

TIME TO GET HEALTHY



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 addded sugar, protein, fibre, healthy fats and many more key nutrients, RiceUp lovers stay healthy anywhere they go.

rice UP!
• eat smart •

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.





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.

TIME TO GET HEALTHY

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.

rice UP! • eat smart •

PROTEIN CHIPS

MADE FROM WHOLEGRAIN MIX – PEA, LENTIL, CORN AND RICE

• 21% PROTEIN
• NEVER FRIED • FIBRE SOURCE
• SOY FREE • GLUTEN FREE

NEW



BARBEQUE, 60G
EAN: 3800233078060



CREAM & HERBS, 60G
EAN: 3800233078091



SEA SALT, 60g
EAN: 3800233078121



PARMESAN, 60g
EAN: 3800233078152



PAPRIKA, 60g
EAN: 3800233078183

SHELF LIFE 12 MONTHS X 24 IN X 36 IN EPAL

rice UP! • eat smart •

POPPED BROWN RICE CHIPS

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

NEW



TRUFFLE & PARMESAN, 60G
EAN: 3800233077957

ROASTED CHICKEN, 60G
EAN: 3800233077988

MUSHROOMS & CREAM, 60G
EAN: 3800233078015

SHELF LIFE 12 MONTHS | X 24 IN | X 36 IN | EPAL

rice UP! • eat smart •

POPPED BROWN RICE CHIPS

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







GREEK OREGANO, 60G
EAN: 3800233076936

ITALIAN BASIL, 60G
EAN: 3800233076851



GORGONZOLA & CARAMELIZED PEAR, 60g
EAN: 3800233074062



SOUR CREAM & ONION
60g EAN: 3800233070118
120g EAN: 3800233072884



BARBECUE
60g EAN: 3800233070101
120g EAN: 3800233072860

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

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POPPED BROWN RICE CHIPS

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



PAPRIKA
60g EAN: 3800233070248
120g EAN: 3800233072891



KETCHUP
60g EAN: 3800233070132
120g EAN: 3800233072907



CHEESE
60g EAN: 3800233070149
120g EAN: 3800233072877





PIZZA, 60g
EAN: 3800233072518



SEA SALT, 60g
EAN: 3800233073393



SUPER SEEDS CHIA & QUINOA, 60g
EAN: 3800233071016

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

rice UP!
• eat smart •

TORTILLA CHIPS

• 60% LESS FAT* • NOT FRIED
• GLUTEN FREE • GMO FREE
• MSG FREE
*60% LESS FAT THAN AVERAGE TORTILLA CHIPS



SALT, 60g
EAN: 3800233077735



TEXAS STYLE BBQ, 60g
EAN: 3800233077759



BLACK OLIVES & SUNDRIED TOMATOES, 60g
EAN: 3800233077773



NACHO CHEESE & JUICY JALAPENOS, 60g
EAN: 3800233077810



CREAM & ONION, 60g
EAN: 3800233077834



YELLOW CHEDDAR, 60g
EAN: 3800233077858

SHELF LIFE 12 MONTHS X 24 IN X 36 IN EPAL

rice UP! • eat smart •

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 | EPAL

rice UP! • eat smart •

BROWN RICE CAKES - SEASONED

• 27 CALORIES/ CAKE • ALL NATURAL
• GLUTEN FREE • GMO FREE
• MSG FREE

NEW





BASIL, 60g
EAN: 3800233076998



BARBEQUE, 60g
EAN: 3800233078213



OREGANO, 60g
EAN: 3800233077001



GORGONZOLA & PEAR, 60g
EAN: 3800233078237



PARMESAN, 60g
EAN: 3800233078299



PAPRIKA, 60g
EAN: 3800233078312

SHELF LIFE 12 MONTHS X 24 IN X 90 IN EPAL

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BROWN 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 EPAL

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BROWN RICE ROLLS

• ALL NATURAL • GLUTEN FREE
• GMO FREE • MSG FREE





SPINACH, CHEESE & OLIVE OIL, 50g
EAN: 3800233070187



PIZZA & OLIVE OIL, 50g
EAN: 3800233070194



ITALIAN CHEESE & OLIVE OIL, 50g
EAN: 3800233070200



CREAM, ONION & OLIVE OIL, 50g
EAN: 3800233070217



CREAM, MUSHROOMS & OLIVE OIL, 50g
EAN: 3800233070231



SHELF LIFE 12 MONTHS X 18 IN X 60 IN EPAL

rice UP!
• eat smart •

BROWN RICE CAKES WITH CHOCOLATE

• ALL NATURAL • GLUTEN FREE
• GMO FREE • MSG FREE



DARK BELGIAN CHOCOLATE

30g EAN: 3800233071092
90g EAN: 3800233070156



MILK BELGIAN CHOCOLATE

30g EAN: 3800233071085
90g EAN: 3800233070163



WHITE BELGIAN CHOCOLATE

30g EAN: 3800233071375

30g SHELF LIFE 12 MONTHS X 40 IN X 120 IN EPAL
90g SHELF LIFE 12 MONTHS X 12 IN X 120 IN EPAL

rice UP! • eat smart •

BROWN RICE ROLLS WITH CHOCOLATE

• ALL NATURAL • GLUTEN FREE
• GMO FREE • MSG FREE



MILK BELGIAN CHOCOLATE, 50g
EAN: 3800233071665



DARK BELGIAN CHOCOLATE, 50g
EAN: 3800233071689



WHITE BELGIAN CHOCOLATE, 50g
EAN: 3800233071702

SHELF LIFE 12 MONTHS X 18 IN X 60 IN EPAL

rice UP! • eat smart •

COLLAGEN PROTEIN BARS

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

HAIR | SKIN | NAILS



RASPBERRY, 50g
EAN: 3800233076035



TOFFEE CARAMEL, 50g
EAN: 3800233076219



TRIPLE CHOCOLATE, 50g
EAN: 3800233076592



ORANGE, 50g
EAN: 3800233076042



BANANA, 50g
EAN: 3800233076196



COCONUT, 50g
EAN: 3800233076202



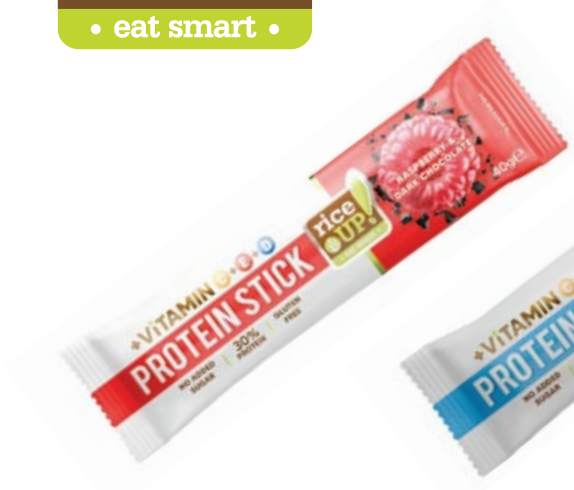
VANILLA, 50g
EAN: 3800233076059

SHELF LIFE 18 MONTHS X 12 IN X 12 IN X 36 IN EPAL

rice UP!
• eat smart •

VITAMIN PROTEIN STICK

• 30% PROTEIN •
• C+E+D WITH VITAMINS
• NO ADDED SUGAR • GLUTEN FREE
• PALM-OIL FREE



RASPBERRY & DARK CHOCO, 40g
EAN: 3800233077612



COCONUT, 40g
EAN: 3800233076783



CHOCO MOUSSE, 40g
EAN: 3800233077605



COOKIES & CREAM, 40g
EAN: 3800233077643



PISTACCHIO, 40g
EAN: 3800233076875



COOKIE DOUGH, 40g
EAN: 3800233076844



CHOCO BROWNIE, 40g
EAN: 3800233077674



TOFFEE CARAMEL, 40g
EAN: 3800233077704

SHELF LIFE 18 MONTHS X 15 IN X 12 IN X 48 IN EPAL

rice UP!
• eat smart •

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 EPAL

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 12MONTHS | X 10 IN | X 8 IN | X 48 IN | EPAL

rice UP! • eat smart •

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, COOKIES AND CREAM, 70g

EAN: 3800233076981



OAT BAR FLAPJACK, CHOCO CHUNK, 70g

EAN: 3800233075908



OAT BAR FLAPJACK, WALNUT PIE, 70g

EAN: 3800233075113



OAT BAR FLAPJACK, STRAWBERRY CHEESECAKE, 70g

EAN: 3800233076738

SHELF LIFE 12 MONTHS X 12 IN X 12 IN X 48 IN EPAL

rice UP! • eat smart •

ZERO SUGAR ADDED

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



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 EPAL

rice UP!
• eat smart •

BROWN RICE BARS

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



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 EPAL

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