious revolution in snacking as Hungry Monkey®, an exciting new brand of fresh fruit snacks, prepares to make its global debut at Anuga in Cologne, Germany, this fall. The renowned trade fair will take place in October, and visitors will have the opportunity to Hungry Monkey's innovative and convenient offerings.

At the core of Hungry Monkey's philosophy is the commitment to deliver healthy, tasty fresh fruit snacks that are perfect for on-the-go consumption. The highlight of its product portfolio is the Hungry Monkey® Fresh Fruit Bar, proudly introduced as the First Ever Fresh Fruit and Veggies Bar.

"We are thrilled to present Hungry Monkey® to the world at Anuga this year. Our brand was born out of the desire to create snacks that are not only nutritious and delicious but also convenient for individuals with busy lifestyles," said Demian Arenas, Co-Founder of Food Forward Snacks, parent company of Hungry Monkey®. *"Our Fresh Fruit Bars are carefully crafted with exciting combinations of fresh fruits and vegetables, chia seeds, almonds, and the delightful flavors of cinnamon, ginger, or turmeric, making them the perfect guilt-free indulgence."*

Further to its Fresh Fruit Bars range, Hungry Monkey® offers a wide portfolio of fresh-fruit based products that through HPP technology maintain the taste and goodness of Fresh Fruits in a variety of delicious products including chia pots, smoothie bowls and overnight oats.

Hungry Monkey® is more than just a snack brand – it's a planet-conscious brand that aligns its practices with sustainability. By utilizing up-cycled high-quality materials that would otherwise go to waste, Hungry Monkey demonstrates a commitment to reducing its environmental footprint. Furthermore, up to 93% of the energy used in production derives from renewable sources, highlighting the brand's dedication to preserving the planet.

The mission of Hungry Monkey® is to create snacks that are not only tasty but also nutritious, empowering everyone to eat better, feel better, and embrace a healthy and vibrant lifestyle effortlessly while caring for the environment.

"We believe that small actions can lead to significant positive change. Through our delectable Fresh Fruit Bars and sustainable practices, we aim to inspire individuals to make healthier choices for themselves and the planet", added Arenas.

Don't miss the chance to learn about Hungry Monkey® and its exciting new product range at Anuga in Cologne this fall. Experience the perfect fusion of taste, convenience, and planet-consciousness in every bite.

For more information, visit www.hungrymonkey.uk and visit the brand's stand at **Anuga on 5.1 C 62 in the Start Up & Innovation Area**

About Hungry Monkey:

Hungry Monkey® is an exciting new brand of healthy snacks, set to revolutionize the way we enjoy fresh fruit goodness. With a focus on freshness, taste, health, and convenience, Hungry Monkey®, a Food Forward Snacks brand, is on a mission to help consumers "turn good intentions into positive actions". Set to launch in 2023 at global trade fairs, including lunch! in London and Anuga in Cologne, Germany, Hungry Monkey® offers a delightful range of fresh fruit snacks that are as delicious as they

are nourishing. As a planet-conscious brand, Hungry Monkey® utilizes up-cycled high-quality materials and renewable energy sources, fostering sustainability while promoting a healthier lifestyle.

About Food Forward Snacks:

Founded in 2021, Food Forward Snacks is a pioneering company focused on creating the next generation of healthy and delightful snack options. Co-founded by Demian Arenas and Ursula Mejia, seasoned food scientists with extensive global experience in leading food companies, the company's mission is to develop snacks that are as nutritious as they are delicious, encouraging a healthier, more vibrant lifestyle while nurturing the planet. Learn more about Hungry Monkey®, the product range and the company mission at www.hungrymonkey.uk and follow Hungry Monkey® on Instagram [#hungry.monkey.bars](https://www.instagram.com/hungry.monkey.bars)

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