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Nudie Kids NourishSip

A plant-based, functional hydration range for children aged 2-10

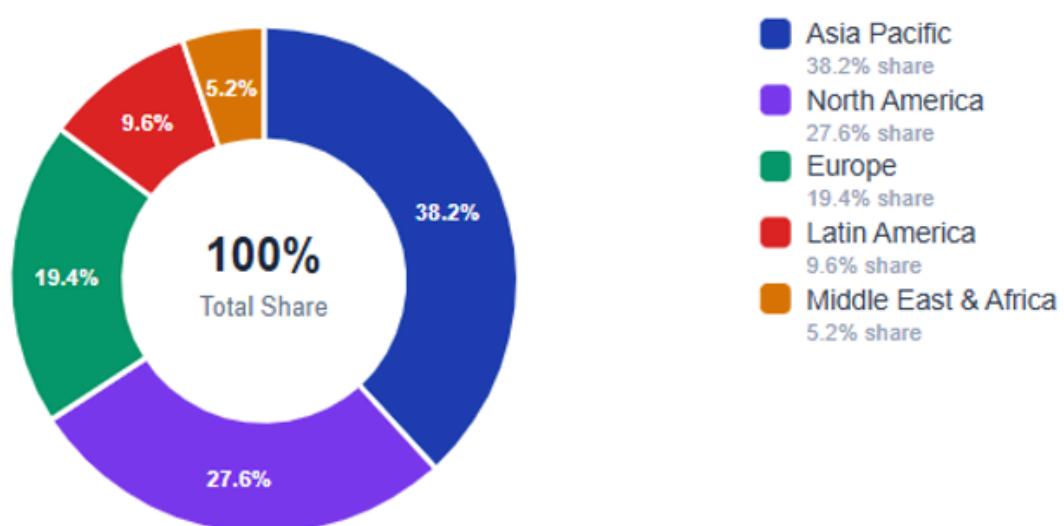
Nudie Foods is Australia's leading chilled juice brand, established in 2003 with headquarters in Eastgardens, NSW and 100% free from concentrates, preservatives and artificial additives (Nudie, 2024). Since 2014, under the ownership of Monde Nissin (Philippines) (Australian Beverages, 2025), and with the vision to "create good" by making food and beverage choices with honesty.

nudie®

Why Now?

- Approximately 64% of parents select products with additional vitamins and minerals, while nearly 72% prefer beverages with less sugar (Global Growth Insights, 2026)
- Sustainable packaging is now a top-3 purchase driver in FMCG
- The juice segment is predicted to maintain a CAGR of 4.2% through 2034, while the kids' beverages sub-segment expanded at a CAGR of 8.3% between 2019 and 2025 (Dataintelo and More, 2025).

Kids Beverages Market by Region (2025)



Sustainability Alignment



SDG 3

Good health and wellbeing- no added sugar, vitamin-fortified



SDG 12

Responsible consumption- 100% compostable cartons



SDG 13

Climate action - reduced carbon footprint vs. plastic bottles

The Extension

NourishSip Kids Range

is a line of fully compostable 180ml cartons of low-sugar, fortified fruit and vegetable blends. For school canteen, lunchboxes, and on-the-go.

Why Trees Matter

NourishSip has secured Nudie's dominant position in a new adjacent, rapidly expanding retail segment – without cannibalisation of the adult product. It must meet the UN SDGs 3, 12 and 13, and it has to meet the investor ESG requirements and the conscious parent market. With Nudie's brand dominance and trust, NourishSip taps into a new adjacent, high-growth category of children's beverages (\$200.95 billion in 2024) (Zion Market Research, 2024), which is expected to be significantly less cannibalised by the existing adult juice category. Transparency in labelling and verification of sustainability and school-friendly nutrition is on trend and in response to parental demand.

Zion Market Research (2024). Children's Beverages Market Size, Share, Growth, Demand, Trends 2030. [online] Zion Market Research. Available at: <https://www.zionmarketresearch.com/report/childrens-beverages-market> [Accessed 6 Jun. 2026].

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Nudie (2024). about us | nudie, creators of good. [online] nudie - nothing but fruit. Available at: <https://www.nudie.com.au/our-story/> [Accessed 6 Jun. 2026].

Australian Beverages. (2025). Monde Nissin (Aust) Pty Ltd (Nudie) - Australian Beverages. [online] Available at: <https://www.australianbeverages.org/member/monde-nissin/> [Accessed 6 Jun. 2026].

