

N&A GLOBAL launches Sub-brand Go! Go! Naliia with Goji Berry snacks

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N&A GLOBAL CO., LTD., the parent company of the renowned Go! Go! Monster brand specialising in organic dried goji berries in Taiwan, is expanding its reach with the official launch of the sub-brand Go! Go! Naliia. The inaugural product is a 15g on-the-go pack of goji berry snacks, marking the company's entry into the Asian market.

Traditionally a common ingredient in households, goji berries are often utilised in traditional Chinese medicine and cooking. However, advancements in agricultural technology have raised concerns about pesticide residues affecting consumer health. Go! Go! Naliia, committed to organic cultivation, refuses the use of herbicides, fertilisers, and chemical pesticides, ensuring the quality of goji berries meets international standards. The company holds organic certifications in markets such as the United States, the European Union, Japan, and Taiwan, along with halal certification. With over 720 pesticide residue tests and a meticulous three-step cleaning and sterilisation process in a dust-free environment, the products are ready to be consumed directly upon opening, simplifying the acquisition of nutrition.

The inaugural product from Go! Go! Naliia comes in a 15g on-the-go pack, introducing a new and convenient packaging format ideal for modern, fast-paced lifestyles. The portability of the on-the-go pack allows consumers to enjoy healthy and delicious goji berry snacks in various settings, including offices, outdoor activities, and even during commutes.