

"My aim is to get Australia cooking again."

Sarah Wilson's I Quit Sugar and Nature's Own have joined forces to launch a unique make-at-home product range available exclusively through Coles.

"Mums and Dads, people living in rural areas, cash-strapped students... these are the people wanting help navigating their eating choices", Sarah explains. "The availability of our new snacks in Coles will allow us to reach them. Our superfood make-at-home range, developed in partnership with Nature's Own, offers an affordable and gentle introduction to fructose-free foods without all the fuss."

Packed with wholesome goodness, the fructose-free product range blends wholefood ingredients with nutrient-dense superfoods for an added boost. The range consists of:

- Coconut & Vanilla muesli bar mix
- Cacao & Chia protein ball mix
- Flax & Polenta savoury muffin mix

The range aims to get people cooking and see for themselves how easy it is to create delicious, healthy snacks without the need to buy expensive ingredients that are used once and then forgotten.

The RRP for each product is \$6.35.

Sarah Wilson's I Quit Sugar website sees over 550,000 unique visitors every month. The new range complements her existing I Quit Sugar recipe books and online 8-Week Program.

About IQuitSugar.com and the 8-Week Program

IQuitSugar.com is a health and wellness hub for information on quitting sugar, with recipe sharing and daily expert advice for anyone curious about giving up the white stuff. It also incorporates the I Quit Sugar 8-Week online Program, providing week-by-week instruction for giving up sugar, with a daily eating plan, recipes, forums, webinars, product samples and practical tips for eating out.

About Sarah Wilson

Sarah Wilson is a New York Times best-selling author, former editor of Cosmopolitan magazine and host of the first series of MasterChef Australia, the highest rating show in Australian TV history. You can find Sarah blogging at sarahwilson.com, bush hiking or biking through the streets of Sydney.

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