



# “Nuri”

## Artisanal sardines from Portugal, lovingly handmade since 1920.



Treat your customers to life-changing sardines. Nuri are the only authentic Portuguese sardines available in Australia and take triple the amount of time and effort than regular supermarket varieties. Sourced fresh from master fishermen, intensively handmade, gently vapor cooked and wrapped in the most extraordinary paper, these aren't just sardines – they're a quaint little fishing village in Portugal circa 1920, in a can.

- ✓ **Pure provenance** – Portugal is the home of sardines, and Nuri is the only Portuguese sardine available in Australia, giving it a unique advantage in the market.
- ✓ **Standout packaging** – Every can is a work of art, with beautifully illustrated paper wrappers that people actively collect.
- ✓ **Big story** – This family-owned business has been doing everything by hand for generations, with a slow food story that connects deeply with conscious shoppers.
- ✓ **Priced to sell** – For all the labour and love that goes into Nuri, its price point isn't "scary"; it's premium affordable, inhabiting that sweet spot shoppers naturally seek out.

### Sardines

### Seasonal Mackerel



OLIVE OIL



SPICED IN OLIVE OIL



TOMATO SAUCE



SPICED IN TOMATO SAUCE



OLIVE OIL



SPICED IN OLIVE OIL

### Limited Edition

### Pâté



EXTRA SPICY SARDINES IN OLIVE OIL



MACKEREL FILLETS IN OLIVE OIL



SPICED MACKEREL FILLETS IN OLIVE OIL



SARDINE IN OLIVE OIL



SPICY SARDINE