

The Macadamia Advice Centre takes the Vitality Show by Storm

The Macadamia Advice Centre stand wowed visitors at the [Vitality Show](#) held between the 18th and 21st of March at Earl's Court. The show which is the UK's largest health, beauty, fitness, healthy eating and wellbeing event, saw an attendance of 40,000 over the four days.

At the stand nutritional staff were on hand to answer consumer questions on macadamia nuts and provide consumers with free 20g sample packs of nuts. More than 9,000 packs were given out in total during the show. These were accompanied by glossy macadamia recipe cards explaining the health benefits of the nuts.

Focusing on health the stand was also offering free cholesterol tests conducted by an NHS nurse. These proved immensely popular with all slots being booked up well in advance and a total of 170 cholesterol tests carried out.

