



THEY TASTE SO GOOD YOU WON'T BELIEVE THEY'RE GLUTEN FREE





A ground breaking product range that truly meets the needs and wants of a new free from generation

The gluten free / free from market has pivoted and evolved at an increasingly rapid pace. We have found that while these consumers are more diverse in their needs, they are all becoming increasingly more discerning. They want and expect more in their lives now. No longer willing to accept limited food options and no longer reconciled to suffering through a dull repetition of often unpleasant and unsatisfying meals, Free Fromers now want and actively seek foods that they actually enjoy eating. They also want more variety in their diet. They want to enjoy again the traditional foods that they miss. And they want products that offer more flexible meal options. Many Free Fromers also want much higher quality than has previously been available and we have found that they are willing to pay for it- if it meets their expectations.

Our first product, Liberate Crumpets, was specifically created for this new generation free from consumer - our crumpets are certified gluten free and are carefully free from all the major allergens of concern as well as being non-GMO, FODMAP friendly and using natural preservatives. But just as important as ticking those boxes, we made sure that our crumpets really taste so good that you won't believe they're gluten free. In fact, our crumpets have been designed for the whole family to enjoy sharing together. Liberate Crumpets exploded onto the Australian supermarket scene and quickly established itself as the number one gluten free bakery snack with high volume, high retail sales value and high margin. In the process, Liberate Crumpets has single handedly nearly doubled the size of the Australian supermarket gluten free bakery snack category!

Looking to expand into the UK market following our success in Australia, we entered Liberate Crumpets in the Free From Food Awards UK. We are thrilled that our Liberate Crumpets won three awards- Liberate Crumpets won Gold in the TeaTime Category, Silver in the Vegan/Plant Based Category and Silver in the No Top 14 Allergens Category. Our three medals are proudly featured on the front of our product packs and they support the message that our product is high quality and really does deliver on its promises. We also feature our FFFA UK Gold and Silver medals in all our print and online media and also on our consumer and trade event display materials. We feel that the Free From Food Awards UK is a great way to help us achieve consumer awareness of our product and get the attention of key retailers and distributors in the UK, as well as contributing to the success of our product in Australia and New Zealand. We have now entered all our new Liberate Foods products for judging in the upcoming Free From Food Awards UK 2023- we've entered our Classic English Muffins, Fruit N' Spice English Muffins, Classic Belgian-Style Waffles, Cinnamon Belgian-Style Waffles and Pancakes.

Following the success of our hero Liberate Crumpets across Australia, we are now launching five new bakery products that we believe are just as good, if not even better than our crumpets. Our Liberate Foods range now comprises free from Crumpets, Classic English Muffins, Fruit N' Spice English Muffins, Classic Belgian-Style Waffles, Cinnamon Belgian-Style Waffles and Pancakes. These five products have been created by us to fill the empty gaps currently existing in the free from market world wide- these are the products that our consumers, retailers and distributors have been asking us to make for them.

Liberate Foods now has a comprehensive range of truly delicious free from sweet and savoury bakery products that flexibly covers the whole day, providing delicious and quick solutions for breakfast, morning tea, lunch, teatime, supper, and dessert. With the flexible convenience and cost-savings of a frozen supply chain, the Liberate Foods free from bakery snacks range is the perfect solution for supermarkets, independent retailers and food service including cafes, restaurants and institutions such as boarding schools.



OUR CRUMPETS TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE



OUR CRUMPETS TASTE SO GOOD YOU WON'T BELIEVE THEY'RE GLUTEN FREE

Gluten Free & Free From Attributes:

- * UK & AUS certified gluten free
- * wheat free & oat free
- * vegan / plant-based
- * egg free
- * dairy free
- * soy free
- * nut free
- * yeast free
- * FODMAP friendly
- * non GMO
- * natural preservatives



WINNER of a GOLD and two SILVER FREE FROM FOOD AWARDS UK!



KEY DATA

Pack Size: Four Crumpets
 Pack Weight: 240 grams
 Carton Size: 12
 Supply: Frozen Thaw Back
 Shelf Life: 14 days from thaw
 Suggested RRP: £3.79

MADE IN NEW ZEALAND



**OUR MUFFINS TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE**

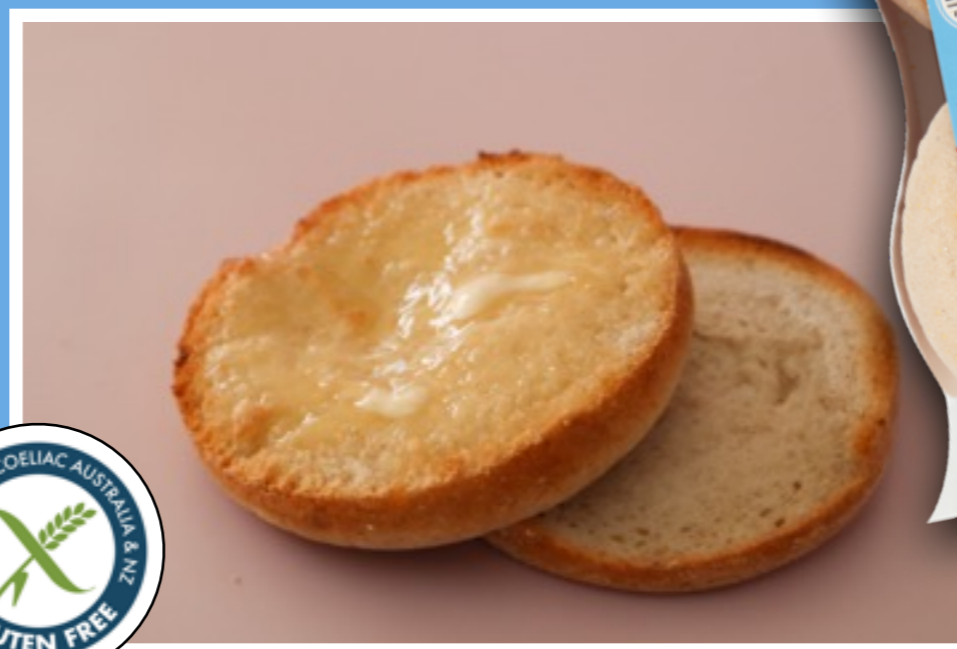


OUR MUFFINS TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE

TRADITIONAL ENGLISH MUFFINS

Gluten Free & Free From Attributes:

- * certified gluten free
- * wheat free & oat free
- * vegan / plant-based
- * egg free & dairy free
- * soy free & nut free
- * non GMO
- * natural preservatives
- * clean fruits: no sulphites, no additives, no processing aids



KEY DATA

Pack Size: Four Muffins per pack
 Pack Weight: 340 grams
 Carton Size: 8
 Supply: Frozen Thaw Back
 Shelf Life: 14 days from thaw
 Suggested RRP: £3.79

PROUDLY MADE IN AUSTRALIA



**OUR WAFFLES TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE**



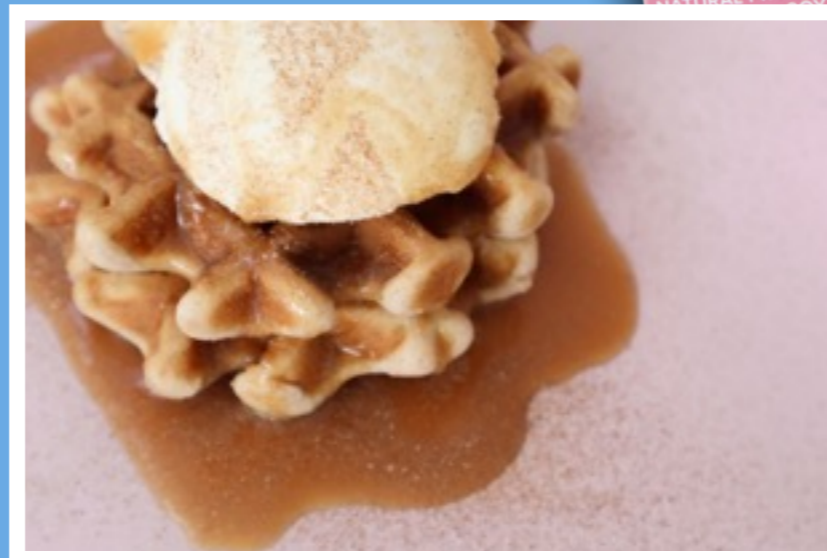
BELGIAN STYLE WAFFLES

Two Flavours: CLASSIC & CINNAMON

OUR WAFFLES TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE

Gluten Free & Free From Attributes:

- * certified gluten free
- * wheat free
- * oat free
- * soy free
- * yeast free
- * nut free
- * non GMO
- * natural preservatives



*Light and fluffy on the inside
and a little crispy on the outside*



KEY DATA

Pack Size: Four waffles
Pack Weight: 240 gams
Carton Size: 8

Supply: Frozen Thaw Back
Shelf Life: 14 days from thaw
Suggested RRP: £3.99

PROUDLY MADE IN AUSTRALIA



LIBERATE
Cinnamon
Waffles
Delicious

OUR WAFFLES TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE



OUR PANCAKES TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE



Gluten Free & Free From Attributes:

- * certified gluten free
- * wheat free
- * oat free
- * soy free
- * yeast free
- * nut free
- * natural preservatives
- * non GMO



*Deliciously light and fluffy
Just the right size for you
Not too big and not too small*

KEY DATA

Pack Size: Six Pancakes
Pack Weight: 240 gams
Carton Size: 12 packs
Supply: Frozen Thaw Back
Shelf Life: 14 days from thaw
Suggested RRP: £3.79

PROUDLY MADE IN AUSTRALIA





LIBERATE
Light & Fluffy
Pancakes
Traditional
Delicious

OUR PANCAKES TASTE SO GOOD
YOU WON'T BELIEVE THEY'RE GLUTEN FREE

LIBERATE PRODUCT RANGE ATTRIBUTES

Product Attributes	Liberate Crumpets	Liberate Classic English Muffins	Liberate Fruit N' Spice English Muffins	Liberate Classic Belgian-Style Waffles	Liberate Cinnamon Belgian-Style Waffles	Liberate Pancakes
Certified Gluten Free	*	*	*	*	*	*
Soy Free	*	*	*	*	*	*
Egg Free	*	*	*			
Dairy Free	*	*	*			
Vegetarian	*	*	*	*	*	*
Vegan	*	*	*			
Nut Free	*	*	*	*	*	*
Yeast Free	*			*	*	*
Oat Free	*	*	*	*	*	*
Natural Preservatives	*	*	*	*	*	*
No Added/Artificial Colourings	*	*	*	*	*	*
Non- GMO	*	*	*	*	*	*
Recyclable Packaging	*	*	*	*	*	*
Made in Australia		*	*	*	*	*

LIBERATE FOODS NEW PRODUCT RANGE UK KEY DATA

PRODUCT	WEIGHT	PACK FORMAT	ORIGIN	RECYCLABLE PACKAGING	CASE SIZE	VAT	REC. RRP	AMBIENT & FRIDGE SHELF LIFE (days)	FROZEN SHELF LIFE (months)	SUPPLY FORMAT	FOOD SERVICE PACK
Liberate Crumpets	240 grams	4 UOM	Made in New Zealand	YES	12	N/A	£3.79	14	6	FROZEN	N/A
Liberate Classic English Muffins	340 grams	4UOM	Made in Australia from at least 53% Australian Ingredients	YES	8	N/A	£3.79	14	6	FROZEN	AVAILABLE
Liberate Fruit N' Spice English Muffins	340 grams	4UOM	Made in Australia from at least 57% Australian ingredients	YES	8	N/A	£3.79	14	6	FROZEN	AVAILABLE
Liberate Classic Waffle	240 grams	4UOM	Made in Australia from at least 82% Australian Ingredients	YES	8	N/A	£3.99	14	6	FROZEN	AVAILABLE
Liberate Cinnamon Waffle	240 grams	4UOM	Made in Australia from at least 82% Australian Ingredients	YES	8	N/A	£3.99	14	6	FROZEN	AVAILABLE
Liberate Pancakes	240 grams	6 UOM	Made in Australia from at least 82% Australian Ingredients	YES	12	N/A	£3.79	14	6	FROZEN	AVAILABLE



LIBERATE FOODS

brought to you by

ORGANIC AND GLUTEN FREE SPECIALITY FOODS PTY LTD

GENERAL & ALL SALES INQUIRIES:

PETER JACKSON, DIRECTOR

peter@organicandglutenfree.com.au

+61 424 186 382

GENERAL & MARKETING INQUIRIES:

MARY JACKSON, DIRECTOR

mary@organicandglutenfree.com.au

+61 448 811 981

liberatefoods.com.au



[@liberatefoods](https://www.instagram.com/liberatefoods)