



Boka Food

Leading the way with portfolio of four green traffic light snacks



The clever people at [Boka Food](#) have found the perfect solution for delicious snacks with less of the guilt! Introducing the first four green traffic lights snack portfolio, signalling you're good to GO, every product is low in sugar, fat, saturates and salt - the categories that count!

Boka's range of honest, healthy snacks include cereal bars, marshmallows and granola. Continuing the brands mission to help people make healthier choices without compromising on taste using the traffic light label system*, the first in Europe featuring four green lights front of pack across their entire collection. This sets them apart from many competitors which hide their high sugar and fat content behind complicated food labels making it confusing for customers.

All products are in line with key health guidelines supporting sugar reduction and healthier living. Snack bars are fully CQUIN* compliant (guidelines set out by the NHS), popular in

hospitals, within foodservice for companies running healthy eating programmes, as well as making their way into a growing number of schools due to their popularity with parents following criteria set out by the public health programme Change4Life*.

Boka's mission is to make healthy taste and look delicious, using their signature bright gloss packaging to stand out to consumers and help change purchasing habits. Boka are committed to making further positive changes in the snacking sector by continuing to develop their product offering to launch popcorn, savory snacks, and with the goal of using fully compostable packaging by mid 2019.

Boka will be exhibiting at Food Matters Live stand 995.

Notes to editors:

- The traffic light system * of labelling (also referred to as the colour coded FOP scheme) reveals the amount of fat, saturates, sugar and salt that are in a particular food. Red signals a high percentage, amber a medium percentage and green a low percentage for each of these ingredients
- Products in line with key health guidelines - fully CQUIN* (Commissioning for Quality and Innovation) compliant meeting guidelines set out by the NHS for improving staff health and wellbeing. Also in line with criteria set out by the Department of Health in its Change4Life* public health programme aiming to get children/parents eating no more than two 100 calorie snacks per day

About Boka Food

Boka Food is an energetic, innovative company making great tasting snacks since June 2016.

The Company's mission to bridge the gap between healthy and delicious with products that are portable, affordable and deliver in taste. Boka is committed to making snacks people can eat every day helping them to make better decisions when it comes to food.

The first product launched was the Boka cereal bar with all four green traffic lights with a patent on the technology used. New products are continually being added to the Boka Food range including granola and Boka sugar free mini marshmallows. All Boka products have four green traffic lights the official FSA/Department of Health method of indicating they are low in sugar, fat, saturates and salt.

Since launching, the Boka brand is going from strength to strength, already popular in the foodservice industry in hospitals, workplaces and schools, the bars are also stocked by Sainsbury's, with plans to launch internationally in WHSmith next year.

For more information, to request high res imagery please contact the press office team:

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