

Press Release-March 1, 2017

**New Business Announcement: Nature Knows Inc.**



**Ready to Eat, Fresh Fruit and Vegetables**

**Unveiling New Healthy Snacks, Good for you and Good for our Earth**



We are proud to announce the national launch of the new Canadian company, Nature Knows Inc. this March 2017. We provide single-serve, ready to eat, fresh fruit and vegetables that taste great and are good for you and our earth in compostable packaging. This is both innovative and exciting since most available snacks are processed and/or full of sugar and additives, Nature Knows Inc. is committed to helping improve a critical need for us all today - our health.

Founder Helmut Leili, agronomist by trade is truly passionate about getting more fresh fruits and vegetables into our lives. So much so he has committed over 30 years as an expert in the produce industry and 7 years of development leveraging a patented process creating a unique foodservice format. "Nature Knows will help make all our lives better" Helmut explains, "as it is now finally simpler for all of us to eat fresh produce anytime, anywhere our busy lives take us." Being true to his roots, he ensured the packaging format was fully plant based and compostable, it is much kinder to our environment.

Nature Knows Inc cutting edge new business is now available industry wide, coast to coast for commercial listings with foodservice and retail markets as well as home direct delivery for community, school or fundraising programs. Andrea Watson VP of Sales and Marketing invites you to visit their website and facebook and share the news. With enthusiasm, she outlines, "We are thrilled to unveil the

fresh flavours of our perfectly packed single serve fruits and vegetables in a variety of formats. Nature Knows has designed a convenient and healthy choice for all ages, such a natural fit for everyone!” With her 25+ years of sales and marketing experience Andrea notes, Nature Knows wants to make a difference, offering a simple and nourishing solution that we all truly need. “With such an array of health issues on the rise such as higher risk to diabetes and weight issues in children, this is not a subject we can overlook she explains. By helping to move our intake of fresh produce from~ 2.7 servings up to at least 5 servings per day as recommended by the Canadian Food Guide, we can make the changes to improve.

To this end, Nature Knows Inc. created individual portions, washed and ready to eat, without preservatives, and with no allergens, they are naturally delicious just the way mother nature intended. Finally, a no mess, hand held smart snacking option you can take anywhere! On the go in your car, a great addition to your drive through orders, enjoy after the gym, meetings at the office, travelling, school lunches, or bring along to dance class and hockey arenas, to name a few of the busy moments in a day. There is also an array of innovation in development for bulk family and club packs as well as combo snack packs to choose with yogurt or cheese portions. Stay tuned for more exciting details coming soon!

One handful at a time, Helmut and Andrea invite you to catch the buzz with Nature Knows new fresh



food revolution. To learn more, check out [www.natureknows.ca](http://www.natureknows.ca) or become a fan on Facebook.

They can be reached at [contact@natureknows.ca](mailto:contact@natureknows.ca) or 1-844-764-5646

Artwork and Marketing Design credit to our partners at Zingovaton.





**Nature Knows Inc. Marketing Tools Available for Promotional Events, Fundraising, Training Programs  
& Community Support-Not for distribution without prior approval**



**Nature Knows®**  
Ready-To-Eat Fruits & Vegetables

**All Natural With  
No Preservatives**

natureknows.ca  natureknowsinc  
1-844-764-5646



**Nature Knows®**  
Ready-To-Eat Fruits & Vegetables

Fresh Grapes      Fresh Blueberries      Fresh Tomatoes

**On-The-Go  
Smart Snacks!**

Proudly Canadian, we're on a mission  
to make fresh produce available  
anytime you need, anywhere you go!

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Stay informed about news, events  
and where you can buy our products!  
[www.facebook.com/natureknowsinc/](http://www.facebook.com/natureknowsinc/)



Find out more at:  
[www.natureknows.ca](http://www.natureknows.ca)

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