# GOOD FOOD GROUP

## INTRODUCTION

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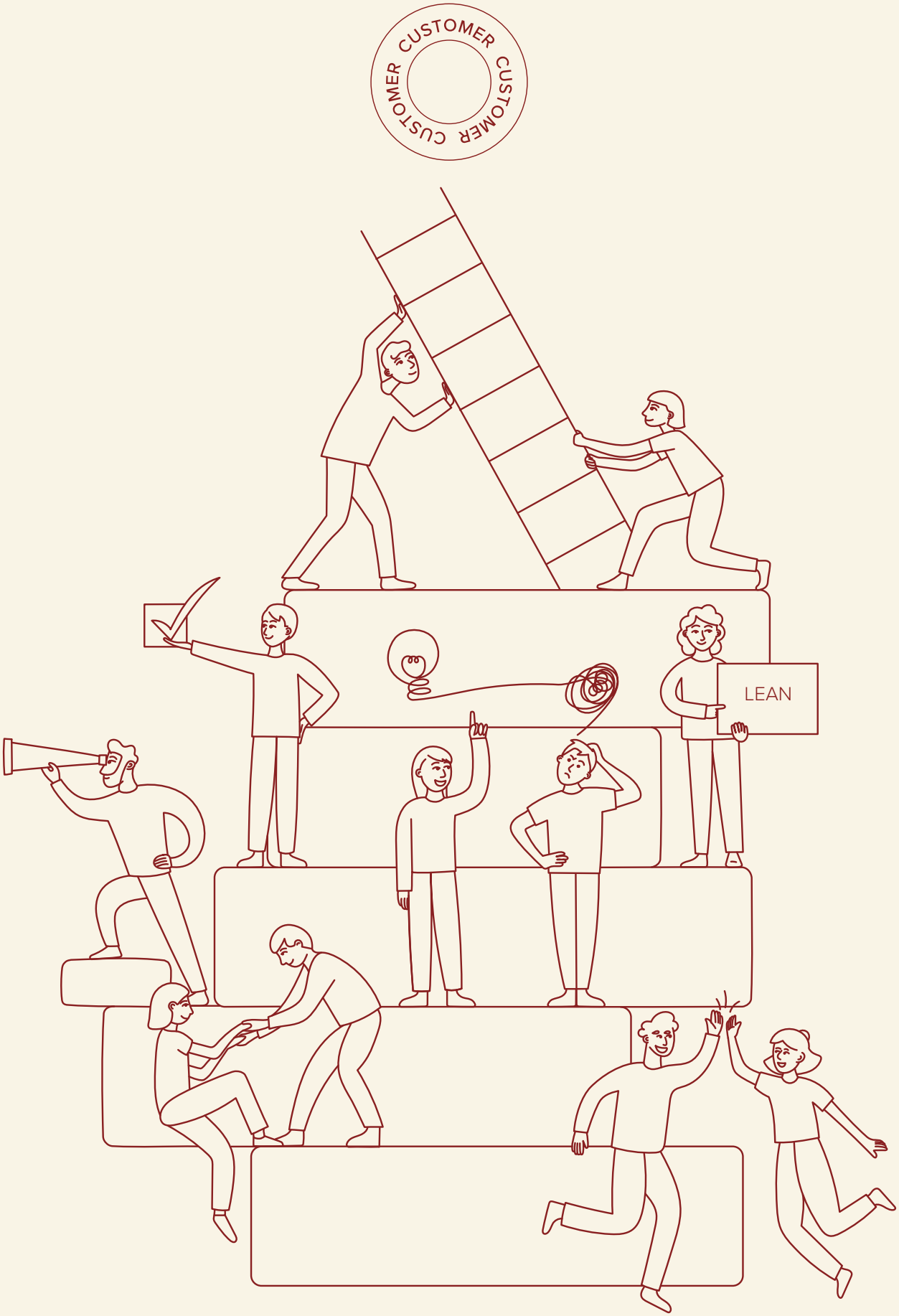
# STRATEGIC AMBITION

## DEMOCRATISING FOOD

# COMMITMENT TO CULTURE


CUSTOMER CUSTOMER CUSTOMER
LEAN

# OUR CULTURE

RESPECT

LAUGHTER

DON'T TALK ABOUT OTHERS

COMMUNITY ABOVE INDIVIDUAL

DO IT AND LEARN

CUSTOMER – CUSTOMER – CUSTOMER

9 ITERATIONS

LEAN

BE HELPFUL, HUMBLE AND GRATEFUL

CREATE TRUST AND INSPIRE SELF-CONFIDENCE

MORE KNOWLEDGE AND UNDERSTANDING

NO AUTOPILOT

BE CURIOUS

TAKE RESPONSIBILITY & solve the task, even when it's complicated

NOT A MIND READER, SPEAK OUT LOUD

# OUR HISTORY

Good Food Group was founded in Denmark in 1951. Until January 2019, it was a family-owned company and today it is owned by the Danish private equity fund Maj Invest.

Good Food Group manufactures and supplies a wide range large selection of quality food products such as jams and preserves, honey, oats and cereals, dressings and condiments, soups and sauces, fruit compotes and fillings, frozen and freeze-dried fruits, dairy alternatives and dessert sauces. In addition, Good Food Group imports and packs a wide range of organic and conventional foods, including nuts, grains, seeds, dried fruits, rice, pasta, beans and lentils.

The products from Good Food Group are marketed worldwide under our own brands and as private brand solutions. We are an experienced and trusted Private brand solution partner and we develop and produce private brand solutions products and concepts in close collaboration with leading global retailers - right from the initial idea to the product being on the store shelf.

Good Food Group A/S is represented in Denmark, Sweden, Norway, Poland, United Kingdom, Germany, China and USA and employs approx. 550 employees.

Learn more on our website:
**www.goodfoodgroup.com**

**ACQUISITIONS**

1951 INGA CHRISTENSEN ESTABLISHED INGA'S SMÅKAGER (LATER INGADANE) IN VEJLE
INGA BAKED THE COOKIES, HUSBAND PETER MADE BIKE DELIVERY

1975 FIRST EXPORT ORDER

HORNBÆK JAM FACTORY DK 1986

1995 LAUNCH OF FIRST ORGANIC PRODUCT

FIRST PRODUCTION SITE OUTSIDE DK (POLAND) 1996

STREAMLINE FOODS UK 1997

JAN IMPORT DK 2000

DANISCO FOODS TAARS DK 2001

DANICA FOODS SE AND NO 2003

SVANSØ DK 2005

2017 LAUNCH OF FIRST PLANT-BASED PRODUCT

MAJORITY OF SHARES IN DALBY MØLLE DK 2016

2019 FAM. CHRISTENSEN SELLS GOOD FOOD GROUP TO MAJ INVEST

JAKOBSENS DK 2020

WOODLAND WONDERS DK 2021

2022 GOOD FOOD GROUP MOVES INTO NEW HEADQUARTERS IN VEJLE

# OUR COMPANY TODAY

Good Food Group has grown every year through acquisitions and increased sales of both branded products and private labels

# 625 EMPLOYEES

## Employees at our locations

| | | | |
|---|---|---|---|
| Denmark | 405 | Germany | 8 |
| Sweden | 23 | Poland | 170 |
| Norway | 14 | USA | 5 |

# 1.6 B ANNUAL NR DKK

## Net revenue split 2023

| | |
|---|---|
| Domestic market (DK) | 49% |
| Strategic markets (SE+NO+DE) | 28% |
| Global export | 23% |

# 69% RETAIL SALES

## Sales channel split 2023

| | |
|---|---|
| Retail | 69% |
| Foodservice | 16% |
| Industry and bakery | 12% |
| Others | 3% |

# OUR FACTORIES

We produce or pack our products for both retail, foodservice and the industry at our own factories, ensuring high quality and responsible production.

## DENMARK

| | |
|---|---|
| Tårs | Fruit-based products such as jams, fruit desserts/stewed fruit, fruit fillings, and cordials – Skælskør Frugtplantage and private label solutions. Dairy alternatives such as cooking cream, whipping cream, vanilla sauce, soft ice mix and production of condiments. |
| Hadsten | Packing and mix of nuts, seeds, grains, dried fruits, rice and pasta – Svansø and private label solutions. |
| Hadsund | Packing and mix of seeds, grains, dried fruit, oats and muesli – Svansø and private label solutions |
| Aulum | Honey – Jakobsens and private label solutions |
| Kolding | Oats and cereals – Svansø and private label solutions. |
| Nr. Aaby | Dressings, condiments and sauces – Svansø and private label solutions |

## NORWAY

| | |
|---|---|
| Haugesund | Jams and private label solutions. |

## SWEDEN

| | |
|---|---|
| Lycksele | Jams and private label solutions as well as own brands like “Syltfabriken i Lycksele”, Lapplands Sylt and Örnäs. |

## POLAND

| | |
|---|---|
| Lipsko | Frozen fruit, jams, fruit desserts/stewed fruit, and pickled vegetables. |

LYCKSELE
HAUGESUND
TÅRS
HADSUND
HADSTEN
AULUM
KOLDING
NR. ÅBY
LIPSKO

AS A FOOD PRODUCING COMPANY, **NATURE** IS OUR MOST IMPORTANT SUPPLIER

# THEREFORE, SUSTAINABILITY LIES CLOSE TO OUR HEARTS

We work with the UN Global goals for **sustainable development.** In 2015, world leaders agreed on 17 global goals with the aim of creating a better world, part of which includes tackling of the urgent climate change issues. Guided by these goals, we must all work together to build a better future for all.

Our most significant contributions center around these 3 goals, where we, as a food producing company, can contribute the most.

## AFFORDABLE AND CLEAN ENERGY

Our current dependence on fossil fuels is unsustainable and harmful to the planet, which is why we need to change the way we produce and consume energy. At GFG, we will implement new energy solutions and find ways to reduce our energy consumption.

## DECENT WORK AND ECONOMIC GROWTH

As the global economy continues to grow, we are experiencing slower growth, increased inequality, and lower-than-average employment rates in many countries. At GFG, we prioritize close relationships with farmers and are committed to creating equally decent and secure jobs for both women and men in our factories.

## RESPONSIBLE CONSUMPTION & PRODUCTION

Our planet has given us an abundance of natural resources, yet we have not utilized them responsibly. We are currently consuming at a rate far beyond what our planet can provide. At GFG, we are committed to producing in more sustainable ways and assisting consumers in making more sustainable dietary choices.

# ABOUT SOME OF OUR SUSTAINABILITY INITIATIVES

## RESPONSIBLE ENERGY CONSUMPTION

We are committed to improving our energy efficiency by a minimum of 5% by the year 2025.

## SUSTAINABLE PACKAGING

- We primarily use FSC paper for labels, packaging and displays.
- We have made 58 out of our 87 foils re-usable.
  The remaining 29 foils will follow.
- We will move towards BPA-NI and PVC-free metal lids.
- We will move from PET to R-PET plastic bottles.
- All our plastic buckets are reusable.
- All our jars are reusable and are made from 50-80% recycled glass.
- We have reduced the weight of three of our standard jars.
  We are currently working on two additional jars.

## CLEAN WASTEWATER

- We have reduced grease in wastewater from 1,200 kg to 300 kg per day*.
- We have reduced COD in wastewater from 6,000 mg to 1,380 mg per litre*.
- Our “grease waste” is reused for biofuel.
- Our “COD waste” is reused for animal feed.

* numbers from our factories in Taars

# GOOD FOOD GROUP'S FOCUS CATEGORIES

We have a wide variety of products, see what categories we mainly focus on here.

**FRUIT-BASED**
# SKUs: ~581

**HONEY**
# SKUs: ~161

**CONDIMENTS & DRESSINGS**
# SKUs: ~433

**DAIRY ALTERNATIVES**
# SKUs: ~199

**INGREDIENTS**
# SKUs: ~213

**NUTS, SEEDS & GRAINS**
# SKUs: ~260

**SPECIALTIES**
# SKUs: ~183

# OUR BRANDS

We center our brand activities around our 5 core brands.

## CORE BRANDS

Jakobsens – pure nature

SVANSØ

LEVERANDØR TIL DET KONGELIGE DANSKE HOF
SKÆLSKØR FRUGTPLANTAGE®

DANICA™

WOODLAND WONDERS · ORGANIC ·

## EXPORT BRANDS

dana

BY APPOINTMENT TO THE ROYAL DANISH COURT
Skælskør Frugtplantage
DANISH GARDEN

Danish Choice

## REGIONAL BRANDS

Christians Grød
Mein Dänemark

Streamline®

# TAKE A LOOK AT OUR **BRANDS AND CONCEPTS**

Jakobsens
– pure nature

SVANSØ

LEVERANDØR TIL DET
KONGELIGE DANSKE HOF
SKÆLSKØR
FRUGTPLANTAGE®

DANICA™

WOODLAND WONDERS
ORGANIC

# JAKOBSENS

## Pure nature

Jakobsens is one of Scandinavia's leading producers of honey and offers a wide range of conventional, organic and Fair-trade honey, as well as agave syrup for retail, foodservice and industrial purposes.

Jakobsens honey is produced at our factory in Denmark.

The products are primarily sold in Scandinavia, but recently, exports to European countries as well as China have been initiated. The production and bottling of honey take place under strict quality procedures, ensuring high product quality.

Jakobsens

– pure nature

# SVANSØ

## High quality for great taste experiences

In 1975, Svansø was founded by Hanne and Peder Svansø, who imported specialties from Italy, guided by their sense of good taste and commitment to high quality. This approach positioned Svansø as a pioneer in the field, leading the way in spreading the knowledge of Southern cuisine throughout Denmark.
Today, we continue to build on our years of expertise in good taste and quality. This dedication permeates everything we do - and you can taste it. At Svansø, we believe that high quality provides a great taste experience, and this is the focal point of all our products.

SVANSØ
GRÆSKAR KERNER
CHIA FRØ
250G
ØKOLOGISKE
VALNØDDE KERNER
STENALDER BRØD
CLASSIC
HAKKEDE TOMATER
FRA ITALIEN
400g
OLIVEN OLIE MED CITRON
100ml
GREEN PESTO
AIOLI
EKO
GIGANT OLIVEN
OLIVEN OLIE
FRA ITALIEN
BALSAMICO EDDIKE
KALAMATA OLIVEN
OLIVEN OLIE FRUTTATO
KRAFTIG SMAG
PROVENCE CROUTONER
71% fuldkorn
ØKOLOGISKE
PROVENCE CROUT
FULDKORN
BRASILIANSKE BRÆNDTE FIGNER
I KARAMEL
AKACIE HONNING
ØKOLOGISKE
BRUSCHETTINI
TOMAT & BASILIKUM
FRYSETØRREDE JORDBÆR
FREEZE-DRIED STRAWBERRY

# SKÆLSKØR FRUGTPLANTAGE®

## Passionate fruit & berry experts since 1899

At Skælskør Frugtplantage, we are specialists in fruits and berries, with a commitment to quality, taste, and craftsmanship that dates back to 1899, when the Heilmann brothers established Skælskør Frugtplantage.

Our extensive knowledge in this field, coupled with a constant focus on cultivating authentic, natural flavours, drives us to passionately create products of the highest quality. Since 1960, Skælskør Frugtplantage has had the honour of being a purveyor to the Royal Danish Court.

At Skælskør Frugtplantage, we do our utmost to ensure the good taste in every product. We cherish the old virtues and good craftsmanship, aiming to inspire new and wonderful taste experiences within this wonderful world of fruits and berries.

LEVERANDØR TIL DET
KONGELIGE DANSKE HOF

# SKÆLSKØR
FRUGTPLANTAGE®

# DANICA

## Professional dairy alternatives

Our Danica brand offers a wide range of dairy alternatives, which are produced from vegetable oil and can be used instead of or as a supplement to dairy cream.
Good Food Group supplies these products to customers in 60 countries and thousands of tons are sold all over the world every year.

Danica whipping products are perfect for decorating cakes, desserts, hot beverages, and cake fillings.

Danica cuisine products are designed for cooking and are known for their characteristic quality, excellent creamy taste, and stable functionality.

Danica soft ice mix and shake mix are ready-to-use products with good stability and same consistency and flavour each time.

DANICA™

# WOODLAND WONDERS

## Organic & natural baby food

We take your child on a culinary journey from the first spoonful. In our products, we use only the best ingredients and do as little as possible with the ingredients, to preserve the natural fibres, vitamins and minerals. This approach results in food that is rich in colour, flavour, and texture, and strengthens your child's development.

**Woodland Wonders' products are:**

- 100% organic and natural ingredients
- Minimally processed and made without fabricated ingredients
- Easy-to-cook and taste as good as homemade

**Our products:**

- Organic baby porridge made from Danish oats with delicious fruits and spices – and nothing else!
- Organic fruit and veggie puree from Danish ingredients only
- Organic, delicious fruit bars
- Organic pasta for toddlers made with vegetables

WOODLAND WONDERS
ORGANIC
Happy Morning
Økologisk • Ekologisk • Luomu
Babygrød/grøt med havre, blåbær & banan
Babygröt med havre, blåbär och banan
Kaurapuurojauhe mustikoilla ja banaanella
200 g (13 portioner/porsjoner/annosta)
Shine bright
BABYMOS GULEROD & ÆBLE
Cozy Cuddle
Cute mess
BABYMOS ÆBLE
Secret forest
Økologisk • Ekologisk • Luomu
Babygrød med havre, svesker & æbler
Babygröt med havre, katrinplommon och äpple
Lastenpuuro kauralla, luumuilla ja omenalla
150g (10 portioner/portioner/annosta)
Dairy-free
No added sugar
Made with love in Denmark
Early Sunrise
Økologisk • Organisk • Bio
Havregrød/grøt med fersken og banan
Havregröt med persika och banan
Haferbrei mit Pfirsich und Banane
210 g (7 portioner/Portionen)
Dairy Free
100% natural ingredients
Natural • Organic • No added sugar*
Happy time
BABYMOS BLOMME & ÆBLE
Funny day
BABYMOS PÆRE & ÆBLE
Nice break
BABYMOS QUINOA & ÆBLE

# PRIVATE LABEL SOLUTIONS

We have more than 30 years' experience in developing private label solutions for customers around the world.

**WE OFFER BOTH CONVENTIONAL AND ORGANIC SOLUTIONS WITHIN:**

- Preserves, jams, and marmalades
- Fruit compote and fruit filling
- Frozen and freeze-dried fruit
- Honey
- Oats and oat fibres
- Baby porridge, mash, and fruit bars
- Dressings and condiments
- Soups and sauces
- Dairy alternatives such as cooking cream, whipping cream, vanilla sauce, and soft ice mix

Only Non-GMO ingredients

YOUR LABEL HERE
YOUR LABEL HERE
YOUR LABEL HERE
YOUR LABEL HERE
YOUR LABEL HERE
YOUR LABEL HERE

# HONEY
## Private label concepts

At Good Food Group we produces different types of honey. The raw material for our recipes is collected both inside and outside of EU, with the exception of China.

**There are basically two types of honey - liquid and creamy**
At Good Food Group we strictly comply with EU legislation for both types of honey. The difference between liquid and creamy is due to the fact that the natural sugars in the creamy honey are crystallized, while in liquid honeys it is, well, liquid. However, the crystallization does not only affect the consistency but also the taste and nutritional content of the honey. Therefore, choose the type that is most suitable for exactly what you like to use honey for. Both types are perfect for use in breakfast, hot drinks as tea or coffee, on pancakes and in other types of desserts.

**Natural product, directly from the nature**
Honey is a natural product and contains nothing else than natural sugars and flower nectar. Therefore, there is also a big difference in the taste of the different honeys – because there is a difference between the flowers where the bees collect their nectar. Flower honey from e.g. Acacia or Orchard is mild and sweet and aromatic, while e.g. heather honey is stronger and spicy in taste. Taste your way and find the one you like best.

**The colour of the Honey**
The colour depends on which flowers the bees have collected their nectar from.
And the play of colours can vary from quite light, almost white, to yellow, greenish, brown and almost black.
The colour of the honey does not always have anything to say about the taste, but as a general rule you can count on dark honeys to have a deeper taste, often with caramel and toasted notes, while light honeys are typically lighter and more floral in flavour. However, one thing is certain – whatever the colour, the honey is always beautiful.

**Packaging options**
We can offer many kinds of packaging and sizes.

Jar

Squeeze bottle

Plastic bucket

TIP:
Use your honey in sauces, dressings, marinades & dips.

# DRESSINGS & CONDIMENTS

## Private label concepts

**Dressings**
Our dressings will enhance the taste of salads to a level you never thought was possible. They taste delicious! Enjoy the tasty dressings on green salads, as a dip for fresh vegetables, toasted crusty bread or try them as a topping on a baked potato.

**Full of flavour and tradition**
Condiments are perfect for enhancing the flavour of your favourite food.
Every dressing and condiment is carefully produced at our factory in Denmark and made accordingly to Danish and international recipes. Products can be prepared with free-range eggs.

We produce a wide selection of the classic and world-famous condiments in different flavours and versions according to the desired concept and preferences. We tailor-make your condiment from scratch - both in terms of the product itself and the packaging.

**Dressing varieties**
– Crème Fraiche dressing
– Thousand Island dressing
– Garlic dressing
– Fine herbs dressing
– Caesar dressing
– Burger dressing

**Condiment varieties**
– Mayonnaise
– Ketchup
– Mustard
– BBQ sauce
– Aioli

**Product concepts**
– Organic
– Vegan
– Plant-based
– No added sugar
– Low fat

**Packaging options**
We can offer many kinds of packaging and sizes.

Jar | Squeeze bottle | Glass bottle | Stick 30-50g

# SOUPS & SAUCES

## Private label concepts

**A large range of authentic and classic sauces**
We can create a winning tailor-made sauce for your brand. Sauces maximize flavour and jazz up any meal. In short, never overlook the importance of sauce. It is, after all, one of the biggest players in maximizing flavour in your food.

Not only can they add interest to a meal, sauces can be used before cooking as marinades for meats and veggies, and they are the perfect way to finish a dish. Nothing says “Voilà!” Like a final swirl of colourful sauce to top your dish. Just like that, your meal is now complete! Sauces have many purposes to enhance meals and can be used to add texture, add complementary flavours to a dish and balance flavours from all other ingredients, add juiciness and add visual appeal.

**Vegan, delicious and convenience**
Today’s consumers are demonstrating an increasing demand for convenience, and nowadays rarely all dishes are made ”from scratch”. To meet the demand of modern consumers, we offers easy food solutions with four ready-made vegetable soups that will serve 1 to 2 persons after heating – it will only take a few minutes to prepare the soup. The vegetable soups are all produced in our own factory in Denmark.

**Sauce varieties**
– BBQ sauce
– Bearnaise sauce
– Whisky sauce
– Pepper sauce

**Soup varieties**
– Tomato soup
– Carrot soup
– Pumpkin soup
– Curry soup

**Packaging options**
We can offer many kinds of packaging and sizes.

Jar Glass bottle

# PRESERVES, JAMS & MARMELADES

## Private label concepts

**Proud traditions - fine craftsmanship**
Good Food Group A/S produces private brand preserves, jam and marmalade. With over 60 years' experience in fruit preparation, our company is a world leader thanks to R&D innovation, quality sourcing, manufacturing know-how, flexibility and high standards as well as commitment to private brand solutions and B2B partnerships.

All of our fruit based products are carefully manufactured resulting in a high quality product. We produce preserves in Denmark, Sweden, Norway and Poland.

**Life is full of possibilities**
When it comes to deciding which concept, recipes, assortment and design to go with, your possibilities are almost endless. To help you in this process, we have developed a simple yet effective approach to quickly drill down a wide range of possible combinations.

**Varieties**
– Berries (32 different)
– Stone fruits (21 different)
– Citrus (16 different)
– Other fruits (23 different)
– Organic fruits (30 different)
– Vegetables, spices
And herbs

**Product concepts**
– Basic
– Premium
– Organic
– No added sugar

**Sugar content**
– High sugar
– Medium sugar
– Low sugar
– No added sugar

**Packaging options**
We can offer many kinds of packaging and sizes.

Jar

Squeeze bottle

Plastic bucket

# FRUIT COMPOTE & FRUIT FILLINGS

## Private label concepts

**Treats with fruits – let´s get started**
Try it spooned over a stack of fresh, hot pancakes, pound cake or ice cream. Use it for baking or simply enjoy it as it is. A colourful fruit compote brings a casual or formal meal to a delicious close whether it is enjoyed by itself or as an accompaniment. They can also be used as the star ingredient in other dishes.

We use natural ingredients and offer high quality products with no artificial colouring, flavourings or preservatives added. Our fruit compotes are bursting with fruit and contain whole berries.

**Bake stable fruit fillings**
Fruit filling is what makes us love baking. Our fruit filling are ready-to-use and are designed for stability. You can easily bake the perfect fruitcake or pastry and be confident that you will be able to slice it into a gorgeous fruit dessert – without any runniness or slumping.

**Fruit filling varieties**
– Apple
– Rhubarb
– Blueberry
– Cherry
– Strawberry
– Mango
– Raspberry

**Fruit compote varieties**
– Apple
– Strawberry
– Rhubarb
– Red fruit
– Apricot
– Blueberry

**Concepts**
– Conventional
– Organic

**Packaging options**
We can offer many kinds of packaging and sizes.

Jar

Cardboard box and alu bag

Pure-Pak

Plastic bucket

# FROZEN & FREEZE-DRIED FRUITS

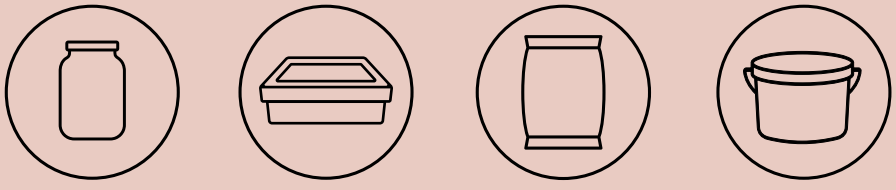
## Private label concepts

**Frozen and freeze dried to perfection**
Since 1996, Good Food Group in Poland has been a large supplier of various frozen and freeze-dried fruits. Poland is well-known as the fruit garden of Europe. Our modern factory is located close to the farming areas, creating the best conditions for delivering fresh products of high quality. Advanced technology and quality control systems ensure reliable deliveries and high quality products for partner companies as well as external customers.

**Frozen fruits varieties**
Fruits are some of the healthiest foods you can eat. They are full of vitamins, minerals and antioxidants. As fresh produce may not always be available, frozen varieties provide a convenient alternative. Our frozen fruits are promptly washed and sorted, and then frozen within hours of being picked, a process that helps lock in both fresh taste, and nutritional value. The products are available as whole and as cut/fine cut. The products are packed in both poly bag and trays.

**Freeze-dried products – an alternative for conventional sweets**
Freeze-dried products are pure products without the use of any additives, still containing good levels of nutrients, vitamins and minerals. During the freeze-drying process, the water is removed from the frozen fruits retaining about 95% of natural nutrients. Only natural sugar remains just like the aroma and colour. The taste is very intense and the products are very light and crispy. The products ideally fit the lifestyle of conscious nutrition and can be used as healthy snacks or as a natural alternative.

**Packaging options**
We can offer many kinds of packaging and sizes.



# DAIRY ALTERNATIVES

## Private label concepts

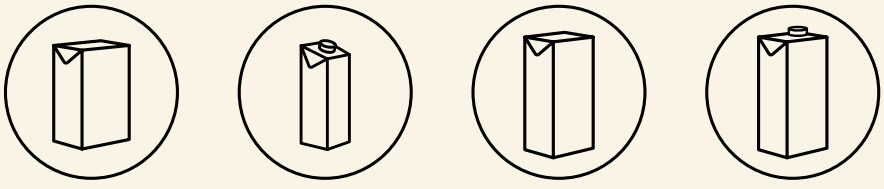
**Whip toppings**
Our whipping products are perfect for cake fillings and decoration on cakes and desserts. When whipped, the foam remains stable for several days on cakes. It achieves a whipped volume of up to 400%. After whipping, the product can be frozen and will retain the same characteristics when thawed. Our whip toppings are available as dairy-based, plant-based, with various oil types and with or without sugar.

**Cooking bases**
Our cooking bases are dairy cream replacements based on vegetable fat and are stable in any dish, even with wine, lemon and tomatoes. The products can be used for any dish where body and creaminess are needed. Our cooking products reduce like dairy cream, are self-stable at room temperature and available with different fat contents (15%, 25%, 30%).

**Dessert sauce**
Our dessert sauce has a deliciously creamy taste of vanilla. Serve the dessert sauce cold or whipped with fruit, berries and cake. They are made from vegetable oil and can be used as an alternative to dairy cream. It is ready-to-use directly from the pack. Our dessert sauces are available as dairy-based, plant-based and with various oil types.

**Soft ice and shakes**
Introducing our selection of premium soft ice mix and shake mix with smooth texture and creamy sweetness. We offer soft ice with vanilla, strawberry, chocolate and bubblegum flavour. Our soft ice mix is formulated to work in any commercial soft ice machine. Our shake mix is specifically designed for direct use in shake machines and blenders, ensuring a smooth shake every time. Our ready-to-use soft ice mix and shake mix are available as dairy-based, plant-based and with various oil types.

**Packaging options**
We can offer many kinds of packaging and sizes.



Tetra Base | Tetra Edge | SIG without cap | SIG with cap

# OAT & OAT FIBRES

## Private label concepts

It is pretty much the perfect breakfast food. Oats are a whole grain and a wholesome, natural source of high-quality carbohydrates, fibre and protein. Perfect for porridge/oatmeal, they can also be added to smoothies, pancakes, granola bars and all kinds of baked goods, such as muffins, bread, cookies and more.

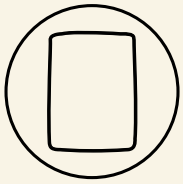
Oats are a naturally rich source of beta-glucan. Oat β-glucans are water-soluble. β-glucans derived from the endosperm of oat kernels are known for their dietary contribution as components of soluble fibre. Due to their property to lower cholesterol and potentially reduce the risk of cardiovascular diseases, oat β-glucans have been assigned a qualified health claim by the European Food Safety Authority and the US Food and Drug Administration.

Our oat fibre is naturally produced from food grade oat hulls through a proprietary process. This is a chemical-free process, turning hulls into various fibres. Oat fibre has many uses in baked products, smoothies, porridge, and other recipes where you want to boost the fibre content of the foods you eat. Our oat fibre is also the perfect ingredient for low-carb food preparation. The fine texture of oat fibre makes it a capable bulk ingredient and a well-matched substitution for oat flour and wheat flour.

**One groat, three cuts**
**Steel Cut Oats,** also called Scottish or Irish oats, take the longest to cook and have a toothsome, chewy texture.
**Old Fashioned Oats,** also called Rolled, Flaked or Whole Oats, take less time to cook than Steel Cut. They are heated in breakfast bowls and often used in muesli or simply eaten plain with milk and preferably some topping. They are ideal in baked goods and can be rolled into fine, course, jumbo oats.
**Quick or Instant oats** cook faster, absorb water faster and have a creamier mouth-feel than Old Fashioned or Steel Cut.

**Packaging options**
We can offer many kinds of packaging and sizes.

Doypack bag


Paper bag

Pillow bag

We offer you both gluten-free, conventional and organic variants

# BABY PORRIDGE, MASH & FRUIT BARS

## Private label concepts

Our range of baby food is made of organic fruits, vegetables, oats and grains – all ingredients you would find in your own kitchen.
All of our ingredients are organic, and chosen carefully with focus on quality. We blend them together without any further processing of the ingredients. The result is really tasty, luxurious baby food that has a low content of sugar and saturated fat.

**Porridge**
All of our baby porridge is instant ready-to-cook cereal, so you can feed your baby quick and easy without compromising on the quality. All you need to do is to add breast milk or formula and then mix. You can also use our porridge in pancakes or other bakes goods. Our porridge can be used from +6 month and is perfect as the first solid food for your baby.

**Fruit and vegetable mash**
Our fruit and vegetable mashes are made from organic fruits and vegetables with focus on giving your baby the best meal. The mash is packed in small jars and is ready-to-eat, perfect to bring on tours. The mash can also be used on top of our porridge to spice it up, or on top of pancakes. Our mash can be used from +4 month.

**Fruit bars**
Our fruit bars are made with wholesome fruits and are an easy way to feed your baby while on-the-go. The bars are packed separately and come in bags of 5 pieces. Our fruit bars can be used from +12 month.

**Packaging options**
We can offer many kinds of packaging and sizes.

Doypack bag

Baby jar

Fruit bars

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# CONTACT US

**Headquarters**
Herredsvej 30A, 7100 Vejle
+45 75 71 18 00
kontakt@goodfoodgroup.com

**Export Sales Coordinator**
Zivile Simkeviciute
+45 20 11 42 67
zis@goodfoodgroup.com

**Export Sales Coordinator**
Lamija Bjelic
+45 20 59 74 12
lbj@goodfoodgroup.com

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