

Corny but classy new look for Indulge crunchy corn nibbles



The rebranded Indulge snack range

[Novel Foods](#) tells *PAX International* today it has rebranded its popular "free-from" savoury snacks range Indulge.

The branding gives a playful nod to Indulge's positioning as natural corn leaders in the snack category, with its new "corny but classy" tagline and "charming farmer character."

Indulge offers quality, carefully-crafted corn snacks that taste deliciously indulgent but are free-from all major allergens, preservatives and additives – making them suitable for a huge range of dietary requirements. The snacks are dairy-free, gluten-free, nut-free and vegan. The high fiber range of crunchy corn nibbles use wholesome ingredients and simple recipes of just corn, sunflower oil and seasoning to create popular flavours such as Tex Mex Cheese, Smokehouse BBQ and Sizzling Spice. Each flavour comes in an assortment of nibble-sized shapes and are available in a range of pack sizes, from 10-gram and 30-gram bags, up to 150 grams, sure to suit any occasion or appetite.

Indulge is packed both in the UK and in Germany. There are no Brexit restrictions for deliveries in the EU.

Novel Foods is represented by [DFMi](#), the premiere sales and marketing company that works with brands to bring their quality food items to airline customers.