



HEALTH FOODS
LOVINGLY MADE BY THE BUTLER
FAMILY AND THEIR TEAM.



YOUR HEALTH...
OUR MISSION!



mission

“To empower people of all ages to live a healthier life”

VISION

“To be the world’s most loved and trusted health food brand”.



Company Background

- ✓ **Company Structure:** Owned & managed by the Butler family
- ✓ **Product Sectors / Category :** Snacking/Free From/Produce/Ingredients
- ✓ **Company Founded:** 2004
- ✓ **Company Location:** Sligo & Tyrone
- ✓ **Awards:** Sainsbury's Top New Product, Great Taste Awards, Food Writers Guild Award, *Lunch* Gold Innovation Award
- ✓ **Branded / Private Label:** 60% / 40%
- ✓ **Production Process:** Sprouting, Roasting, Extrusion, Milling, Packing
- ✓ **Plant Size:** 30,000m²
- ✓ **Current Plant Utilisation:** 32%
- ✓ **Accreditations:** BRC, HACCP, Tesco & M&S Private label, Sedex
- ✓ **Nut & Gluten free**





FOR GOODNESS SAKE!
KEEPING PEOPLE HEALTHY SINCE 2004



STRATEGY

RESEARCH



INNOVATION





PASSION



HARD WORK



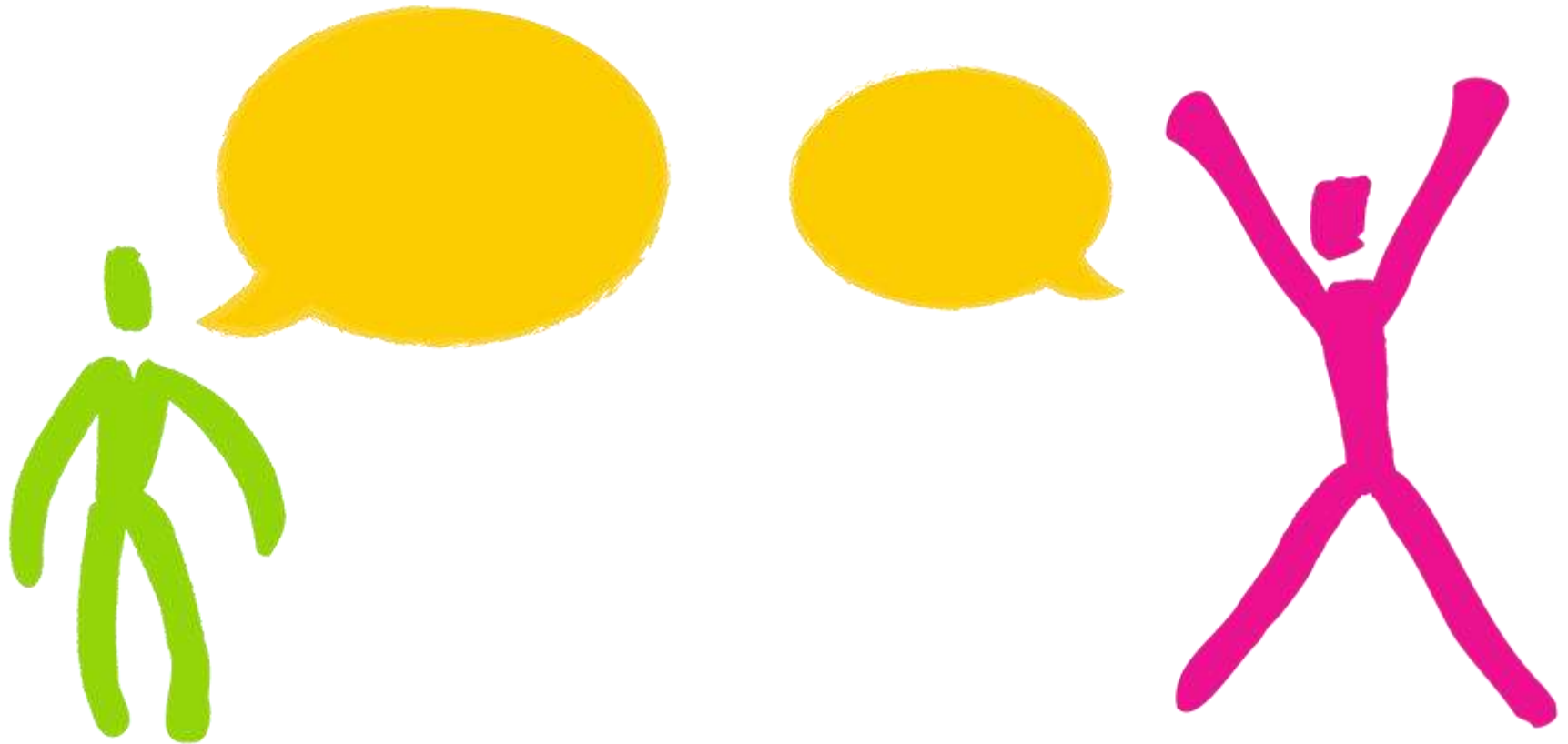
TEAM



DON'T WAIT
TO BE INSPIRED
BE THE
INSPIRATION!



COMMUNICATION



Community #good4u

Growing Community

Instagram more than doubled in 2015

Facebook +12000

Twitter +2000 followers and tweets from Rob Kennedy, Donal Skehan, Calgary Avansino, Hemsley + Hemsley Scola Dondo, Food to glow - reaching thousands every week



School visiting for healthy eating talk & factory tour

Karen Titmus This looks divine! I've just worked out the calories and at 301 it would be a great dinner for me! I think it just about covers all the food groups, but if I was super hungry, I'd add 200g of coldwater prawns and a spritz of lemon. I really wish we had the full range of your scrummy shoots, sprouts and seeds in the UK!
Unlike · Reply · 1 · 15 hours ago

georgiesloves Following
3 days ago
Good morning big plate full of awesomeness 🍴👉🍴 (1 egg, 1 egg white, tinned tomatoes, tuna, asparagus, peas, sweet corn, kidney beans, feta, avo, salad, flax seed, pepper, spice, chilli flakes, spinach, kale & @good4unutrition seeds).



PARTNERSHIPS





RELATIONSHIPS



OPPORTUNITY



Lifestyle Food

GUILT FREE SNACKS

It's all about the healthy option for snacking. Our new range has been made to be nutritious, convenient, cheap and easy to eat. We have a variety of snacks to suit every palate. We have also made it easy to eat. Our snacks are made with the best of all ingredients and are packed with the goodness of the whole grain. We have also made it easy to eat. Our snacks are made with the best of all ingredients and are packed with the goodness of the whole grain. We have also made it easy to eat. Our snacks are made with the best of all ingredients and are packed with the goodness of the whole grain.

Your three-day summer shape-up

It's time to get into your best shape for the summer. Our new range has been made to be nutritious, convenient, cheap and easy to eat. We have a variety of snacks to suit every palate. We have also made it easy to eat. Our snacks are made with the best of all ingredients and are packed with the goodness of the whole grain. We have also made it easy to eat. Our snacks are made with the best of all ingredients and are packed with the goodness of the whole grain.

Well-being

Reclaim your WAIST

The I

Recover after surgery

Discover the secrets to a healthy lifestyle. Our new range has been made to be nutritious, convenient, cheap and easy to eat. We have a variety of snacks to suit every palate. We have also made it easy to eat. Our snacks are made with the best of all ingredients and are packed with the goodness of the whole grain. We have also made it easy to eat. Our snacks are made with the best of all ingredients and are packed with the goodness of the whole grain.



FINANCE



PRODUCTS





Delivering healthy ingredient

OUR VERSATILITY KNOWS NO BOUNDARIES

Sprouted seeds

Sprouted seeds, beans and grains were named as Emerging Trend #1 in by Tom Vierhile, Datamonitor Innovation Insights Director, in May 2015

Flexitarianism” - People don't have to be vegetarian to appreciate the benefits of consuming plant-based products



On trend

Ready to eat

versatile

High protein

Published research functional
Living food innovative

brand

Award winning



Roasted seeds

Growing appreciation for the nutritional value of seeds, reflected in Sales - (Canada, May 2015 shows growth of 59% in sales of Other Nuts and Seeds)



Award winning

HEAL

brand

Allergen free

EYE

functional
THY

Portion controlled

Value

CATCHING

added



@ boost juice bars



Delivering healthy till

solution

@ klm open



Super seed

snacks



Allergen

HEAL

functional

ON

TASTY

free

THY

TREND

EYE CATCHING brand

COMPET

Low calorie

ITIVE



Delivering a solution for the future

Key social trends impacting on snacking

- Migration and Broadening of Tastes
- Obesity Epidemic
- Busy Lives

(Bord Bia, March 2014)

Future trends in snacking ingredients

- Natural flavours
- Protein
- No added sugar

(Keynote Snacks, 2014)

New Product Opportunities for Healthy On-the-Go Snacks

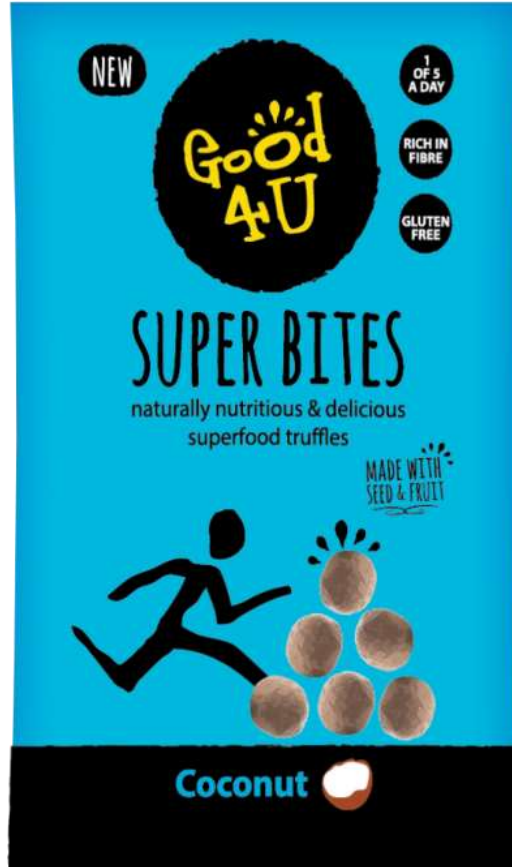
- Products containing **chia seeds** - resulting from appreciation for omega-3, antioxidants, protein and fibre
- Need for more **healthy snacks for children**
- Links to **concern of sugar content**

(Datamonitor, 2015, Mintel 2014)



NEW

Super bites



Allergen free HEALTHY functional ON raw TASTY

EYE COMPETITIVE TREN brand D no added sugar



NEW

Kids super bites

Award winning

affordable

Loved by kids 

HEALTHY

Allergen free

Meeting school criteria

tasty

functional

No added sugar

bran

Portion controlled



Our Customers



Proud to support
CANCER RESEARCH UK



THANK YOU



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[@good4unutrition](https://good4unutrition)



pinterest.com/good4unutrition

