



The Nowt Poncy® Food Company achieves Sugarwise accreditation on all five of their products.

A Rossendale business, The Nowt Poncy® Food Company, run by husband and wife team Julian Abel and Karen Walker, are celebrating the independent verification of their sugar content by Sugarwise. Sugarwise is the international authority for sugar claims, with more than 300 products certified, that are shipping in over 65 countries across Europe, Australia, China, and the Middle East.

The Sugarwise marque is the trusted and recognised sign, guaranteeing that the sugar claims made on packaging

have been independently verified, and that the product is low in any of the sugars or sweeteners consumers need to limit, referencing World Health Organisation (WHO) guidelines.

Julian explains, "We're absolutely delighted to have achieved the accreditation on all our sauces, especially as they are also low in salt, fat, saturated fat and they are certified gluten free. We need to educate people that the most commonly available sauces may be cheap, but they come with a cost and that cost is affecting the health of the consumer due to the levels of sugar and salt in them." He continues, "Our products contain fresh herbs, fresh ingredients, sourced from Northern producers and suppliers where possible, and they don't have any nasty additives or preservatives in them. We're so grateful to the retailers and shops who have trusted us with shelf space, to get our product more recognised by the consumer".

Karen says, "We are so proud of our product and our brand. We have amazing feedback from retailers and consumers across the UK. We all lead busy lives and to have a quick and easy, healthy staple in the cupboard just makes life so much easier, especially when you can have a low-calorie meal in under 20 minutes".

Proudly based in the Rossendale valley, they have recently started using the commercial kitchen facilities at the Heartwood Centre in Accrington & Rossendale College in Accrington.