

## **Food Forward Snacks Launches its first brand, Hungry Monkey®: The Ultimate Fresh Fruit and Veggies Snack Bar Revolutionizing Healthy Snacking**

London, UK. – Food Forward Snacks, a pioneering company dedicated to crafting the next generation of wholesome, healthy, and tasty snacks, is thrilled to unveil its Hungry Monkey® brand. This exciting new brand introduces a line of fresh fruit snacks that will redefine the way consumers experience fresh fruits and vegetables, offering a delectable and convenient option for health-conscious individuals.

At the heart of the Hungry Monkey® product portfolio lies the revolutionary Hungry Monkey® Fresh Fruit Bar, proudly heralded as the First Ever Fresh Fruit and Veggies Bar. Carefully curated with passion and expertise, Hungry Monkey® is setting new standards for snacking, delivering a guilt-free indulgence packed with essential vitamins and nutrients, prebiotics, probiotics and all the goodness of fresh fruit. The Hungry Monkey Fresh Fruit bars are the convenient and delicious way to eat fresh fruits mixed with chia seeds, oatmeal oats and almonds, on the go. Hungry Monkey's motto, "We help you turn good intentions into positive actions," reflects the brand's commitment to empowering individuals to make healthier choices without sacrificing taste or convenience.

*"Food Forward Snacks was founded with a vision to create snacks that not only taste great but also contribute to a healthier and more sustainable lifestyle", said Ursula Mejia, Co-founder of Food Forward Snacks. " We are proud to introduce a snack that makes everyone feel better, eat better, and actively contribute to the well-being of our planet by utilizing high quality up-cycled ingredients that otherwise would go to waste."*

*"Our journey with Hungry Monkey® began with a simple yet powerful idea – to create the next generation of snacks that are as delicious as they are nutritious," said Demian Arenas, Co-founder of Food Forward Snacks. "Through our years of experience in the food industry, we identified the need for wholesome, on-the-go snacks that cater to the health-conscious individual. Hungry Monkey Fresh Fruit Bars are a result of our commitment to making snacking healthier and more enjoyable."*

### **Key features of Hungry Monkey Fresh Fruit Bars:**

**Exciting Combinations:** Hungry Monkey Fresh Fruit Bars boast tantalizing combinations of chopped fresh fruits and vegetables, chia seeds, almonds, and the delightful flavors of cinnamon, ginger, or turmeric. Each bite is a burst of both taste and fresh nourishment.

**Five Delicious Variants:** Hungry Monkey Fresh Fruit Bars are available in five mouthwatering combinations: Red Fruits-Beetroot, Strawberry-Banana, Mango-Orange, Ginger-Carrot, and Apple Cinnamon. These diverse flavors cater to a wide range of taste preferences, ensuring there's a delightful option for every palate.

**Shelf Life and Portability:** Made with state-of-the-art cold process technology (HPP), Hungry Monkey Fresh Fruit Bars have an impressive shelf life of more than 65 days in the fridge. For individuals on the move, the bars are the perfect companion, maintaining freshness for up to 24 hours outside the fridge.

**A Visionary Team:** Food Forward Snacks was co-founded by Demian Arenas and Ursula Mejia, two accomplished food scientists with a wealth of experience in leading food companies. Together, they

have transformed their passion for marketing and innovation into a mission to create snacks that are both tasty and nutritious, empowering consumers to enjoy a vibrant and healthy lifestyle while prioritizing the well-being of our planet.

Hungry Monkey Fresh Fruit Bars as well as the entire range of Hungry Monkey Fresh Fruit snacks are now available to order by retailers across Europe and Middle East, pricelists are available upon request.

Join Food Forward Snacks in welcoming Hungry Monkey to the world of healthy snacking and experience the perfect fusion of taste and nutrition that will reshape your snacking habits for the better.

For more information about Hungry Monkey and Food Forward Snacks, please visit [www.hungrymonkey.uk](http://www.hungrymonkey.uk)

### **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](http://www.hungrymonkey.uk) and follow Hungry Monkey on Instagram [#hungry.monkey.bars](https://www.instagram.com/hungry.monkey.bars)

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