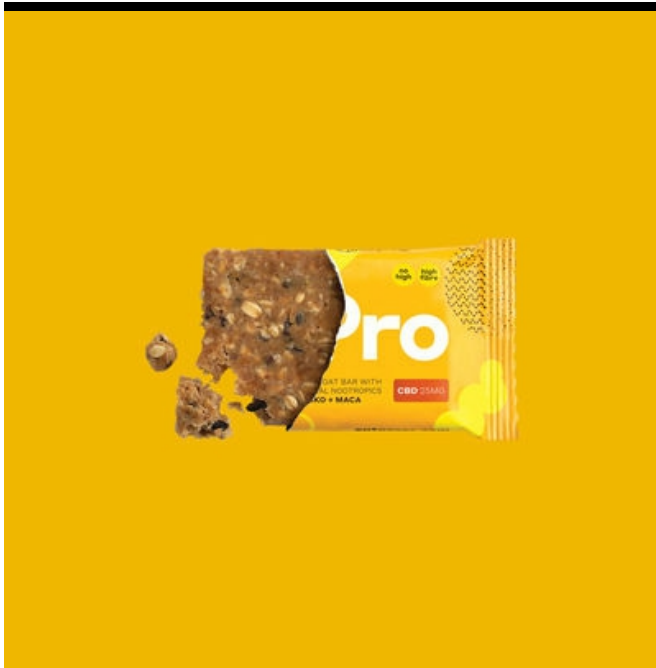


THIS SNACK BAR MAKES CBD CONVENIENT

By Livvy Houghton and Alex Hawkins

01 : 05 : 2019 Food : CBD : Health



Nooro



Nooro

UK – **Nooro** has launched with a snack bar containing 25mg of cannabidiol (CBD) – a convenient way to consume the cannabis-derived compound on the go.

The raw bar claims to be the first of its kind in the UK and aims to make the benefits of CBD both accessible and tasty. Positioned as ‘mind fuel’, the product contains plant-based nootropics ginkgo and maca root to boost brain function, as well as peanut butter, cacao nibs and oats for energy.

‘Consumption of CBD in its various forms is steadily on the rise, and we’re incredibly excited to be the first to market,’ says a brand statement. ‘Our team of experts have years of experience in this field, and developed this product to demonstrate that the benefits of cannabidiol can work for everyone. CBD is not a fad, it really is the next store cupboard essential.’

In a similar vein, new DTC wellness start-up **Feals** aims to demystify CBD and deliver easy-to-understand information about its products.