

Honest
to
Goodness®

ISSUE 8

SIMPLY GOODNESS

Fresh Spring
Salads to
Brighten Your
Table



Award-Winning Goodness!



Australian Organic Industry Awards

September is Organic Awareness month, and what a great way to kick it off! Honest to Goodness has been honoured with double wins at the 2025 Australian Organic Industry Awards – **Organic Brand of the Year** & **Organic Retailer of the Year**.

These awards celebrate our ongoing commitment to delivering high-quality organic products while championing sustainability and trusted practices across the industry. A huge **thank you** to our incredible team, loyal customers and partners who make this possible every day!



Organic Brand of the Year & Organic Retailer of the Year



Celebrating Our Clean + Conscious Wins

We're thrilled to share our success at the 2025 Clean + Conscious Awards, which honour ethical and sustainable products that are good for both people and the planet.

We're especially proud to receive the Local Impact Award, recognising the positive impact of our Group Goodness community buying portal, which makes organic wholefoods more accessible. For us, these awards are more than just titles – they're a reflection of what matters most: sourcing responsibly, crafting our products with care and staying true to our commitment to quality and integrity.



Local Impact Award Winner

Best Vegan Editor's Choice + Bronze Medal

Best Cooking & Baking Finalist



Best Matcha Editor's Choice + Silver Medal



It's Organic! Awareness Month!

This Organic Awareness Month, we want to take a moment to celebrate and share our passion for all things organic. As a company dedicated to providing high-quality, organic products, we're proud to partner with committed organic farmers from Australia and around the globe.

HEALTHY SOIL, HEALTHY PLANET:

Organic practices maintain soil health, which is vital for our ecosystem. By supporting organic, you're investing in a cleaner environment for future generations.

PURE GOODNESS:

Choosing organic means enjoying food that's free from GMOs and synthetic chemicals.

EMPOWERING SUSTAINABLE CHOICES:

Your support for organic products directly impacts farmers and businesses that prioritise the environment, fairness and wellbeing.

As we celebrate Organic Awareness Month, we want to thank you for joining us on this journey and for choosing Honest to Goodness as your partner in organic living. Together, we can create a healthier, more sustainable future.

 **Team Goodness**



WHAT IS CERTIFIED ORGANIC?

This month is all about raising awareness of certified organic products, brands and businesses and educating consumers about why choosing Certified Organic is so important. In Australia, Certified Organic always means:

- ✓ Sustainable and regenerative
- ✓ Synthetic herbicide, pesticide and chemical-free
- ✓ Free range with no artificial additives or hormones
- ✓ No GMOs

For confidence in your organic choices, look for the certifying 'bud' logo which shows the product has been independently verified to meet rigorous standards.

The bud logo is owned by the peak industry body, Australian Organic Limited and signifies trust and integrity. So, every time you shop, check for the organic certification logo and ACO certification number, like you see on our products.



SHOP ORGANIC RANGE

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

Get social with us:



goodness.com.au

Spring Cleaning, Naturally

As the days grow warmer and brighter, spring invites us to refresh not only our homes but also our habits. At Honest to Goodness, we believe a clean home shouldn't come at the cost of your health – or the planet's. That's why we're all about helping you keep it clean, naturally. Whether you love getting hands-on with DIY cleaning solutions or need the convenience of a ready-to-use option, we've got everything you need to say goodbye to harsh chemicals and hello to a naturally clean home.



Conventional cleaning products often contain synthetic fragrances, dyes and toxins that can linger in your home's air and surfaces.

Choosing organic, biodegradable ingredients not only reduces your exposure to chemicals but also cuts down on waste and water pollution. With simple pantry staples, you can achieve a sparkling clean that feels truly good.

DIY Recipes to Try

ALL-PURPOSE CLEANER

Ingredients:

- $\frac{3}{4}$ tbsp Honest to Goodness Castile Soap
- 10-15 drops of your favourite Honest to Goodness Essential Oil
- 1 cup water

Method:

1. Combine ingredients in a reusable spray bottle.
2. Shake before use. Ideal for kitchen benches, dining tables and general surface cleaning.

NATURAL HAND WASH

Ingredients:

- $\frac{1}{4}$ cup Honest to Goodness Castile Soap
- 2 tbsp Honest to Goodness Olive Oil
- 10-15 drops of your favourite Honest to Goodness Essential Oil
- 1 $\frac{3}{4}$ cups distilled water

Method:

Combine in a hand soap dispenser and shake gently.





DIY DISHWASHER TABLETS

Ingredients:

- 1 cup Bi-carb Soda
- ½ cup Celtic Sea Salt - Fine
- ¼ cup citric acid
- 10 drops Organic Lemon Essential Oil
- 10 drops Organic Lemongrass Essential Oil
- 1 tbsp (15ml) plain white vinegar
- 12 or 24 hole mini muffin silicone pan or an ice-cube tray

Method:

1. Combine ingredients in a large mixing bowl.
2. Spoon mixture into moulds and leave to set at room temperature for 4 hours.



LAUNDRY BOOSTER POWDER

Ingredients:

- 1 ½ cups Natural Epsom Salts
- ¾ cup Bi-carb Soda
- 10 drops Organic Geranium Essential Oil
- 10 drops Organic Cedarwood Atlas Essential Oil
- 10 drops Organic Lemon Essential Oil

Method:

1. Combine and stir in a large mixing bowl.
2. Store in an airtight glass jar.

euclove.



No time to DIY? Let Euclove do the work.

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.



SHOP NOW



SPRING SALADS

Spring Salads

Spring is here and so is a bounty of fresh, vibrant produce. Our salad recipes are packed with leafy greens, hearty grains, crunchy nuts and zesty dressings – bringing colour and flavour to every table.

This fresh, zingy salad brings together crisp zucchini with the bright flavours of ginger and turmeric. Toasted seeds add a satisfying crunch, while chickpeas bring hearty texture. Enjoy it as a light lunch on its own or serve alongside fish or chicken for a perfect spring pairing.

Zucchini Ribbon Chickpea Salad



Buckwheat Beetroot Salad

p.15
→

Hearty yet refreshing, this Buckwheat Beetroot Salad combines earthy roasted beetroot, nutty buckwheat and the crunch of toasted walnuts. Tossed with leafy greens and finished with a tangy mustard dressing, it is perfect as a side or a light main.

Vegan Cashew Cheese Caesar Salad

Crisp lettuce and kale meet tangy capers, crunchy gluten-free croutons, smoky vegan bacon bits and nutty Cashew Parmesan. Toss with a creamy vegan Caesar dressing for a fresh, plant-powered salad that's quick, tasty and satisfying.



Mexican Salad

p.16
→

Crisp lettuce, avocado, corn, beans and crunchy gluten-free croutons tossed with a zesty lime-yogurt dressing. A bowl full of colour, crunch and pure flavour.

A light and flavourful Vietnamese-style noodle salad that's as easy to make as it is delicious. Perfect as a fresh, healthy meal – and even better for sharing.

Vietnamese Style Noodle Salad



Lettuce Wraps with Umami Tofu



p.17
→

These vegan lettuce wraps pair light, fragrant Organic Brown Jasmine Rice with sweet, savoury and creamy Southeast Asian flavours. Quick, fun to assemble and easy to customise!

ZUCCHINI RIBBON CHICKPEA SALAD WITH GINGER & TURMERIC DRESSING

Prep: 15 min + pickling time

Serves: 4

INGREDIENTS:

- 3 medium zucchinis
- 400g tin Organic Chickpeas (cooked), rinsed well & drained
- 1 red onion, pickled* or thinly sliced
- 2 tbsp Organic Pepitas
- 2 tbsp Organic Sunflower Seeds
- 1/4 cup loosely packed coriander, chopped
- 2 spring onion stems, chopped
- Juice of 1 lemon
- Himalayan Salt (fine)
- Organic Black Pepper, freshly ground

GINGER & TURMERIC DRESSING

- 1 tsp freshly grated ginger
- 1/3 tsp Organic Turmeric Powder
- 1 tsp Organic Raw Honey
- 1 tbsp reserved pickling liquid* (optional)
- 1 tbsp spring onion, chopped
- 1 tbsp fresh coriander, chopped
- 1/3 tsp Himalayan Salt (fine)
- 1/4 cup Organic Extra Virgin Olive Oil

* For Pickled Onions (optional)

- 1 red onion
- 250ml Rice Wine Vinegar
- 1 tsp Organic Coconut Sugar
- 1/2 tsp Himalayan Salt (fine)

METHOD:

1. Lightly toast pepitas and sunflower seeds in a small pan on the stove over medium heat for 3-4 minutes until slightly browned. Set aside to cool.
2. Using a vegetable peeler, make zucchini ribbons by pressing firmly into the zucchini flesh and peeling strips. Rotate the zucchini to use all four sides, stopping when you reach the core/seeds of each zucchini.
3. Place strips in a bowl and sprinkle with a squeeze of lemon juice. Toss through desired amount of pickled red onion.
4. In a separate bowl combine chickpeas with spring onions, coriander and salt and pepper to taste.



TO MAKE THE DRESSING:

1. Combine ginger, turmeric, honey and pickling liquid in a small bowl. Whisk through coriander, spring onion and salt. Whisk in the olive oil slowly to combine well. Shake or stir prior to serving.
2. To serve, add zucchini and onions to your serving platter. Sprinkle with chickpea mixture and top with toasted seeds. Serve the dressing on the side to retain the crispness of the salad, or dress and serve immediately.

** TO MAKE PICKLED ONIONS (OPTIONAL)

1. Combine rice wine vinegar, salt and coconut sugar in a glass dish with a lid. Peel and thinly slice red onion, placing in dish and fully immersing in liquid. Cover and soak overnight in refrigeration or for a minimum of 3 hours. When ready to serve, drain onions, reserving 1 tablespoon of pickling liquid for the salad dressing.

WARM BUCKWHEAT BEETROOT SALAD

Prep: 35-60 minutes

Serves: 4 (side) | 2-3 (main)

INGREDIENTS:

- 1 cup Buckwheat Groats, rinsed
- 2 medium beetroot, roasted or boiled, peeled and diced
- 2 tbsp Olive Oil (plus extra for roasting)
- 1 small red onion, finely sliced
- 2 cloves garlic, minced
- 2 cups baby spinach or rocket (arugula)
- 1/2 cup Organic Walnuts, toasted
- 100g goat cheese or feta, crumbled (optional)
- Salt & freshly ground black pepper, to taste

DRESSING:

- 3 tbsp Olive Oil
- 1 tbsp Apple Cider Vinegar or Balsamic Vinegar
- 1 tsp Dijon mustard
- 1 tsp Organic Maple Syrup
- Pinch of sea salt



SPRING SALADS

METHOD:

1. In a saucepan, bring 2 cups water + a pinch of salt to a boil. Add buckwheat and simmer 10–12 mins until tender. Drain and fluff.
2. Prepare beetroot: Roast: Wrap in foil, drizzle with oil, roast at 180°C for 40–50 mins, peel & dice. Or boil: Cook whole beets until tender (20–30 mins), peel and dice.
3. Heat 2 tbsp olive oil in a pan. Cook onion until soft, add garlic and stir for 1 min.
4. Add cooked buckwheat & beetroot to the pan. Warm through, season with salt & pepper.
5. To make the dressing, whisk the olive oil, vinegar, mustard, maple/honey and salt.
6. In a serving bowl, layer the spinach/rocket, warm buckwheat-beet mix, walnuts and cheese. Drizzle with dressing.

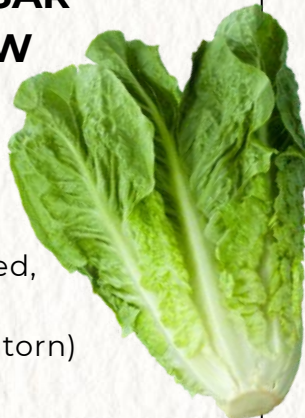
VEGAN CHEESE CAESAR SALAD WITH CASHEW PARMESAN

Serves: 4

INGREDIENTS:

- 1 large cos lettuce (washed, dried, torn)
- 80g Kale (washed, dried, torn)
- ½ jar Vegan Bacon Bits
- 1 x packet Gluten Free Croutons
- 2 tbsp Cashew Parmesan
- ¼ cup capers (drained)
- Vegan Caesar Dressing
- ½ cup Vegan Mayo
- 1 garlic clove (minced)
- 2 tsp lemon juice
- 1 tsp Dijon Mustard
- ½ tsp Tamari
- ½ - 1 tbsp water
- Salt + pepper (to taste)

Pimp Your Salads



MEXICAN SALAD

Prep: 10 min Cook: 25 min
Serves: 4-6

INGREDIENTS:

Salad:

- 2 cups cos lettuce, chopped
- 2 Lebanese cucumbers, diced
- 3 ripe tomatoes, sliced
- 1 small red onion, sliced
- 1 large avocado, sliced
- 300g corn kernels (canned or fresh)
- 400g Mixed Beans
- 1 cup gluten-free croutons
- 3 tbsp Spiced Sprouted Sunflower Seeds

Dressing:

- 3 tbsp Olive Oil
- 3 tbsp vegan Greek yogurt
- Juice of 1 lime or 1 tbsp ACV
- 2 fresh garlic cloves, minced
- ¼ tsp Organic Ground Cumin
- Salt & pepper

METHOD:

1. Combine salad ingredients in a large bowl or platter.
2. Combine yogurt dressing ingredients and whisk well. Drizzle over salad and serve!



VIETNAMESE STYLE NOODLE SALAD

Serves: 2-4 people

INGREDIENTS:

- 100g brown rice vermicelli noodles
- 250g organic tofu
- 1 tsp Organic Coconut Oil
- ½ Organic Cashews
- ¼ cup Organic Pepitas
- 2 tbsp Organic Black Sesame Seeds
- 1 cucumber
- 1 zucchini
- ½ bunch coriander, picked
- ½ bunch mint, picked
- Chives, snipped



DRESSING

- 1 tsp fresh ginger, finely grated
- 1/2 tsp Organic Chilli Flakes
- 1/2 tsp Organic Sesame Oil
- 1 tbsp Organic Tamari Soy Sauce
- Juice of 1 lime
- 1 kaffir lime leaf, chiffonade

METHOD:

1. Cook vermicelli noodles as per packet instructions. Drain, rinse and let cool.
2. Using a spiraliser, take the cucumber and spiral into ribbons. Get your zucchini and spiral into noodles. Set aside.
3. Cut out the tofu into thin rectangles and pan-fry coconut oil. Set aside to cool.
4. Prepare your dressing by combining the ingredients well in a small jar or bowl.
5. Arrange the salad on a share platter or toss all salad ingredients together.
6. Drizzle with dressing and enjoy.

LETTUCE WRAPS WITH UMAMI TOFU AND BROWN JASMINE RICE

Prep: 60 minutes

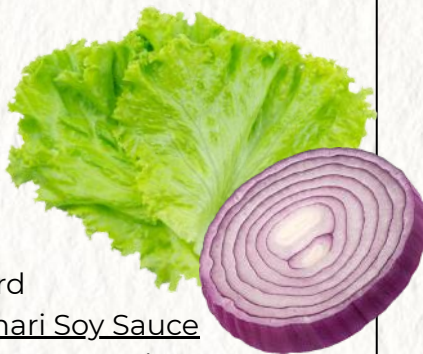
Serves: 2

INGREDIENTS:

- Umami tofu
- 1 tbsp Dijon mustard
- 2 tbsp Organic Tamari Soy Sauce
- 1.5 tbsp Organic Coconut Aminos
- 1.5 tbsp Organic Maple Syrup
- 1 tsp grated ginger
- 1 tsp Organic Garlic Paste
- 1 tbsp Organic Sesame Oil
- 0.5 tsp liquid smoke (optional)
- 200g tofu, cut into triangles or cubes

SATAY SAUCE

- 1/2 cup Crunchy Peanut Butter
- 1/2 lime
- 1 tsp Organic Maple Syrup
- 1/4 tsp Organic Chilli Flakes
- 1 tbsp Organic Tamari Soy Sauce
- 0.5 tsp grated ginger



BROWN JASMINE RICE

- 1/2 cup Organic Brown Jasmine Rice
- 1 1/4 cup water

LETTUCE WRAPS

- 6- 8 cos hearts/leaves, washed
- 1 carrot, thinly sliced
- 1/2 cucumber, thinly sliced
- 1/4 bunch coriander, chopped
- 1/2 red capsicum, thinly sliced
- 2-3 radish, thinly sliced
- 2-3 tsp Sambal oelek (optional)



METHOD:

1. Cut the tofu in triangles or cubes. Place tofu into a container.
2. In a small bowl, combine all remaining ingredients.
3. Pour the umami marinade over the tofu.
4. Place into the fridge for 1-2 hours, or for richer flavour, marinate the tofu overnight.
5. Slide tofu onto skewers. Heat 1 tbsp of sesame oil in a large pan. Fry tofu 3 minutes on each side or until golden brown. If you have any of the umami marinade left over, pour it over the tofu towards the end and fry it for an extra minute.

SATAY SAUCE

6. Combine all ingredients in a small mixing bowl.
7. Stir until well combined. The sauce should be smooth and thick.
8. If too thick, add a splash of water, if too thin, add some extra peanut butter.

BROWN JASMINE RICE

9. Wash the brown jasmine rice, using a colander.
10. Place the brown rice and the water in a medium pot over medium heat.
11. Bring to the boil, reduce the heat and cook for 20-30 minutes or until tender.

ASSEMBLY:

12. Place 2-3 tbsp of brown jasmine rice into a cos heart.
13. Add the carrot, cucumber, capsicum and radish on the rice.
14. Finally, top with the tofu, chopped coriander, 1 tbsp of satay sauce and 1/4 tsp sambal oelek.

COMFORT IN A CUP

Our velvety organic hot chocolates are a naturally indulgent treat, crafted with premium antioxidant-rich organic cacao, nourishing superfoods and no nasties. Made from 100% organic ingredients and entirely plant-based, these comforting blends serve up rich flavour and simple goodness – naturally.

new! !!!



- ✓ Vegan & plant-based
- ✓ Gluten free
- ✓ Free from artificial flavours, colours & preservatives

SHOP NOW



NEW Organic Atlantic Dulse Flakes

Harvested from the fresh waters of the North Atlantic, these vibrant red flakes are a nutrient-rich sea vegetable (*Palmaria palmata*), brimming with natural umami flavour. Rich in iodine, vitamins and minerals, dulse brings a burst of oceanic goodness to soups, salads, grains and plant-based dishes.



NEW Organic Gochugaru Powder 100g

This premium Korean chilli powder is perfect for seasoning Asian cuisine, spicy sauces, curries, marinades and homemade spice blends.



NEW Australian Gelatin Powder

This pure, high-quality powder is sourced from grass-fed, free-range Australian bovine and is a natural source of protein and collagen, supporting healthy skin, hair, nails and digestion. Clean, functional and easy to use – it's a great pantry all-rounder.



Add it to your canister collection of Honest to Goodness baking essentials.



Brazil Nuts

Brazil nut trees – *Bertholletia excelsa* – are among the tallest trees in the Amazon, reaching 30 to 50 metres and often living for centuries. They grow in clusters throughout the rainforests of Brazil, Peru, Bolivia, Colombia and Venezuela.



European explorers first came across these local treasures in Peru in 1569, when weary Spanish troops were introduced to the nuts of the Madre de Dios region by local tribes. They dubbed them “almendras de los Andes” – Andean almonds. By the early 19th century, naturalists like Humboldt and Bonpland documented the tree – calling it the “Brazil nut” because Brazil was the main exporter – even though its native range spans multiple countries.

Brazil nuts have been enjoyed by the native peoples of the Amazon for at least 11,000 years, dating back to the Upper Paleolithic era. Indigenous communities have valued these trees not only as a source of food but as an essential part of survival and culture.

The nuts – known as Juvia or Castanha in various native languages – were eaten raw, ground into gruels, baked into a bread called chappa and pressed for oils used in cooking, lighting and soap. Even the empty pods and husks were put to use: pods carried embers to keep insects at bay, while husks were brewed into teas to soothe stomach ailments.



Botanically, the Brazil “nut” is not a true nut but the seed of a large, hard-shelled fruit, typically found in pods the size of a baseball containing 8 to 24 seeds. In fact, they’re more closely related to blueberries and persimmons than they are to walnuts or pecans. The pods are extremely tough – so much so that only a few animals in the Amazon can open them, including humans and the agouti, a small rodent that gnaws the pods with its chisel-like teeth and disperses the seeds by burying them.

Simple Ways to Enjoy

- **Snacking:** A single nut can be a quick, satisfying bite and a natural boost of selenium.
- **Soaked for softness:** At 2die4, we soak our nuts to enhance their texture and improve bioavailability.
- **Blend into butter or milk:** A creamy nut butter or plant-based milk from soaked Brazil nuts makes a great addition to toast, smoothies, lattes or porridge.
- **Sprinkle:** Chopped organic Brazil nuts add richness to granola, salads or roasted veggies.
- **Storage tip:** These nuts are rich in oils that go rancid quickly. Keep them in the fridge to maintain that fresh, buttery goodness.



ARE BRAZIL NUTS GOOD FOR YOU?



Just one Brazil nut can provide 100% or more of your daily selenium, a mineral vital for thyroid, immune and heart health, not to mention its antioxidant benefits. They also offer healthy fats, protein, magnesium, vitamin E and zinc. Moderation is key when consuming Brazil nuts, as excessive selenium intake can lead to nausea and other health concerns. Experts generally recommend limiting intake to 3–5 nuts per day.

New!

PURE COLLAGEN

AUSTRALIAN
MADE
& OWNED



Glow from the inside out with Honest to Goodness Collagen. Clean, unflavoured, protein-rich and sustainably sourced – for glowing skin, strong joints and everyday vitality. Made in Australia, free from nasties and easy to mix into any drink or recipe.



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VEGAN • GLUTEN FREE • DAIRY FREE • PLANT-BASED



SEE THE RANGE

POUR OVER pasta, SPRINKLE ON salad OR
SCATTER OVER soup



Taste The Tropics

PINEAPPLE SOFT SERVE ICE CREAM

Serves: 2-3

Ingredients:

- 3 cups frozen Pineapple Chunks*
- ½ cup Coconut Milk (or regular milk)
- 2-3 tbsp honey or maple syrup (optional, depending on sweetness)
- 1 tsp vanilla extract
- Juice of ½ lemon (optional, for brightness)

Method:

1. Add all ingredients to a high-speed blender or food processor.
2. Blend until smooth and creamy, scraping down the sides as needed.
3. If too thick, add a splash more milk.
4. Scoop into bowls or pipe into cones for that soft-serve look.
5. Serve immediately or freeze for 1-2 hours for a firmer texture.

***FREEZING PINEAPPLE CHUNKS**

1. **Preparation:** Drain the pineapple slices from the juice and rinse them with cold water to remove any clinging syrup. Pat them dry thoroughly with paper towels.
2. **Freezing:** Arrange the slices in a single layer on a baking sheet or tray. Freeze until solid, about 2-3 hours. This helps prevent them from sticking together.
3. **Storage:** Transfer the frozen slices to airtight containers or freezer bags, squeezing out excess air and sealing them. Label with the contents and best-before date.
4. **Shelf Life:** Frozen pineapple can last for 6-12 months in the freezer.

Tip



AbsoluteTM Organic

**CERTIFIED
ORGANIC**

new

*Naturally sweet and
preservative-free*

*Organically
grown &
hand-picked*



*Versatile &
convenient*

SHOP NOW

Organic Pineapple Chunks in Pineapple Juice 350g
Organic Papaya Chunks in Mixed Juice 350g

Enjoy the tropical taste of sweet organic pineapple and papaya chunks, naturally packed in refreshing juice with no added sugar or preservatives. Perfect as a quick, healthy snack, blended into smoothies or added to desserts for a naturally fruity boost.

CLEAN, LEAN FUEL

Now easier
to scoop,
store and
serve.

NEW SIZE

24g
PROTEIN
PER SERVING

26g
PROTEIN
PER SERVING



Organic Beetroot Powder NOW IN 300G!



Pure Plant Power – Naturally Vibrant, Nutrient-Rich Goodness



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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Choose
Organic.

NOURISH YOURSELF. NURTURE THE PLANET.



SHOP ORGANIC RANGE

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