

Nimble

NIMBLE HAS A BRAND NEW LOOK TO HELP YOU ACHIEVE YOURS

This season Nimble is unveiling a brand new look. Having undergone a full makeover from the inside out **New Nimble** 'lighter' bread is set to shape up supermarket shelves and sandwiches with its bigger slices, great new recipe and stylish new packaging.

Low in fat with only 0.1g saturates, high in fibre and still under 50 calories¹ **New Nimble** now has larger satisfying slices and an even more delicious 'real' bread taste and texture making spreading simpler and toast even tastier. The clever choice for the health and calorie conscious, **New Nimble** is perfect for those who love their daily loaf but don't want to let it weigh them down.

Nimble is now even better for you and more nutritious than ever before with each bread being high in fibre. **New Nimble White** now contains 3 x more fibre than before and **Nimble Wholemeal** has wholegrain goodness. Adding to the collection brand new **Nimble Malted Wholegrain** has the benefits of malted wheat flakes and bran for a distinctive taste.

Proud to reveal its brand new image Nimble now has a chic, clear bag with a distinctive wheat sheaf motif. Look out for new Nimble in all good supermarkets in a handy 400g size with a RSP of £0.64p

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For information about Nimble please contact:

BORKOWSKI 

Tel: 020 7404 3000 Fax: 020 7404 5000

Nic Andreasen 07810 550 963 nic@borkowski.co.uk

Kathryn McAuley 07917 795 kathryn@borkowski.co.uk

Notes to editors:

¹ Less than 50 calories per slice and under 0.1g saturated fat per slice

FULL NUTRITIONAL BREAKDOWN

NEW NIMBLE WHITE	NUTRITIONAL INFORMATION			
Typical Analysis	Per Slice	22g	Per 100g	
Energy	204kj	48kcal	928kj	219kcal
Protein	2.2g		101.g	
Carbohydrate	8.9g		40.6g	
(of which sugars)	(0.6g)		(2.7g)	
Fat	0.4g		1.8g	
(of which saturates)	(0.1g)		(0.4g)	
Fibre	1.7g		7.5g	
Sodium	0.08g		0.35g	
(Equivalent as salt)	(0.19g)		(0.88g)	
Per Slice	48 Calories 0.4g Fat 0.19g Salt			

NEW NIMBLE WHOLEMEAL	NUTRITIONAL INFORMATION			
Typical Analysis	Per Slice	22g	Per 100g	
Energy	205kj	48kcal	931kj	219kcal
Protein	2.7g		12.2g	
Carbohydrate	8.1g		37.0g	
(of which sugars)	(0.5g)		(2.2g)	
Fat	0.6g		2.5g	
(of which saturates)	(0.1g)		(0.5g)	
Fibre	1.5g		6.8g	
Sodium	0.09g		0.41g	
(Equivalent as salt)	(0.23g)		(1.06g)	
Per Slice	48 calories 0.6g Fat 0.23g Salt			

NEW NIMBLE MALTED WHOLEGRAIN	NUTRITIONAL INFORMATION			
Typical Analysis	Per Slice	22g	Per 100g	
Energy	205kj	49kcal	942kj	222kcal
Protein	2.3g		10.4g	
Carbohydrate	9.2g		41.9g	
(of which sugars)	(0.6g)		(2.7g)	
Fat	0.3g		1.4g	
(of which saturates)	(0.1g)		(0.3g)	
Fibre	1.5g		6.7g	
Sodium	0.07g		0.31g	
(Equivalent as salt)	(0.17g)		(1.79g)	
Per Slice	49 calories 0.3g fat 0.17g salt			

About RHM

RHM is one of the largest food companies in the UK and Ireland, the home of famous brands such as Hovis, Mr Kipling, Sharwood's and Bisto. With annual sales of over £1,500m, the Group employs around 16,000 employees at over 50 locations and is organised into three divisions: Bread Bakeries, Culinary Brands and Cakes & Customer Partnerships. RHM's purpose is to make better foods for a better life. This recognises that food is an important part of the fabric of life and that RHM will constantly seek to improve its products, making them better to eat, more convenient, healthier and more enjoyable for its consumers. For more information about RHM