

The logo for 'Honest to Goodness' is located in the top left corner. It features the brand name in a white, cursive-style font inside a black, speech-bubble-like shape. The background of the entire page is a vibrant floral pattern with green leaves and pink, yellow, and purple flowers. A large, central image of a pan filled with a Mediterranean fish dish, including tomatoes, olives, and feta cheese, is the main focus. A yellow starburst graphic is positioned in the lower right, containing the name of the winner and the dish. A brown banner is on the left side, and a yellow banner is at the bottom.

ISSUE 7

SIMPLY GOODNESS

**COOK & CREATE
COMPETITION
WINNERS**

**Tamara O.
One Pan
Mediterranean
Fish Dish**

Soup Season Has Arrived - *comfort in every spoonful*

euclove.



Brought to you by



NEW!

Natural Cleaning Range

Euclove is a proudly family-owned, Melbourne-based brand dedicated to creating clean, safe and effective products made with 100% natural ingredients. Free from harsh chemicals and synthetic fragrances, their range uses pure essential oils and plant-based formulas that work brilliantly, keeping your home and pets fresh, clean and protected the natural way. With a comprehensive range – from dog shampoos and conditioners to multi-surface cleaners and travel-size home sprays – Euclove covers every corner of your life. Perfect for families seeking powerful cleaning without compromise.

love for you. *love* for the planet. *love* for the future.



**SAVE
15%**

SHOP NOW

More Goodness, More Growth Exciting Times Ahead

As the winter chill settles in, we're turning up the heat in all the best ways – think soul-warming soups, comforting bakes and a fresh batch of wholesome goodness coming your way.

Hot out of the oven – our **Recipe Challenge** has officially wrapped up! We've been blown away by the creativity pouring in from kitchens around the country. From family favourites to delicious sweet treats, your entries were bursting with wholesome goodness. Flip the page to get inspired by their winning recipes!

It's officially **soup season**, and we're all about slow-cooked, veggie-packed bowls of goodness. Now's the perfect time to stock up on organic pantry staples for hearty winter meals – lentils, grains and more.

We've also been hard at work creating new products that'll be hitting shelves very soon. We won't spoil the surprise, but let's just say you'll want to keep your eyes peeled. Stay tuned!

Put the kettle on, pop on your fluffiest socks, and dive into some feel-good reads, winter warmers and all things nourishing.

Here's to staying warm, well, and wonderfully inspired this season!

ENJOY THE ISSUE!

Team Goodness



As a family owned, certified organic Australian company we are committed to responsibly sourcing wholesome ingredients that nourish both people and planet.



Pear and Blueberry Crumble

INGREDIENTS:

Fruit Filling:

- 4 ripe medium pears, peeled and diced
- 1 cup frozen organic blueberries
- 1 tbs Organic Brown Rice Syrup
- 2 tsp fresh lemon juice
- 1/2 tsp Organic Cinnamon Powder
- Pinch of Organic Nutmeg Powder

Crumble Topping:

- 1/2 cup Organic Shredded Coconut
- 1/2 cup Organic 5 Grain Goodness
- 1/3 cup Pecans, roughly chopped
- 1/3 cup Organic Raw Almonds, roughly chopped
- 1/4 cup Organic Natural Almond Meal
- 1/4 cup Organic Coconut Oil, melted
- 1 tbs Organic Brown Rice Syrup
- 1 tsp vanilla extract

METHOD

1. Preheat a fan-forced oven to 170°C and place 4 standard dessert ramekins on a baking tray.
2. Place the cubed pear, brown rice syrup, lemon juice, cinnamon and nutmeg in a small saucepan over medium heat and stir well to combine.
3. Cook for around 5 minutes, stirring often just until pear has softened. Take off the heat and stir in the frozen blueberries.
4. Distribute the pear and blueberry mixture evenly into the 4 ramekins (approximately 3/4 cup each).
5. To make the crumble, add all of the crumble topping ingredients to a food processor. Process until just combined, so that the nuts have broken down a little further but are not finely ground (this is to keep a delicious chunky texture!).
6. Evenly sprinkle the crumble mixture over the top of each pear-filled ramekin.
7. Bake for 15-20 minutes in the oven, or until topping is beautifully golden.
8. Serve warm with a generous dollop of dairy-free coconut milk yoghurt.

PURE COLLAGEN

coming soon



WHAT IS COLLAGEN?

Collagen is one of the body's most abundant proteins, playing an essential role in keeping skin supple, joints cushioned and hair and nails strong. But as we age, our natural collagen production begins to decline – think fine lines, slower recovery times and creaky knees. That's where a high-quality collagen supplement can help replenish your natural levels and support a radiant glow from the inside out.



BOVINE vs. MARINE COLLAGEN

WHICH ONE IS RIGHT FOR YOU?

When it comes to supporting healthy skin, strong joints and overall vitality, collagen has become a go-to supplement in many wellness routines – and with good reason. But with both marine collagen and bovine collagen on offer, how do you choose the one that's best for you?

HOW TO CHOOSE THE RIGHT COLLAGEN?

Choosing the right collagen comes down to your personal health goals:

Looking to boost your glow and support beauty from within? Try marine collagen.

Focused on mobility, joint comfort or post-exercise recovery? Reach for bovine collagen.

The good news is both are available in flavourless powders and easily dissolvable blends, making it simple to stir into your daily routine – from morning lattes to nourishing soups.

Whether you opt for marine or bovine, adding collagen to your wellness routine is a beautifully simple way to support your body naturally. It's not about quick fixes, but small daily habits that support your body's natural strength, resilience and glow.

So, what's your perfect collagen companion? Whether it's marine or bovine, the best collagen is the one that suits your lifestyle and helps you feel your best – every single day.

WHY CHOOSE MARINE COLLAGEN?

Marine collagen is most commonly derived from the skin and scales of fish and is naturally rich in Type I collagen – the type most closely linked with healthy skin, hair and nails. It's also known for its high bioavailability, which means it's easily absorbed and used by the body.

If your goal is to support skin elasticity, promote stronger nails or encourage shinier hair, marine collagen could be your ideal match.

Key Benefits of Marine Collagen:

- **Radiant Skin Support:** Helps reduce the appearance of fine lines and support skin hydration.
- **High Bioavailability:** Gentle on digestion and quickly absorbed by the body.
- **Eco-Friendly:** Often sustainably sourced, making it a great choice for you and the planet.

WHAT IS BOVINE COLLAGEN?

Bovine collagen is commonly derived from the hides of cattle and naturally contains both Type I and Type III collagen – a powerful combo for supporting skin, joints, and muscle recovery.

For those living active lifestyles or looking to support their mobility as they age, bovine collagen offers a more well-rounded collagen profile to support structural strength from within.

Key Benefits of Bovine Collagen:

- **Joint & Muscle Health:** Ideal for exercise recovery or supporting healthy ageing.
- **Versatile:** Can be added to smoothies, coffee or baking – even taken as a collagen shot.
- **Budget-Friendly:** Typically more accessible and affordable than marine options.

COMPETITION

COOK & CREATE COMPETITION WINNERS



One Pan
Mediterranean
Fish Dish
(Winner)

Caramel
Almond
Cashew
Slice

Wholewheat
Blueberry &
Lemon Muffins

Celebration Cassata

Chocolate
Cranberry Balls

SEE THE WINNING RECIPES HERE

RECIPE COMPETITION

YUM!

A huge thank you to everyone who entered our Cook & Create Recipe Competition! We were absolutely thrilled with the incredible variety of entries we received – from sweet to savoury, simple to show-stopping.

Behind the scenes, the Honest to Goodness team have been very busy cooking, baking and taste testing. We've had muffins for morning tea, cashew slices for an afternoon pick-me-up and even cassata for breakfast!

After much delicious deliberation, we're excited to announce our Cook & Create Competition Finalists – a wonderfully talented bunch who truly brought the goods (and the goodness):

- Tamara O. – **One Pan Mediterranean Fish** (Winner)
- Tneal P. – **Choc Cranberry Balls**
- Gina S. – **Celebration Cassata**
- Freddie B. – **Wholewheat Blueberry & Lemon Muffins**
- Claire K. – **Caramel Almond Cashew Slice**

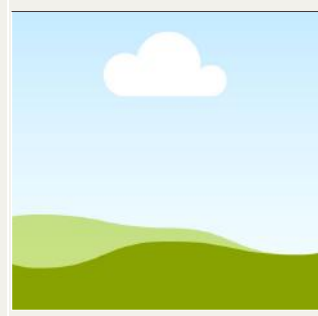
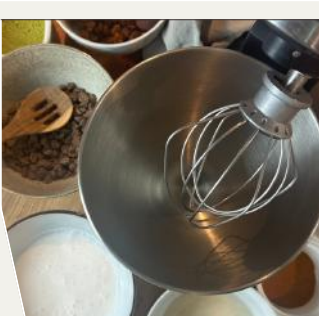
Congratulations to all of our finalists, and thank you again to everyone who entered.

Keep cooking, creating, and sharing the goodness!

Our Head of Marketing Emma has a special job of tasting delicious muffins :-)



Behind the scene



We cooked & baked & danced :-)

SOUP SEASON

SOUP SEASON

A central collage of food items related to soup. At the top center is a white bowl filled with a thick, orange-colored soup, garnished with fresh herbs and small red and green vegetables. To the left of the bowl is a clear plastic jar labeled 'PMP MY Salad' with 'Activated Super Seed Sprinkles' inside. Below the jar are three garlic cloves. To the right of the bowl is a can of 'Honest to Goodness organic diced tomatoes' with 'No added salt' and 'BPA FREE' labels. Further right is another can of 'Honest to Goodness' organic beans. Scattered around these items are fresh herbs, including a sprig of basil and some green leafy herbs. In the bottom left corner, there is a partial view of another bowl of soup with green leafy vegetables. In the bottom right corner, there are several small, round, reddish-brown items, possibly cherry tomatoes or olives.

PANTRY STAPLES FOR ORGANIC SOUPS

There's nothing quite as welcoming as coming home to a steaming bowl of homemade soup. Whether it's a treasured family recipe jam-packed with organic herbs and spices, or a hearty blend of seasonal veggies thickened with a sprinkle of organic flour, homemade soup has a way of warming the soul and nourishing the whole family.

One of the many things we love about winter soups is their versatility. A giant pot of organic soup made over the weekend can be divided into several containers and frozen, then quickly defrosted for a quick and healthy dinner – talk about quick and easy meal prep! If you've never made organic homemade soups before, it's not too late to start – read on for tips plus five simple, delicious organic soups you can make this weekend.

ORGANIC INGREDIENTS

Organic soups are packed with high-quality, nutrient-dense ingredients that help promote optimal health. From farm-fresh vegetables to sustainably sourced proteins, organic beans and lentils, each spoonful delivers a wealth of vitamins and minerals which are essential for growing children and active adults. By opting for organic soups, you're providing your family with the best nature has to offer.

Make a large batch over the weekend and add to your weekly winter recipes list.



get cooking

SIMPLICITY MEETS SATISFACTION

Preparing organic soups is a breeze, especially when using a slow cooker. Simply toss in the ingredients along with a generous sprinkling of organic herbs and spices and let your slow cooker work its magic. In just a few hours, you'll have a steaming pot of goodness ready to dish up and serve to your loved ones. It's an effortless way to ensure everyone enjoys a flavourful, satisfying meal without spending hours in the kitchen!

THE ULTIMATE COMFORT FOOD

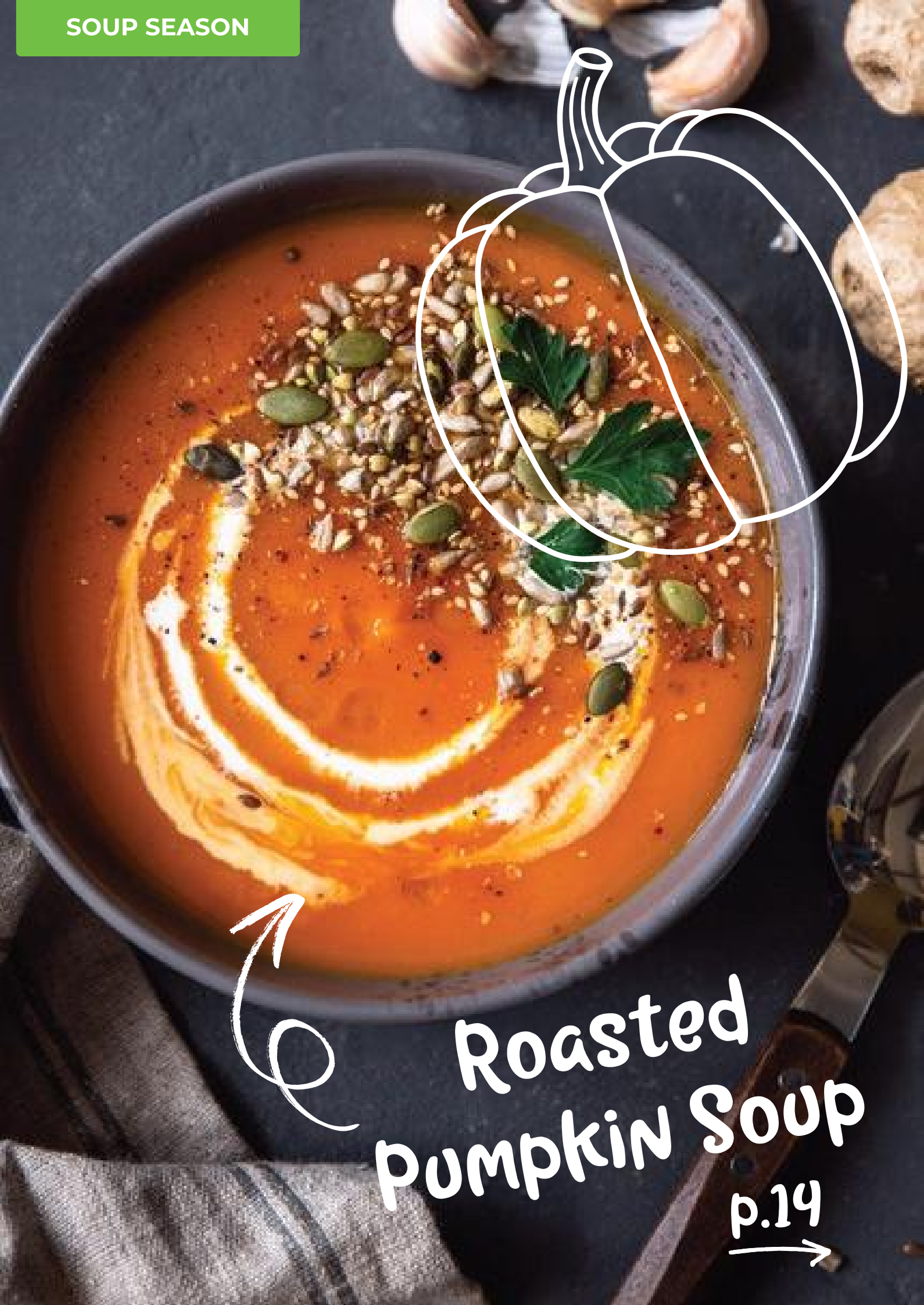
Few things compare to curling up with a warm bowl of soup on a chilly winter's day. It's the ultimate comfort food – hearty, nourishing and perfect for bringing the family together around the table. When made with the right ingredients, your homemade soup does more than just warm you up – it can help support your immune system too.

VERSATILITY FOR EVERY PALATE

When you make soup from scratch at home you can cater to all your family – including their tastes and dietary needs. From classic chicken noodle or a hearty organic beef soup with organic tomatoes as a base to creamy mushroom bisque, there's literally an organic soup recipe for everyone! Experimenting with various organic herbs and spices allows you to customise each batch – even better, get the whole family involved so they can be a part of the process, creating their very own organic soup combinations.



SOUP SEASON



Roasted
pumpkin Soup

p.14

Spicy Tomato, Lentil & Chickpea Soup



SOUP SEASON



 Creamy Cannellini
Bean & Kale Soup

p.15
→

Sweet Potato Curry Soup



ROASTED PUMPKIN SOUP

Prep: 15 min Cook: 70 min

Serves: 4-6

INGREDIENTS:

- 1 kg organic pumpkin
- 4 tbsp Organic Extra Virgin Olive Oil, divided
- 1/4 cup Organic Pepitas
- 1/4 cup Sunflower Seeds
- 1/4 cup Organic Sesame Seeds
- 1 large organic yellow onion, diced
- 4 organic garlic cloves, finely diced
- 1 inch fresh organic ginger, peeled and finely diced
- 1/2 tsp Organic Cinnamon
- 1 tsp Organic Cumin
- 1 tsp Celtic Sea Salt
- 1/2 tsp Organic Ground Black Pepper
- 2 cups organic vegetable broth
- 1 cup Organic Coconut Milk + more to serve
- Pimp My Salad Activated Super Seed Sprinkles

METHOD:

1. Preheat oven to 220 degrees.
2. Peel and chop the pumpkin, and arrange on a tray. Drizzle 2 tablespoons of olive oil over the pumpkin and toss so they're evenly coated. Roast for 35 minutes or until the flesh is easily pierced through with a fork. Set it aside to cool for a few minutes.
3. While the pumpkin is cooking, toast the pepitas, sunflower seeds and sesame seeds in a medium skillet over medium-low heat, stirring frequently, until fragrant and golden. Transfer to a bowl and set aside.
4. Heat the remaining 2 tablespoons olive oil in a large pot over medium heat. Add the onion and garlic and sauté until the onion is translucent (about 8 to 10 minutes).
5. Add the pumpkin, ginger, cinnamon, cumin salt and pepper, stir to combine. Use your spoon to slightly mash the pumpkin. Pour in the broth and coconut milk. Bring the mixture to a boil, then reduce heat and simmer for about 15-30 minutes.

6. Remove the soup from heat and let it cool slightly. Using a stick blender or regular blender, puree the soup until smooth and creamy*. Taste and adjust if necessary.

7. Serve with an extra drizzle of coconut milk and a sprinkling of the toasted pepitas, sunflower and sesame seeds. For added texture and nutrients, garnish with Pimp My Salad Activated Super Seed Sprinkles.

SPICY TOMATO, LENTIL & CHICKPEA SOUP

Prep: 10 min Cook: 30 min

Serves: 5

INGREDIENTS:

- 1 large organic brown onion, diced
- 1 tbsp Organic Extra-virgin Olive Oil
- 2-3 organic cloves garlic, crushed
- 1 tsp Organic Ground Ginger, or 1 tbsp fresh ginger, grated
- 1 tsp Organic Ground Turmeric
- 1 large organic green chilli, deseeded and chopped
- Organic Ground Black Pepper
- 2 organic stalks celery, chopped
- 1 large fresh tomato
- 1 x 400g tin Organic Diced Tomatoes
- 1L organic vegetable stock
- 1/2 cup Organic Red Split Lentils
- 1/2 cup Organic Brown Lentils
- 1 x 400g tin Organic Chickpeas, drained & rinsed
- 1 small bunch fresh organic coriander, roughly chopped

METHOD:

1. Heat a large pot over medium-high heat.
2. When hot, add the onion and oil and cook until softened, about 3 minutes.
3. Add the garlic, ginger, turmeric, chilli, pepper, celery, fresh tomato and cook for 2-3 minutes.
4. Add the tinned tomatoes, stock and lentils, stir well to combine, then bring to the boil.
5. Turn the heat down to a simmer and cook for 15-20 minutes, until the lentils are soft.
6. Turn off the heat and stir in the chickpeas
7. Portion into bowls, sprinkle with lots of fresh coriander and serve.

CREAMY CANNELLINI BEAN & KALE SOUP

Time: 40 minutes

Serves: 4

INGREDIENTS:

- 1 tbsp Organic Extra Virgin Olive Oil
- 1 large brown onion, chopped
- 4 cloves garlic, crushed
- 2 sticks celery, diced (1¼ cups)
- 2 medium carrots, diced (1½ cups)
- 2 medium zucchinis, diced (1¾ cups)
- 2 x 400g tins Organic Cannellini Beans, drained and rinsed
- 4 cups vegetable stock
- 1 small bunch of kale, stems removed, leaves washed and roughly chopped
- Ground Organic Black Pepper, to taste
- Pimp My Salad Nutritional Yeast, to serve

METHOD:

1. Heat a large pot over medium heat until hot.
2. Add oil and onion, and cook until onion has softened, about 5 minutes.
3. Add garlic, celery, carrots and zucchinis and cook for 2 minutes.
4. Add the cannellini beans and stock and bring to a boil, then turn heat down and simmer for 10 minutes.
5. Remove from heat and using a stick blender (or transfer to a food processor), carefully puree until smooth.
6. Stir in kale and pepper, return to the stove and simmer until the kale is tender, about 8–10 minutes.
7. Ladle soup into bowls and top with nutritional yeast (vegan) or Parmesan cheese, if desired.
8. Enjoy!



pimp your
soups with



SWEET POTATO CURRY SOUP

Prep: 10 min Cook: 25 min

Serves: 4-6

INGREDIENTS:

- 500g organic sweet potato (around 2 medium size potatoes)
- 3 cloves organic garlic
- 1 organic brown onion
- 1 cm piece of organic ginger (can use 1 tsp organic ginger powder)
- 50g Organic Coconut Oil or butter
- 1 tsp Organic Mild Curry Powder
- 2 cups water
- 2 tbsp organic stock (I use homemade paste can use chicken or vegetable stock)
- Himalayan pink salt
- Black ground pepper
- Pinch of Organic Ground Nutmeg
- 1 cup Organic Coconut Milk
- fresh organic lime



METHOD:

1. Cut sweet potatoes into cubes.
2. Peel garlic and ginger, and chop into small pieces.
3. Dice the onion.
4. Melt coconut oil or butter in a large saucepan. Saute garlic, ginger and onion over low heat, until soft (take care not to burn).
5. Add curry powder to the saucepan and stir to combine. Cook until fragrant.
6. Add sweet potatoes, water and stock before bringing the boil. Once boiling turn the heat down to a simmer and cook until tender (usually around 20 minutes).
7. When potatoes are cooked use a stick mixer to puree (otherwise transfer to a blender). Stir in the nutmeg, coconut cream, black pepper and a good grinding of salt to the soup and heat until hot - do not boil.
8. Serve with a good squeeze of lime juice (you won't want to miss this step!) and some fresh sourdough bread if you desire.

and more →

VEGAN • GLUTEN FREE • DAIRY FREE • PLANT BASED



SEE THE RANGE

POUR OVER pasta, SPRINKLE ON salad OR
SCATTER OVER soup



NEW**Organic Wasabi Powder 20g**

Add a fiery kick and authentic Japanese flavour to your meals with Carwari Organic Wasabi Powder. Crafted from organic wasabi leaves and horseradish grown in Japan, this pure, additive-free powder delivers bold heat without artificial colours or fillers.

NEW**Sustainable Stoneground Whole Rye Flour 5KG**

Crafted the traditional way, this hearty whole rye flour is slowly stoneground to preserve the goodness of the entire grain – bran, germ and endosperm.

With its rich, earthy flavour and darker colour, it's the go-to for bakers chasing robust, rustic sourdoughs, dense breads and pie crusts.

NEW**Medium Grain Rice**

Proudly grown on Australian soil, our Organic Medium Grain Rice is naturally soft with a slightly sticky texture and subtle flavour. It's a versatile all-rounder – ideal for everything from everyday stir-fries and nourishing bowls to creamy risottos and slow-cooked rice puddings.

Certified organic and free from pesticides, synthetic fertilisers and GMOs, this pantry essential is simple, wholesome and full of goodness from the ground up. Now available in a range of sizes to suit any household.



Fermented Foods

for Gut Health & Overall Health

Fermented foods have been a staple in traditional diets for centuries, but in 2025, they're more than just a health trend – they're a science-backed way to support gut health, digestion, immunity and even mental wellbeing.

With more research highlighting the gut-brain connection, the importance of probiotics, and how fermentation enhances nutrient absorption, adding fermented foods into your diet is one of the easiest ways to support overall health. According to the Food & Mood Centre at Deakin University, fermentation helps increase the bioavailability of essential nutrients, removes toxins, enhances aroma, and improves food structure.

Why are Fermented Foods Good for you?

Balances Blood Sugar & Metabolism

Fermented foods can improve how your body processes carbohydrates, leading to better blood sugar control. Some research even suggests that eating fermented foods regularly may help reduce the risk of type 2 diabetes.

Improves Gut Health & Digestion

Your gut is home to trillions of bacteria that play a critical role in digestion and nutrient absorption. Fermented foods introduce beneficial probiotics that help balance gut bacteria, improve digestion, and may even ease bloating and IBS symptoms.

Supports a Stronger Immune System

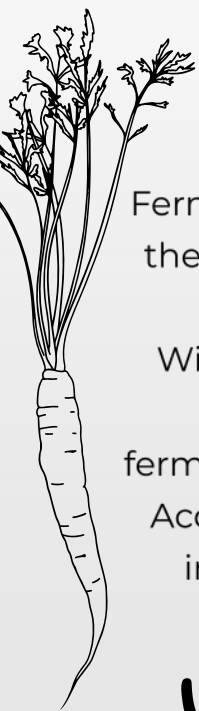
Did you know that around 70% of your immune system is in your gut? A healthy gut microbiome helps your body fight off infections and inflammation. The probiotics in fermented foods have been shown to enhance immune function, reducing the risk of common illnesses.

Boosts Mental Health & Mood

The gut-brain connection is real! A healthy gut microbiome has been linked to reduced anxiety, stress, and even symptoms of depression. Fermented foods may help regulate mood by influencing the production of neurotransmitters like serotonin and dopamine.

Aids in Weight Management

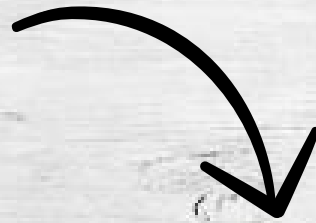
A balanced gut microbiome supports metabolism and fat storage. Studies suggest that probiotic-rich foods may help with weight regulation by improving digestion, reducing inflammation, and supporting healthy blood sugar levels.



AbsoluteTM organic



Add Organic Sauerkraut to
your meals for a daily dose of
gut-friendly probiotics.



If you're looking for a simple, delicious way to get started, Absolute Organic Sauerkraut is a convenient and tasty option. Made from fresh, organic white cabbage that's been fermented using natural and traditional methods, this process enhances the nutritional value of the cabbage and creates beneficial probiotics that promote gut health.

WHAT ARE FERMENTED FOODS?

Fermentation is a natural process where microorganisms like bacteria and yeast break down sugars in food, creating probiotics, enzymes and beneficial compounds. This process not only enhances flavour but also boosts the nutritional value of foods.

The Versatility of Activated Nuts in Everyday Cooking

2die4's activated nuts are soaked and slowly dehydrated using time-honoured methods, making them irresistibly crunchy, seriously moreish, and packed with natural goodness. Perfect for snack boards, tossing through salads, or adding that something extra to your cooking – once you start, you'll keep reaching for them.

Here's our **5** favourite ways we like to use them in the kitchen:

1 Crunchy Toppers

The simplest way to upgrade your lunch or dinner is with a handful of chopped activated nuts. Sprinkle them over grain bowls, roasted vegetables, soups, or even avocado toast for added crunch and plant-based nutrition. Activated walnuts offer a subtle bitterness, pecans bring a mild sweetness and macadamias provide a creamy, buttery texture. For the best results, give them a light chop before sprinkling so every bite has some crunch.



At 2die4, we've been nuts about activation since day one - and for good reason. Activation makes nuts easier to digest and helps unlock their full nutrient potential. But beyond the health perks, activated nuts bring incredible flavour, crunch and versatility to plant-based cooking.



2 Nut Cheeses

If you haven't tried making your own dairy-free cheese, start with activated cashews - they're creamy, mild and perfect for blending. Add nutritional yeast, lemon juice, a touch of garlic and a pinch of salt. That's it! Spread it on toast, serve with crackers or spoon over roasted veg for a creamy burst of flavour. Once you start experimenting, you'll find endless combinations to suit your taste.



Bliss Balls & Energy Bites

Activated almonds are our go-to here. Toss them in a food processor with dates, cacao nibs, shredded coconut and a drizzle of coconut oil. Roll into balls, pop them in the fridge and you've got your very own snack-sized bites packed with protein, healthy fats and natural energy. They're perfect for pre-gym, post-yoga or just because you feel like something sweet.

Activated Nut Butter

Think homemade nut butter is great? Activated nuts make it 2die4. Blend activated almonds or peanuts until creamy, then add a pinch of sea salt, cinnamon, or a swirl of maple syrup if you like it sweet. No preservatives, no added oils, just pure, creamy, spreadable goodness. Try it on toast, oats or drizzle it on your favourite fruit.

4



Creamy Plant-Based Milks

Making your own nut milk might sound difficult, but it's surprisingly easy. Gently simmer activated almonds or cashews in water, then blend and strain. You'll be left with silky, creamy milk that's beautiful in smoothies, lattes, or poured over granola. Plus, you can flavour it your way – vanilla, cinnamon or cacao to suit your taste.

5



Nut Milk Bag



The Final Bite

Activated nuts aren't just a snack - they're a staple. Keep a jar of your favourites on hand and you'll always have the makings of a wholesome, nourishing, and satisfying plant-based meal or snack. Whether you're blending, sprinkling, rolling or sipping, there's no wrong way to use them - just delicious ones.



DID YOU KNOW?

Sweet Potato is a low GI vegetable meaning that its natural sugars are slowly digested and released into the blood stream.

This helps to maintain steady blood sugar levels resulting in a better overall health.

- Source of Calcium
- Ready in 6-8 minutes
- Vegan
- Gluten Free

✓ ORGANIC ✓ VEGAN ✓ GLUTEN FREE ✓ GMO FREE



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