

Nature's Best Salad Shakers Named 'Best New Creation' at Bord Bia Marketplace Event

- Drogheda based company wins two awards for innovative new range

Irish food company Nature's Best beat stiff competition from 166 products to take home the prestigious title of 'Best New Creation' for its recently launched Salad Shakers range at the Marketplace 2010 event in Croke Park on Tuesday (9th February). The Salad Shakers range was chosen by the judges as the most innovative, inspiring and creative range launched within the last 12 months. The product range also received the 'Best on Trend' award in the Fluid Lives category.

Launched last year, Salad Shakers was the first range to be introduced under the Nature's Best brand name. Available in four flavours, Salad Shakers are single portion snacks in a handy tumbler containing a substantial mixed salad, and a pot of tasty dressing. The innovative range was designed with today's health conscious, time poor consumer in mind.

Paddy Callaghan, Founder Director of Nature's Best said: "We are absolutely delighted to win these awards and I would like to use this opportunity to thank the Nature's Best team for their hard work and dedication, as well as Bord Bia for its support over the last year. We firmly believe that innovation and a consumer-focused approach are key to successfully competing in a crowded marketplace, and we aim to continue to invest in the Nature's Best brand to build on the success of Salad Shakers."

Founded by Paddy Callaghan in 1986, Nature's Best currently employs over 240 people in its purpose-built factory in Drogheda, Co. Louth, and is the main supplier in Ireland of pre-packaged salad and fruit products to leading retailers in Ireland. Salad Shakers was the first new range to be launched under the Nature's Best brand name, followed by Nature's Best Meal Pots, which are currently available in leading supermarkets.

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