

Hungry Monkey® Fresh Fruit Bars to Participate at Anuga's Taste Innovation Show. Also featured under Clean Label and Health & Functional Categories.

London UK, August 2023 – Hungry Monkey Fresh Fruit Bars, the pioneers of the first-ever fresh fruit and veggies snack bar, are delighted to announce their participation in Anuga's Taste Innovation Show. As a trend barometer and a source of inspiration for the global food business, Anuga provides the perfect platform for trade visitors and media representatives to discover the most important innovations in the industry.

Anuga, known as the world's largest trade fair for food and beverages, is the ideal stage for Hungry Monkey to present its revolutionary Fresh Fruit Bars. These bars, crafted with exciting combinations of fresh fruits and vegetables, chia seeds, almonds, and the delightful flavors of cinnamon, ginger, or turmeric, have taken the snacking world by storm with their unbeatable taste and nourishing qualities.

Hungry Monkey Fresh Fruit Snacks will also be highlighted under the prestigious Anuga Clean Label category, where products that exemplify sustainability and meet the growing demand for clean eating take center stage. Consumers increasingly seek healthy food prepared with natural ingredients, and Hungry Monkey's commitment to providing clean label products perfectly aligns with this megatrend.

In addition, Hungry Monkey's products will also feature under the Free From, Health & Functional category at Anuga. The entire Hungry Monkey range is made solely with natural ingredients, completely free from artificial colors, flavors, sweeteners, or additives. This dedication to clean eating extends further, as all Hungry Monkey products are gluten-free and GMO-free, making them an excellent choice for health-conscious consumers seeking truly wholesome snacks.

"We are thrilled to be part of Anuga's Taste Innovation Show and to showcase our Fresh Fruit Bars under the Clean Label and Health & Functional categories," said Demian Arenas, Co-Founder of Food Forward Snacks, Hungry Monkey's parent company. *"Our commitment to delivering natural, nourishing snacks aligns perfectly with the trends and preferences of today's consumers, and we are excited to offer greater visibility to our planet-conscious products."*

Anuga's Taste Innovation Show serves as a testament to Hungry Monkey's dedication to creating innovative and sustainable snacks that contribute to healthier lifestyles and a healthier planet. Visit the Hungry Monkey booth at Anuga to experience the taste and goodness of nature in every Fresh Fruit Bar.

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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