





TASTE

Most snacks labelled as “healthy” come at the cost of taste and texture, but not us! Taste is the key to enjoyment and we make sure to deliver exactly that.

NUTRITION

Our products are part of our customers’ lifestyle for many reasons. One of them is that through gluten- free ingredients, zero added sugar, protein, fibre, healthy fats and many more key nutrients, RiceUp lovers stay healthy anywhere they go.



QUALITY

We believe that RiceUp’s customers deserve only the best! Thus we select only the highest grade of natural ingredients, with the most health benefits, while always supporting ethical practices.

NUHEALTH'S MANUFACTURING MODEL

ODM

We develop and manufacture products sold under other brands, while they handle marketing, sales and distribution

OEM

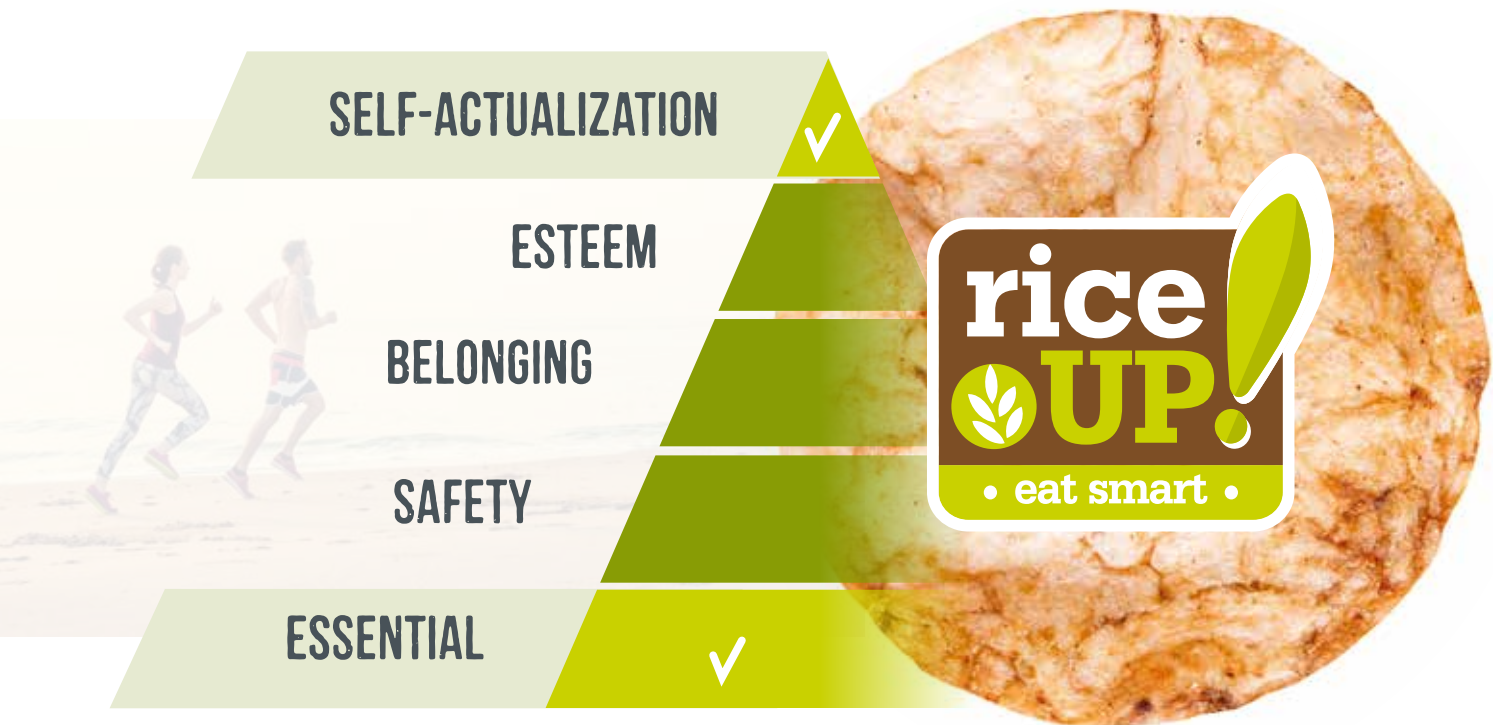
We manufacture products based on another company's specifications and we handle design



OBM

We have extensive experience in developing and selling products under our renowned brand RiceUP! in creating and handling everything from concept to customer support

HOW **RICEUP** IS POSITIONED ON THE PYRAMID OF NEEDS



Snacking is considered as a form of pleasure or reward. RiceUP! challenges that by providing a large product portfolio rich in essential nutrients providing for a healthy physical state, making us branch out into the essential-human-needs sector by adding true functionality to our products.



Nuhealth JSC. is a mission-driven company, committed to inspire and cultivate smart and better snacking habits, because we believe that when we eat well, we feel well and we live better. At the core of Nuhealth JSC is a fundamental belief: healthy snacks should not just nourish but also delight. We've challenged the notion that health and taste are mutually exclusive, crafting award-winning snacks that satisfy cravings without compromising well-being. This commitment drives us to create snacks that are not only 'better for diet' but also 'fun', blending nutritional benefits with irresistible flavours. Our portfolio is a testament to our dedication to health and taste. Our range includes collagen protein bars, protein sticks, brown rice cakes, chips, rolls, and zero sugar rice and oats bars, yellow corn chips each crafted to be a 'better for me' choice without compromising on flavour.



SOFT COLLAGEN COOKIE

- 8G COLLAGEN
- 18G PROTEIN
- ZERO ADDED SUGAR
- GLUTEN AND SOY FREE



CARAMEL TOFFEE WITH FILLING, 60G

EAN: 3800233076707



TRIPLE CHOCOLATE WITH FILLING, 60G

EAN: 3800233076691



VANILLA DREAM WITH FILLING, 60G

EAN: 3800233076714



ZERO
SUGAR ADDED

SHELF LIFE 18 MONTHS



X 12 IN



X 8 IN



X 48 IN



EPAL



COLLAGEN PROTEIN BARS

HAIR | SKIN | NAILS

- 6G COLLAGEN
- 30% PROTEIN
- 0 SUGAR ADDED
- PALM-OIL FREE
- GLUTEN FREE



RASPBERRY, 50g
EAN: 3800233076035



TOFFEE CARAMEL, 50g
EAN: 3800233076219



TRIPLE CHOCOLATE, 50g
EAN: 3800233076592



ORANGE, 50g
EAN: 3800233076042



COCONUT, 50g
EAN: 3800233076202



BANANA, 50g
EAN: 3800233076196

SHELF LIFE 18 MONTHS



X 12 IN

X 12 IN

X 36 IN





HIGH PROTEIN STICKS

- 30% PROTEIN
- 0 SUGAR ADDED
- PALM-OIL FREE
- GLUTEN FREE



RASPBERRY & DARK CHOCOLATE, 40g
EAN: 3800233076455



TOFFEE CARAMEL, 40g
EAN: 3800233076486



TRIPLE CHOCO BROWNIE, 40g
EAN: 3800233076479



COOKIES AND CREAM, 40g
EAN: 3800233076462

SHELF LIFE 18 MONTHS

☐ X 15 IN

📦 X 12 IN

📦 X 48 IN





ZERO SUGAR ADDED

- NO SUGAR ADDED
- LOW GLYCAEMIC INDEX
- GLUTEN FREE • FIBER RICH



**OAT BAR FLAPJACK,
WILD ORANGE AND CHOCOLATE, 70g**
EAN: 3800233075120



**OAT BAR FLAPJACK,
WILD BLUEBERRY, 70g**
EAN: 3800233075106



**OAT BAR FLAPJACK,
CHOCO CHUNK, 70g**
EAN: 3800233075908



**OAT BAR FLAPJACK,
WALNUT PIE, 70g**
EAN: 3800233075113



SHELF LIFE 12 MONTHS



X 12 IN



X 12 IN



X 48 IN



EPAL



ZERO SUGAR ADDED

- NO SUGAR ADDED
- LOW GLYCAEMIC INDEX
- GLUTEN FREE • PALM OIL FREE
- <81 CALORIES



BROWN RICE BAR
DARK CHOCOLATE, 18g
EAN: 3800233074963



BROWN RICE BAR
ORANGE & DARK CHOCOLATE, 18g
EAN: 3800233074994



BROWN RICE BAR
MILK CHOCOLATE, 18g
EAN: 3800233074956



BROWN RICE BAR
COCONUT & MILK CHOCOLATE, 18g
EAN: 3800233074970



BROWN RICE BAR
BANANA & DARK CHOCOLATE, 18g
EAN: 3800233074987



SHELF LIFE 12 MONTHS



X 20 IN



X 8 IN



X 70 IN





WHOLEGRAIN CORN CHIPS

- POPPED AND NEVER FRIED
- 60% LESS FAT • GLUTEN FREE
- GMO FREE • MSG FREE



SOUR CREAM & ONION, 60g

EAN: 3800233075960



COUNTRY BARBECUE, 60g

EAN: 3800233075953



YELLOW CHEDDAR, 60g

EAN: 3800233075939



SUNDRIED TOMATOES, 60g

EAN: 3800233075946



MEDITERRANEAN SALT, 60g

EAN: 3800233075977



SHELF LIFE 12 MONTHS



X 24 IN



X 36 IN





WHOLEGRAIN RICE CHIPS

- POPPED AND NEVER FRIED
- 50% LESS FAT • GLUTEN FREE
- GMO FREE • MSG FREE



SOUR CREAM & ONION

60g EAN: 3800233070118

120g EAN: 3800233072884



BARBECUE

60g EAN: 3800233070101

120g EAN: 3800233072860



CHEESE

60g EAN: 3800233070149

120g EAN: 3800233072877



KETCHUP

60g EAN: 3800233070132

120g EAN: 3800233072907



PAPRIKA

60g EAN: 3800233070248

120g EAN: 3800233072891



PIZZA, 60g

EAN: 3800233072518



60g SHELF LIFE 12 MONTHS



X 24 IN



X 36 IN



120g SHELF LIFE 12 MONTHS



X 12 IN



X 36 IN





WHOLEGRAIN RICE CHIPS

- POPPED AND NEVER FRIED
- 50% LESS FAT ● GLUTEN FREE
- GMO FREE ● MSG FREE



HOT CHILLI PEPPER, 60g
EAN: 3800233070125



SEA SALT & BLACK PEPPER, 60g
EAN: 3800233070095



SEA SALT, 60g
EAN: 3800233073393



PESTO
60g EAN: 3800233071993
120g EAN: 3800233072983



JAMON IBERICO
60g EAN: 3800233072495
120g EAN: 3800233072969



WASABI
60g EAN: 3800233072006
120g EAN: 3800233072976

60g SHELF LIFE 12 MONTHS  X 24 IN  X 36 IN 
120g SHELF LIFE 12 MONTHS  X 12 IN  X 36 IN 



WHOLEGRAIN RICE CHIPS

- POPPED AND NEVER FRIED
- 50% LESS FAT • GLUTEN FREE
- GMO FREE • MSG FREE



GORGONZOLA & CARAMELIZED PEAR, 60g
EAN: 3800233074062



PICKLES AND DILLS, 60g
EAN: 3800233074161



HUMMUS, 60g
EAN: 3800233074208



SUPER SEEDS CHIA & QUINOA, 60g
EAN: 3800233071016



SUPER SEEDS BUCKWHEAT & AMARANTH, 60g
EAN: 3800233071023



SUPER SEEDS MILLET & SUNFLOWER SEEDS, 60g
EAN: 3800233071030



CERTIFIED BIO ORGANIC

WHOLEGRAIN RICE CHIPS & CAKES BIO ORGANIC COLLECTION

- CERTIFIED ORGANIC
- POPPED & NEVER FRIED
- ALL NATURAL ● GLUTEN FREE
- GMO FREE ● MSG FREE



CHIA & QUINOA 25g
EAN: 3800233070859



BUCKWHEAT & AMARANTH 25g
EAN: 3800233070835



MILLET & SUNFLOWER SEEDS 25g
EAN: 3800233070873



CHIA & QUINOA, 120G
EAN: 3800233070934



7 SUPER SEEDS, 120G
EAN: 3800233070897



AMARANTH & MILLET, 120G
EAN: 3800233070910



25g SHELF LIFE 12 MONTHS

X50 IN

X 36 IN

EPAL

120g SHELF LIFE 12 MONTHS

X 12 IN

X 90 IN

EPAL



WHOLEGRAIN RICE CAKES

- 26 CALORIES/ PORTION
- ALL NATURAL • GLUTEN FREE
- GMO FREE • MSG FREE



7 SUPER SEEDS, 120g
EAN: 3800233070071



UNSALTED, 120g
EAN: 3800233070019



QUINOA & CHIA, 120g
EAN: 3800233070033



HIMALAYAN SALT, 120g
EAN: 3800233070026



PUMPKIN SEEDS, 120g
EAN: 3800233070088



SUNFLOWER SEEDS, 120g
EAN: 3800233070064



**AMARANTH
& MILLET, 120g**
EAN: 3800233070057



**AMARANTH
& BUCKWHEAT, 120g**
EAN: 3800233070040

SHELF LIFE 12 MONTHS



X 12 IN



X 90 IN





BROWN RICE BARS

- POPPED • ALL NATURAL
- GLUTEN FREE • PALM-OIL FREE
- WITH PROBIOTIC



DARK CHOCOLATE, 18g
EAN: 3800233074383



ORANGE & DARK CHOCOLATE, 18g
EAN: 3800233074413



MILK CHOCOLATE, 18g
EAN: 3800233074390



CARAMEL & WHITE CHOCOLATE, 18g
EAN: 3800233074420



COCONUT & WHITE CHOCOLATE, 18g
EAN: 3800233074376



WHITE CHOCOLATE, 18g
EAN: 3800233074406



SHELF LIFE 12 MONTHS



X 20 IN



X 8 IN



X 70 IN





COLLAGEN

PROTEIN BAR

6g
COLLAGEN

30%
PROTEIN

0 ADDED
SUGAR



HAIR | SKIN | NAILS



TIME TO GET
HEALTHY



www.rice-up.zone

marketing@nuhealth.zone
commercial_manager@fortland.bg

International Sales

headexport@nuhealth.zone +359 883 24 53 96
seniorexport@nuhealth.zone +359 882 366 269