



## **NOM NOMS WORLD FOOD INVITES CANADIANS TO TRAVEL THE WORLD WITH THEIR TASTE BUDS AS THEY DEBUT THEIR AWARD-WINNING MEALS AND WRAPS AT PUSATERI'S FINE FOODS**

*Get ready to Immerse yourself in a world of flavour, culture and goodness as Nom Noms launch their internationally award-winning meals with a goal of feeding 1 million kids through their 'one for me = one for you' meal-for-meal program.*

**Thursday, August 15th - Toronto ON** - Nom Noms World Food, a multi award-winning UK-founded brand of healthy 'home-cooked'- style meals is crossing the Atlantic and introducing Canadians to their exceptional line of internationally-inspired meat and plant-based protein meals and wraps which has earned them accolades and awards on both continents. With its new home base in Toronto, Canada, **Nom Nom's is proud to be debuting at Pusateri's Fine Food stores across the GTA on August 15th, 2019.**

Renowned for their meticulously curated, authentic recipes, Nom Noms will take consumers' palates on a tour of the world through the unique regional flavours that inspired each dish. Every mouth-watering dish in the Nom Noms catalogue is super-packed with nutrients but devoid of additives, contains no refined sugar, is low in sodium, and has an average protein content of 20 to 30g per meal. Most importantly they're made with ingredients you know and trust.

Foodies and families alike will experience a culinary and cultural adventure, thanks to founder Sohanpal's commitment to ensuring that each dish is bursting with the homegrown flavours of their region; each wholesome bite a homage to the cities she visited during her years travelling as a medical device executive. Sohanpal worked with local chefs to craft her proprietary recipes based on authentic regional spice blends - each bite filled with fragrant flavours and vibrant colours to transport you to the local cafe, sook, restaurant or aba's home which inspired it.

Early success in the UK inspired the founders of Nom Noms to want to feed the world. As a mother of three children, Co-Founder and CEO, Lisa Sohanpal, wanted to spread the love, and fill the tummies of children who were not as fortunate as her own. Through their partnership

with the Akshaya Patra Foundation, Sohanpal and her Co-founder, husband Dr. Imrat Sohanpal, introduced a 'meal for meal' program: with each meal or wrap purchased Nom Noms funds a meal for an underprivileged child. To date they have provided more than 800,000 meals, and with their Canadian launch are setting their sights on 1 million.

"We are thrilled to be bringing both our delicious products and our 'one for you = one for them' initiative to Canada," says Sohanpal, "It's important to us that our message, mission and purpose to feed hungry children around the world continues as we aim to revolutionize the ready-meal market. We want to empower taste buds to travel the world, to eat well, and *do* well through our social enterprise integration."

"We are so excited to partner with a brand that represents the very ethos of accessible, quick, healthy and most importantly delicious meals," says Megan Potgieter, Category Buyer for Pusateri's Fine Foods. "At Pusateri's one of our main priorities is to offer our customers convenient, clean label and nutritious meals that everyone in the family will love. Canada is known for its diversity and we love that Nom Noms meals and wraps not only appeal to children but also provide smaller snackable portions for adults and a world of diverse flavours that cater to every taste.

Offered in multiple portion sizes including Mini Nom Noms for smaller appetites, Mega Nom Noms, and wraps, cuisine options are available in both meat and plant based proteins, including:

- South Indian Lamb Tandoori Wrap
- Caribbean Jerk Chicken Wrap
- North Indian Chicken Biryani Tiffin
- Moroccan Veggie Tagine
- Malaysian Chicken Laksa & All Plant Chick'n Laksa With Noodles
- Korean Beef Wrap & Korean All Plant Wrap
- Mexican Chicken Fajita
- Mediterranean Falafel Wrap

But the adventure doesn't stop there. Nom Noms' unprecedented AR integration takes shoppers through the sights and sounds of each region in a first-of-its-kind immersive experience, unique in the packaged meal market; giving them the opportunity to experience one of 20 culinary destinations just by scanning the Nom Noms package. Consumers will get a taste test of this exciting augmented reality integration at their launch, to be fully implemented in the fall.

To learn more about Nom Noms World food, please visit <https://nomnomsworldfood.com>.

You can access their media gallery via this [link](#).

To interview founder and CEO, Lisa Sohanpal, sample the unique international flavours, or for an interactive demo, please contact:

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#### **About Nom Noms World Food:**

The brainchild of entrepreneur, Lisa Sohanpal, Nom Noms World Food is a multi-award winning family food brand with an appreciation for healthy, fresh and delicious world cuisines that are hassle-free and convenient to enjoy on the go. As a mum of three, and a passionate foodie herself who travelled regularly for work, Lisa recognized there was an opportunity for tasty and nutritious meals to be developed for both busy children and adults in mind, that are not only hassle-free and convenient to enjoy on-the-go but most importantly, are packed with exotic world flavours and ingredients you can recognize and trust. Families can savour that every meal purchased also feeds an underprivileged child in India through the Akshaya Patra Foundation.

All dishes, including the Mini Nom Noms meals for kids, and the Mega Nom Noms meals and Wraps for adults, were carefully created with culinary chefs and flavour scientists to bring consumers authentic tastes of the world without compromising on flavours, texture or quality. Nom Noms has already won over 35 industry awards for innovation, concept, packaging, design, entrepreneurship and customer engagement, and is proud to offer consumers a transparent look into how their purchases are making an impact on transforming lives. [www.nomnomsworldfood.com](http://www.nomnomsworldfood.com) @nomnomsworldfood

#### **About Lisa Sohanpal:**

As the co-founder and CEO of the multi-award-winning Nom Noms World Food, Lisa Sohanpal is the ultimate epicurean and visionary. Wanting to share the diverse flavours she and her husband, Dr. Imrat Sohanpal had enjoyed on their travels, Lisa endeavored to recreate the authentic flavours from their global culinary experiences for her three young children - and Nom Noms World Foods was born. Within a few years, Nom Nom's grew into a globally-renowned food brand, offering a myriad of cuisines that are authentic, healthy and more importantly, delicious. Her innovative integration of immersive VR and AI technology in every meal is being hailed as an industry first; inviting consumers to virtually *travel the world with their taste-buds* by scanning their package to reveal one of 20 experiences for each culinary destination.

Holding an MBA, MSc, and BSc, Lisa comes from 18 years in the pharmaceutical and medical devices industries where she led several businesses across 47 countries within Europe, the Middle East, Africa, and Asia. As CEO of Nom Noms, Lisa has earned dozens of accolades including 37 international industry and business awards, and most recently, the prestigious 2019 Telus Pitch Multicultural Business of the Year.