

PRESS RELEASE

MEET NOMU'S "ESSENTIAL SEASONINGS" COLLECTION

A DELICIOUS RETURN TO FORM FOR SOUTH AFRICA'S LEADING FOOD AND INNOVATION PIONEER

RELEASE DATE: 25 March 2026
CAPE TOWN, SOUTH AFRICA

NOMU, the premier South African food and lifestyle brand, is proud to announce the official launch of its ESSENTIAL SEASONINGS range.

Featuring a refined and ultra-curated selection of NOMU's trademark excellence in herbs and spices. Bold colors and a direct, simple design, ensure the ESSENTIALS are as visually striking as they are flavourful, and incredibly reliable. And laced with NOMU's unique, tongue-in-cheek humor and an attention to fine detail, this range also brings some much-needed culinary playfulness to the kitchen too.

The range represents world-class quality and consistency, enhanced by NOMU's unique, signature personality.

This range is a strategic refining of the NOMU range of spices, streamlining legacy items, replacing some with a sleek, modern offering, and adding some entirely new and original blend concepts.

This new range balances the highest of quality in flavour experience and visual design with an accessible, contemporary approach to home cooking. The ESSENTIALS deliver "flash and splash" with all-year-round, all-season appeal.

From the range's owner and creator, Tracy Foulkes: "NOMU Essential Seasonings are the next, flavourful chapter of our brand journey,"

"We have forced ourselves to finally trim away some products, simultaneously refining and replacing them with a sleek, slick, and exciting new range offering. We hope you will love and enjoy our new NOMU family members as much as we have enjoyed bringing them to life!", "We love to think of them as a kind of must-have, curated, culinary toolkit."

The 35-item collection spans several key categories, designed to answer the needs of every home cook, from novice to expert. Let's take a quick look at the various sections of the new range!

BOLD NEW BLENDS AND ALSO SOME FAMILIAR FAVOURITES:

A cheeky and entertaining blend of some new flavour and blend innovations, accompanied by a streamlined choice the NOMU Team's personal favourites and legacy top-sellers!

TRADEMARK GRINDERS: The iconic and top-performing NOMU range that brings real intensity to every meal in practical, gorgeous packaging.

MEET 'THE CHILLIS': All the top-quality heat you will ever need, and then some! These are super-curated flakes and powders - expect "tears of joy" with real, intense, reliable flavour!

THE REAL MVPS, THE SINGLE HERBS & SPICES: Reimagining kitchen staples as something special and absolutely crucial to every kitchen, in thoroughly, stylish and eye-catching, contemporary packaging and design!

UNCOMPROMISING GLOBAL STANDARDS

NOMU's commitment to quality is rigorous. Produced according to the strictest BRC accreditation standards, the Essential Seasonings range also carry carry both Halaal and Kosher certifications.

The full NOMU stable, including this new range and their bespoke Private Label services, is available to a global market, ensuring that cooks and partners around the world can access the flair and flavour intensity for which the brand is famous.



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