

# HONEST TO GOODNESS

ORGANIC FOOD & NATURAL FOOD

## FUNCTIONAL FOODS

PRODUCT	COMMENTARY	USE FOR
Organic Baobab Powder 200g	High fibre & antioxidants, with vitamin C, calcium, iron, magnesium and potassium	Raw foodies, Vegans, Smoothie Making
Organic Maca Powder Raw 350g	Energising with amino acids, essential fatty acids, vitamin	Athletes, Smoothie Making,
Organic Mesquite Powder Raw 350g	Low GI, high protein sweetener and gluten free flour substitute	Raw Diet, Alternative Sweeteners
Organic Psyllium Husks 200g	Pure dietary fibre for digestive health	Elderly, Digestive issues, Low Carb
Slippery Elm Powder 100g	High in fibre, with soothing effect on the digestive system	Elderly, Digestive issues, Low Carb
Organic Spirulina Powder 1KG	Immune boosting, high protein, aminos, minerals	Vegans, Detox, Smoothie Making
Organic Wheat Grass Powder 1KG	Energising source of Chlorophyll, improving digestion	Vegans, Detox, Smoothie Making
Organic Cacao Powder 350g	Antioxidant rich, revitalising DELICIOUS superfood	Raw Diet, Home Made Chocolate, Smoothies
Organic Cacao Powder 750g	Antioxidant rich, revitalising DELICIOUS superfood	Raw Diet, Home Made Chocolate, Smoothies
PRODUCT	COMMENTARY	TARGET CONSUMER
Organic Pea Protein 750g	Over 80% protein, , easily digestible, rich in essential amino acids	Athletes, Vegans, Smoothies
Organic Sprouted Brown Rice Protein Powder 350g	Bio-fermented, 80% protein, easily digestible	Athletes, Vegans, Smoothies
Organic Sprouted Brown Rice Protein Powder 750g	Bio-fermented, 80% protein, easily digestible	Athletes, Vegans, Smoothies
Organic Hemp Protein Powder 500g	** Not marketed as food product**	Pet owners looking for healthy protein
PRODUCT	COMMENTARY	TARGET CONSUMER
Organic Coconut Water 330ml	Natural electrolytes that improve hydration, potassium , no added sugar , single serve size	Vegans, Smoothies, Detox
Organic Coconut Water 1L	As above, Value size	Vegans, Smoothies, Detox
Organic Apple Cider Vinegar 500ml	Raw, containing the mother and all enzymes, beneficial bacteria, potassium and trace minerals	Blood sugar control, Detox, Pre-cold & flu season
Organic LSA Mix 200g	Cold milled to preserve omega nutritional value	Raw diet, Gluten Free, Breakfast
Organic Australian Honeycomb 350g	Raw, Australian Local honey	Raw Diet, Alternative Sweeteners
Organic Raw Honey - Australian 1KG	Raw, Australian Local honey	Raw Diet, Alternative Sweeteners
Organic Raw Honey - Australian 500g	Raw, Australian Local honey	Raw Diet, Alternative Sweeteners