

**Put the Fun Into Fruit with Fruit Bowl:**

**Making Kids Snacking Yummier One Bite At A Time**

UK based children’s snack company Fruit Bowl create every day fruit snacks and yummy fruit treats – many of which contribute towards your 5 a day – making it easier for parents to give their children nibbles that they enjoy!

The range of Fruit Bowl products is split into snacks and treats. The snack range includes Peelers, School Bars and Fruit Flakes, and treat range consists of Yogurt Flakes and Yogurt Coated Raisins. Each individual bag or bar is perfectly packaged for slipping into a school lunchbox or popping into a bag for parents on the go.

The range of everyday Fruit Bowl snacks includes:

**Peelers** are 100% fruit, six-sticky-stranded snacks that are a delicious and fun way for children to eat fruit. Available in three flavours, they are gluten-free, contain no added sugar, are vegetarian/vegan friendly and a simple way to make sure your child is getting just what they need, and enjoy interacting with the fruit in a hands-on way.

**School Bars** are bar-shaped snacks, also made with real fruit, for chomp happy children. Each school bar is a super tasty, chewy snack, packed full of fruity flavour that contains only naturally occurring sugars. Choose from 3flavours to make sure your little one tops up their fruit intake. And if they weren’t great enough, the packaging of each individual bar has a fun fact relating to the flavour of the pack!

**Fruit Flakes**are soft, chewy fruit pieces made from fruit purées – perfect for tiny fingers. Fruit Flakes are gluten-free and have no added sugar, with the Strawberry Fruit Flakes the 2018 Platinum winners in the Kids Snack category at the Loved By Parents Awards. Available in Raspberry, Strawberry and Blackcurrant flavours, Fruit Flakes are colourful, sweet and tangy, with each 18g bag having the same sugar content as a whole apple, making it super easy to give kids their fruit in a fun way!

Available in beautiful shiny and pearlescent packaging, **Unicorn Fruit Flakes** are an exciting mixture of Fruit Bowl’s top selling delicious Flake flavours – tangy Raspberry, sweet Strawberry and moreish Blackcurrant Fruit Flakes – and are made from soft, chewy pieces of real fruit purées, all of which contribute to a child’s 5 a day.

The range of Fruit Bowl treats includes:

**Yogurt Flakes** come in three flavours and are little fruit pieces created from puréed real fruit pieces, which are then covered in delicious yogurt. The Yogurt Flakes are moreish, gluten-free, great for baking and perfect as an on-the-go or lunchbox indulgence. What’s more, they also come in a 10 pack making them great for parties or larger families and are a treat that parents enjoy too.

Made with real fruit, **Dino Yogurt Eggs** are made with roarrr-some raisins covered in a creamy yogurt shell for a cracking snack time treat with a real fruity bite. The dino-licious treats are perfect for hungry herbivores and ravenous raptors! With pink red, green and blue speckled yogurt, dinosaur egg shells are made using all natural colours.

With no added colours or flavours Fruit Bowl’s**Yogurt Raisins** are made from juicy raisins covered in tasty yogurt. Also gluten-free, the Yogurt Raisins come in packs of 5x25g bags, perfect for a reward during the school week.

So whether you’re on the go, or shopping for the week’s lunchboxes, Fruit Bowl have a solution that works for you *and*satisfies little tummies too! Readily available at Morrisons, Sainsbury’s, Tesco, The Co-Op, Asda, Waitrose and on Ocado, you’re never far from Fruit Bowl!

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* Fruit Bowl offers an exciting range of irresistibly tasty and fun to eat fruit snacks and treats. Fruit Bowl created the kids fruit snacking category in 2000 and is one of the market leaders in the category.
* Fruit Bowl’s products are available in Morrisons, Sainsbury’s, Tesco, The Co-Op, Asda, Waitrose and on Ocado.
* Fruit Bowl owners [Pioneer Foods UK](http://www.pioneer-foods-uk.com) are one of the UK’s leading cereal makers providing own-label and branded manufacture and packaging services for many of the leading retailers and brands in the UK.
* Their parent company, Pioneer Food Group, is one of the largest South African producers and distributors of a range of branded food and beverage products. They export to more than 60 countries across the globe and their growing international business represents 21% of operating profit
* The full Fruit Bowl range includes:
* Snacks:
	+ Peelers – Flavours include: Blackcurrant, Raspberry, Strawberry. RRP: £2.25
	+ School Bars – Flavours include: Blackcurrant, Raspberry and Strawberry. RRP: £2.00
	+ Fruit Flakes – Flavours include: Raspberry, Strawberry, Blackcurrant and Unicorn. RRP: £2.00
* Treats:
	+ Yogurt Flakes – Flavours include: Raspberry, Strawberry and Blackcurrant. RRP: £2.00
	+ Yogurt Raisins RRP: £2.00
	+ Dino Yogurt Eggs RRP: £2.00