

NOMU

PRODUCT CATALOGUE

2014

In December 2000, South African Tracy Foulkes created NoMU as a unique expression of her personal loves and preferences for highest quality flavour and experience. Inspired by what she needed in her own kitchen, Tracy went on to develop an extensive range of award winning products including herb and spice rubs, to concentrated stocks, to hot chocolates, baking kits, vanilla and olive oil.

Tracy's experiment has become a global brand, delivering consistent innovation, quality and authenticity across an extensive range of products. This catalogue is a quick peek into the world of NoMU and everything we do.



Real products made with passion and flavour. designed in our home kitchen for cooks and chefs like to make your cooking Real products made with passion and flavour. designed in our home kitchen for cooks and chefs like to make your cooking Real products made with passion and flavour. designed in our home kitchen for cooks and chefs like to make your cooking



ABOUT NoMU

INSPIRING CREATIVE KITCHENS

NoMU is produced in a purpose built BRC accredited factory space in Cape Town supported by the highest global quality and hygiene standards and accreditations. Each product has been developed to these exacting standards and is supported by an elite team with more than ten years of manufacturing and export experience.

“We believe in ‘living’ our brand and our products, and have developed all of our services and policies around how we would want to be treated as a customer.”

Our aim is to ensure that every bite and every interaction becomes a memorable experience!”



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RUBS

RUB SOME PASSION INTO YOUR FOOD

Inspired by flavours from around the world, NoMU's range of Rubs allow for unforgettable feasts without the fuss. Made from the highest quality ingredients, they add unbeatable life to food, while sparking innovation and experimentation in creative kitchens. Packed in attractive tins with screw-on lids to ensure favour and freshness.

20 VARIANTS: African, Barbeque, Beef, Cajun, Coffee, Garam Masala, Indian, Italian, Lamb, Moroccan, One For All, Oriental, Peri-peri, Poultry, Provençal, Roast, Seafood, Spanish, Sweet, Tandoori.



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GRINDERS

SPICE UP YOUR DISHES

NoMU's unique and distinct range of Grinders are blended to balance the subtlety of flavours and provide freshly ground seasoning solutions to any meal.

10 VARIANTS: Sea Salt, Pink Salt, Smoked Salt, Black Pepper, Rainbow Pepper, Duck & Poultry, One For All, Seafood & Fish, Spicy Chilli, Steak & BBQ.



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FONDS

SIX LITRES OF STOCK FROM JUST 200ML

Think outside the cube. NoMU FONDS are the best liquid assets to make a deliciously aromatic soup, casserole, stew or gravy. A conceptual, foodie first for South Africa from NoMU, reinventing how stocks are used in cooking. NoMU FONDS are super concentrated, packed with intense flavour and good enough to drink!

4 VARIANTS: Chicken, Beef, Lamb, Vegetable.



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HOT CHOCOLATE

A DECADENT TREAT

Chocoholics be warned, NoMU's rich and delicious Hot Chocolate range from the completely guilt-free to the irresistibly curvy. With something for everyone, our unique Hot Chocolate products will impress and delight with their versatility and unbeatable flavour.

3 VARIANTS: Decadent Hot Chocolate, Drinking Chocolate, Skinny Hot Chocolate.

Decadent Hot Chocolate: Dark chocolate pieces ready to be melted into a mug of hot milk! Also perfect for baking.

Drinking Chocolate: The perfect chocoholic treat for the whole family!

Skinny Hot Chocolate: Chocolatey indulgence without the calories! Endorsed by the SA Diabetic's Association and GI Foundation.



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COCOA

ULTRA CHOCOLATEY, ULTRA DECADENT

Inspired by an old chocolate cake family recipe calling for rich, dark cocoa made from the finest quality cocoa beans, making it the perfect baking ingredient and decadently delicious as a hot cocoa drink.

VARIANT: Cocoa (Alkalized)



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VANILLA

AMAZING FLAVOUR FOR BAKING

NoMU's award-winning Vanilla Extract and Paste packed in stylish and innovative packaging, are made from the finest hand-harvested Madagascar Bourbon Vanilla, are essential ingredients for anybody who loves baking! They deliver mess-free, accurate measures with every use, in stylish, innovative packaging.

2 VARIANTS: Vanilla Extract, Vanilla Paste.



Vanilla Extract: Unlike most vanilla essence products, which are primarily artificial in nature, NoMU Vanilla Extract is the real deal.

Vanilla Paste: NoMU Vanilla Paste contains pure vanilla seeds combined with cold pressed Vanilla Extract, and comes in an ingenious (if we say so ourselves!) mess-free dispenser pump.



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BAKING KITS

HOMEMADE BY YOU



Nothing beats the satisfaction of home baking. Now with just a flick of a whisk, NoMU's foolproof baking kits guarantee absolute deliciousness every single time. All we have done is measured out the basics using the finest pantry ingredients, added an extra measure of convenience and a big dollop of fun, making it a little easier to create fantastic baking results almost from scratch.

9 VARIANTS: Chocolate Cake, Vanilla Cake, Chocolate Brownie, Chocolate Fondant, Scone & Cobbler, Breakfast Muffin, Oatmeal Cookie, Vanilla Cookie, Pancake & Waffle.



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EXTRA VIRGIN OLIVE OIL

IN PARTNERSHIP WITH DE RUSTICA

Our search for the perfect extra virgin olive oil led us to De Rustica Olive Estate, situated in the beautiful Swartberg mountains of the Cape. Good soils, cold winters, pure mountain water and South African sunshine have created an optimal olive terroir.

These ideal growing conditions and the artisanal care taken to hand-pick and press carefully selected Italian cultivars result in the blending of an exceptional quality cold extracted extra virgin olive oil, with characteristic notes of freshly cut grass, a lingering peppery flavour and hints of walnut.

NoMU is proud to present our Extra Virgin Olive Oil of Origin, in partnership with De Rustica.

VARIANTS: 500ml Extra Virgin Olive Oil, 1 Litre Extra Virgin Olive Oil.



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RECIPE BOX

SENTIMENTAL AND CLEVER...

Unlike traditional recipe cookbooks, with NoMU's Recipe Box foodies can create their own cookbook over time. Collect more cards and swap with friends to personalise a unique and expanding recipe collection.



2 **DESSERTS** **NoMU**

8 DELICIOUS RECIPES TO ADD TO YOUR NOMU RECIPE BOX

ALSO INCLUDES A COLOUR-CODED MYSTERY CARD. COLLECT THE 4 DIFFERENT COLOUR CARDS TO STAND A CHANCE TO WIN A KITCHENAID LIFESTYLE SET.



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LEARN MORE. LETS TALK!

We would love to hear from you so please get in touch to let us answer any and all of your questions.

You can view the full NoMU experience on www.nomu.co.za or visit www.nomushop.co.za

NoMU Brands is located at
41 Aviation Crescent
Airport City Business Park
CT International Airport
Cape Town, South Africa 7490

Telephone: +27 21 386 2000
Email: hello@nomu.co.za

NoMU products are produced in a Kosher and Halaal certified factory in Cape Town, maintained by our HACCP and BRC accreditation, where quality is paramount.

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