

Press Release- February 2019.

New Product Business Announcement: Nature Knows Inc.



Ready-To-Eat Fresh Fruits & Vegetables

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



Nature Knows Ready to Eat Fruits and Vegetables is excited to announce their new line up for Retail and Foodservice 100% Compostable packaging. Nature Knows is ready to support your healthier and convenient fresh, plant-based snacking to meal planning solutions. Providing pre-washed, ready to eat, fresh fruits and vegetables in both single-serve portions, to Bistro/Meal kits, to their New “Farm to Table” resealable bag formats. The whole bag, even the zipper is compostable, and goes right into your green bin or compost!

Nature Knows provides 100% compostable and breathable formats combined with their exclusive cleaning and sterilization process. This allows their fresh fruits and veggies to stay fresh naturally, up to 50% longer than plastic formats. They are helping to eliminate food waste, where commonly used plastic trays, cups or clamshells last at most only 5 days. And affordably notes President Andrea Watson, “We want to ensure we provide convenient and fresh fruits and veggie snacks to support all budgets, for a similar cost of a cup of coffee, snack or baked good.”

Nature Knows is committed to support healthier plant-based food choices, cross promoting CPMA-Half Your Plate program on their packaging to help further connect with both local and national retail and foodservice chains. Andrea explains how they are well positioned to help customers grow their healthy bottom and top lines. Convenience being key for our busy lives today she notes, “We offer a variety of sizes, and value add. 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 that are being demanded today to the horrible landfill issues with plastic single use and the \$30+ Billion Food Waste crisis we need to address.

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 solutions to meet the demands today. They offer fully customized design as well to tailor for your brand or image, with speed to market to launch in just 3 weeks!

Nature Knows noisy corn-based 100% compostable bags are a sign of goodness adds Andrea Watson, 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. Recognized by their peers for their innovation, Nature Knows is a finalist for Top NEW products 2019 by DUX Grand Prix Peoples Choice Awards.

<https://programmedux.com/en/concours/peoples-choice/>

Healthy and sustainable fresh snacking is 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

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



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