



ISSUE 1

SIMPLY GOODNESS

cosy up
with

organic oats

Delicious!

Breakfast
Recipes Inside

**COMPLETE
GUIDE TO
OILS**

ORGANIC WINTER

breakfast heroes

- ✓ Nutrient-rich
- ✓ Heart-healthy
- ✓ Slow-release energy
- ✓ Feel fuller longer
- ✓ Awesome taste



Welcome

Welcome to Issue 1 of Simply Goodness. We're excited to have you join us on a journey of organic, natural & sustainable living. From our humble beginnings as a market stall in Sydney, our mission has always been to make healthy living simple, sustainable and accessible. As an Australian family-owned business, we provide high-quality wholefood ingredients that are both beneficial to your health and easy to incorporate into everyday life, available in both grocery and bulk sizes. For more than 20 years, Honest to Goodness has grown and evolved into a house of brands, offering 1000+ organic and natural food, home and beauty products. Enjoy this issue & remember to follow us on socials for all the latest product launches, recipes & more!

 **Team Goodness**



Say Hello to the

SUNNIEST OIL



ORGANIC HIGH OLEIC SUNFLOWER OIL

- ✓ If you've never cooked with sunflower oil before, it is ideal for a range of dishes – from frying to baking and salad dressings
- ✓ High smoke point
- ✓ Mild to neutral flavour
- ✓ Budget-friendly price tag

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

COSY UP WITH ORGANIC OATS



With the cool weather in full swing, nourishing comfort foods take centre stage – and one of the heroes of winter breakfasts and baking is organic oats. Aside from being super easy to make and incredibly versatile, organic oats are good for you!

- **Nutrient-rich:** Organic Oats are packed with fibre, protein, vitamins, and minerals which are essential for overall health and wellbeing.
- **Heart-healthy:** Their soluble fibre helps lower cholesterol levels and reduces the risk of heart disease – a big plus!
- **Blood sugar control:** The complex carbohydrates in organic oats provide a steady release of energy, preventing spikes in blood sugar levels. This makes them a great option for sports people looking for a long-lasting, slow-burning energy source.
- **Weight management:** Organic oat bran helps keep you feeling fuller for longer, aiding in weight management and helping prevent overeating. This is all thanks to the outer layer of the oat grain the oat bran is made from.
- **Environmentally friendly:** Choosing organic oats supports sustainable farming practices, preserving soil health and reducing the use of harmful chemicals. We love that.



types of organic oats



AUSTRALIAN ORGANIC ROLLED OATS

Homegrown and minimally processed to retain all their natural goodness, this pantry staple can be enjoyed for breakfast, in baking and desserts. Because they are minimally processed, our Australian Organic Rolled Oats may take longer to cook, but are totally worth the wait!

ORGANIC WHEAT FREE ROLLED OATS

Due to the national food safety standards (FSANZ) we are unable to call our organic oats gluten free. However, batch tests have shown no gluten has been detected on these oats, which are grown and processed in a special facility – so we've called them Wheat-Free Oats instead. Studies show that pure (uncontaminated) oats are well tolerated by most people with coeliac disease. However, in some people with coeliac disease, consuming oats or oat products can result in a potentially harmful immune response. If you are coeliac, you should seek medical advice before consuming oats and oat products. If you do not have a gluten allergy but are looking to minimise gluten in your diet, then our wheat free oats are a great option!

ORGANIC WHEAT FREE QUICK OATS

Our sustainably grown pure wheat free rolled oats cannot be called organic gluten free oats, due to FSANZ standards, hence the name. They are, however, grown and processed in a dedicated mill to ensure the entire production chain remains free of contamination from gluten.

ORGANIC OAT GROATS

Oat groats have a fresh nutty flavour and aroma and are very nutritious. They can be cooked and added to salads, soups and stews or ground into flour.

ORGANIC OAT BRAN

Made from the outer layer of the oat grain, organic oat bran contains beta-glucan, a form of soluble fibre, which is thought to help reduce cholesterol.

ORGANIC 5 GRAIN GOODNESS

If you like a bit of variety, try this blend of organic rolled oats, rye, spelt, quinoa and barley which have been simply steamed and gently rolled. These 100% premium wholegrains are a great source of fibre!

ORGANIC ROLLED OATS

These premium Organic Rolled Oats are excellent for porridge, mueslis and baking. Use organic rolled oats if you want to make fresh, hot porridge, overnight oats, or Bircher muesli.



Crunchy or Smooth?

Add to smoothie bowls, spread on toast or eat straight from the jar – your only decision is crunchy or smooth.



- ✓ 100% ORGANIC PEANUTS
- ✓ RICH, NATURAL FLAVOUR
- ✓ NON-GMO



WARMING CRANBERRY, COCONUT & STRAWBERRY PORRIDGE (serves 2)

INGREDIENTS:

- 1 cup Organic Rolled Oats
- 1 cup Organic Coconut Milk
- 1 cup water
- 1 tsp Vanilla Powder
- ¼ cup Organic Dried Cranberries
- 6 Strawberries, chopped
- ¼ cup Organic Pepita Seeds
- 2 tsp Organic Peanut Butter
- Organic Maple Syrup (optional)

METHOD:

1. Combine the oats, coconut milk, water and vanilla in a saucepan and bring to the boil.
2. Once boiled add cranberries and half the strawberries, reduce to a medium heat and cover for 10-12 minutes or until the oats are soft.
3. Spoon oats in a bowl and remaining berries, pepita seeds, nut butter and drizzle with maple syrup for a caramel flavour and extra sweetness.



BAKED APPLE OAT BREAKFAST PUDDING (serves 3)

INGREDIENTS:

- 1 cup Organic Rolled Oats
- 1 tsp Organic Cinnamon Powder
- ½ tsp Organic Nutmeg Powder
- ½ tsp Organic Ginger Powder
- ¼ cup Organic Sultanas, Currants and/or Raisins
- 2 Medium Apples, diced
- 1 Large organic or free range egg
- 1 cup Milk of choice
- ¼ cup Organic Maple Syrup
- ½ tsp Vanilla Powder

METHOD:

1. Heat oven to 170 C°
2. Lightly grease 3 bowls with a little olive or macadamia oil.
3. Into a large bowl place the oats, cinnamon, nutmeg, ginger, dried fruit and apple and toss to combine.
4. In a smaller bowl, whisk the egg, then mix in the milk, maple syrup and vanilla.
5. Pour egg mix into oats and mix well together.
6. Spoon mixture evenly into soufflé bowls.
7. Bake in oven for approx. 25 minutes or until JUST done (don't overcook or they could become dry).



Sales Support

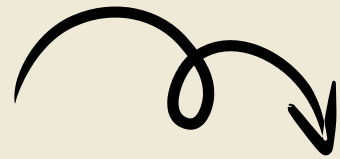
Need assets to help support sales? Head over to our online Wholesale Toolkit for access to our Product Image Library, What's New Catalogue, Monthly Specials + our Wholesale Price List and free downloadable recipe cards!

GO TO THE WHOLESALE TOOLKIT NOW



AUGUST SPECIALS

SKU CODE	Product Name	RRP	Unit Price	Volume	Carton Size (Units)	Carton Price	Net Weight	Net Price
AG000001	Organic Oregano - 50g Pack (100g Net)	\$14.95	\$14.95	50g	1	\$14.95	50g	\$14.95
AG000002	Organic Oregano - 100g Pack (200g Net)	\$29.95	\$29.95	100g	1	\$29.95	100g	\$29.95
AG000003	Organic Oregano - 250g Pack (500g Net)	\$74.95	\$74.95	250g	1	\$74.95	250g	\$74.95
AG000004	Organic Oregano - 500g Pack (1kg Net)	\$149.95	\$149.95	500g	1	\$149.95	500g	\$149.95
AG000005	Organic Oregano - 1kg Pack (2kg Net)	\$299.95	\$299.95	1kg	1	\$299.95	1kg	\$299.95
AG000006	Organic Oregano - 2kg Pack (4kg Net)	\$599.95	\$599.95	2kg	1	\$599.95	2kg	\$599.95
AG000007	Organic Oregano - 4kg Pack (8kg Net)	\$1199.95	\$1199.95	4kg	1	\$1199.95	4kg	\$1199.95
AG000008	Organic Oregano - 8kg Pack (16kg Net)	\$2399.95	\$2399.95	8kg	1	\$2399.95	8kg	\$2399.95
AG000009	Organic Oregano - 16kg Pack (32kg Net)	\$4799.95	\$4799.95	16kg	1	\$4799.95	16kg	\$4799.95
AG000010	Organic Oregano - 32kg Pack (64kg Net)	\$9599.95	\$9599.95	32kg	1	\$9599.95	32kg	\$9599.95



AUGUST

WHAT'S NEW!

BURSTING WITH GOODNESS!
The perfect combination of flavour & potent ORAC levels.

Newly launched Organic Maqui Powder is sourced from 100% organic Maqui berries grown and harvested in organic Chile. These superfood berries are renowned for having one of the highest antioxidant profiles in the world, which is why we've added them to our organic superfood range. This ancient Patagonian superfruit delivers an impressive ORAC level of 10,000 (TE) 17,500 per 100g. Oxidative stress can impair cells and contribute to chronic diseases and cellular ageing, so high scoring ORAC products like our Organic Maqui Powder may help protect the body from free radical damage.

NEW Organic Maqui Powder 70g & 1kg

- Rich in antioxidants
- Grown & harvested in South Chile from organic Maqui berries
- Use in baking, smoothies, frozen desserts, juice & more!

MAQUI270 - Organic Maqui Powder 70g - 400 \$29.95
MAQUI1KG - Organic Maqui Powder 1kg - 800 \$209.95

MAKING MAQUI YOGHURT BOOST BOWL!
This quick and easy recipe delivers a powerful antioxidant boost to start the day.

Scan for recipe here

IN Stock

ORDER ESSENTIAL OILS

We've recently ramped up production of our Honest to Goodness range of Essential Oils to ensure we have ample stock of all variants. There's over a dozen oils in our range for you to order in bulk, along with ultrasonic essential oil diffusers.

Custom-blended and 100% pure and natural, our oils can be promoted for use in aromatherapy, as a natural scent for laundry, and for skincare routines such as massage. Our oils and diffuser make for a great display too & you can add your own advertising call-outs such as:



Get in the zone for study & exams

Calm the Mind

Purify & refresh the home



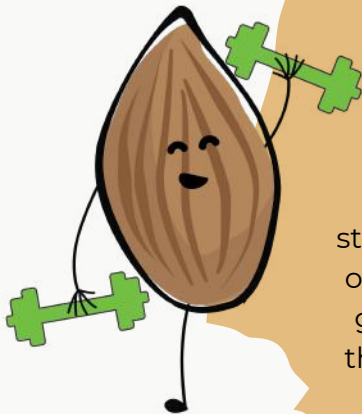
Bucking Good Value!

2die4 Live Foods Activated Organic Buckwheat is a customer favourite and adds a true crunch to mealtime creations! The buckwheat kernels are soaked in filtered water and slowly dehydrated at low temperature to create tasty little buckinis. Customers love them as cereal bases or salad toppers. Order now and stay tuned for bulk 5kg bags of 2die4 Organic Activated Buckwheat arriving at the end of August.



Aussie, Aussie, Almonds, Oi Oi Oi!!

Get behind our Aussie sports stars competing in the 2024 Paralympic Games in Paris from Aug 28-Sept 8, with an in-store Aussie-themed display or promotion. Order in bulk from our top-selling, Organic and Organic In-Conversion Almonds grown right here in Australia. Almonds are the super-nut of the tree nut family, boasting a high protein, fibre, healthy fat, vitamin E and mineral content.



BONUS ASSETS Download Now

Make your customers' experiences instore more than just a transaction. Download free recipe cards from our library to support instore activities including tastings and displays.

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OILS[!]

THE COMPLETE GUIDE TO

Use this comprehensive guide to explore organic and cold pressed oils options to suit your cooking needs, their smoke points, and ideal uses so you can make the best choice for your family, health and budget.

ORGANIC HIGH OLEIC SUNFLOWER OIL

Organic High Oleic Sunflower Oil. is a versatile oil, rich in omega fatty acids, has a high smoke point of 232°C, and a budget-friendly price tag, Did you know a diet rich in high-oleic-acid from sunflower oil has been positively associated with lowering LDL (bad) cholesterol and triglycerides.

Taste: Mild to neutral flavour.

Ideal for: A range of dishes – from frying to baking and grilling and salad dressings.



ORGANIC COCONUT OILS

Organic Coconut Oil is another versatile oil with an average smoke point of 177°C.

Taste: Subtle coconut aroma.

Ideal for: Use in baking and sautéing (brush over meats and vegetables), or use as a dairy-free alternative in recipes.



OLIVE OIL

Olive Oil is an Aussie pantry staple with an average smoke point of 190-210°C. Rich in monounsaturated fats and antioxidants, our Organic Extra Virgin Olive Oil is GMO-free and cold-pressed. It's ideally suited for low to medium-heat cooking.

Taste: Distinct fruity flavour.
Ideal for: Salads, dressings, stir-fry, or as a dipping sauce for bread.



COLD PRESSED TRUFFLE OIL

This rich and robust Australian Truffle Oil is unrefined and has a low smoke point, so is best used as a dressing.

Taste: Rich, earthy flavour.

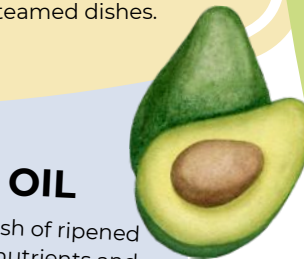
Ideal for: Drizzling over salads or homemade pizza.

ORGANIC SESAME OIL

Organic Sesame Oil and Organic Toasted Sesame Oil both have a high smoke point.

Taste: Light nutty flavour.

Ideal for: Suitable for Asian cooking such as miso, stir fry, salads and steamed dishes.



ORGANIC HEMP SEED OIL

Organic Hemp Gold Seed Oil is a premium cold-pressed oil that should not be heated and is best used in its raw form.

Taste: Light nutty flavour.

Ideal for: Perfect for salad dressings and dips, toss through pasta or add to smoothies for an omega boost.

FLAXSEED OIL

Flaxseed Oil is an excellent source of plant-based omega-3 fatty acids. It's low smoke point means it should not be heated.

Taste: Rich nutty flavour.

Ideal for: Drizzle over salads or mix into cereals and smoothies, dips or cottage cheese.

AVOCADO OIL

Created using the flesh of ripened avocados, it's rich in nutrients and has a naturally high smoke point for high heat cooking.

Taste: Mild to neutral flavour with no avocado taste.

Ideal for: Use in baking sweet or savoury dishes.



COLD PRESSED PEANUT OIL

This cold pressed oil is unrefined so should not be used for high heat cooking or frying.

Taste: Slight nutty flavour.

Ideal for: Great in Asian-style cooking.



ORGANIC MACADAMIA OIL

Created using cold pressed, biodynamically grown macadamias, this oil also has a high smoke point of 210-230°C.

Taste: Rich, caramel nutty taste.

Ideal for: Roasting vegetables and meats, frying and baking.



COLD PRESSED ALMOND OIL

Cold Pressed Almond Oil has a lower smoke point so should not be used for heavy frying or cooking.

Taste: Mild clean flavour.

Ideal for: Pairs well with fish, asparagus, in light vinaigrettes over salads.



ORGANIC PREMIUM MCT OIL

Our Premium MCT Oil is a purified form of coconut oil and is not suitable for frying due to its low burning point.

Taste: Odourless and unflavoured.

Ideal for: Drink straight or add to smoothies, hot drinks, or salad dressings.



MASK UP

Sundried Australian Bentonite Clay is made from 100% natural, pure Sodium Bentonite Clay sourced from regional Australia. The clay makes an ideal base for a face mask or body wrap. Simply mix with water to form a paste for an effective face mask or add Organic Activated Charcoal Powder for a super-cleansing body mask. For an all-natural hair mask to draw out excess dirt and oil, mix Bentonite Clay with Organic Apple Cider Vinegar to form a paste, apply and leave in for 15 mins before rinsing.

HEMP POWER

Our premium Australian Hemp Protein Powder is a game-changer for those seeking a quality plant-based protein source. Crafted from hulled hemp seeds, our powder boasts a remarkable 67% protein concentration, surpassing the typical 50% found in most hemp protein products.

Hemp Protein is an excellent alternative to other plant-based proteins, as it is a complete protein source, containing all 20 amino acids. It is also rich in vitamins and minerals, including calcium, magnesium, iron and zinc!

100% Aussie grown, without the use of any artificial or synthetic pesticides, add to smoothies or sprinkle over your favourite cereal.



DID YOU KNOW?

We are the proud owners of the world's first activated nut brand, 2die4 Live Foods. The brand was started in Byron Bay in 2004 soaking and slow dehydrating nuts. Today the brand includes a range of nut blends, mueslis, cacao snacks, hemp snacks, seeds & grains. Check out the range.

New!



ZEST UP YOUR PLATE

Dive into the goodness of Organic Ponzu Sauce for a splash of tangy umami bliss. Made with Organic Japanese citrus juice - Yuzu, Yuku and Sudachi blended with mellow Organic Gluten Free Tamari Soy Sauce, this refreshing condiment could well be your new best friend in the pantry!



MAQUI POWDER!

Rich in antioxidants and bursting with flavour, if you are searching for a superfood that delivers potent ORAC levels, high concentrations of anthocyanins and polyphenols, and tastes incredible, our Organic Maqui Powder is the perfect match!

Curated from 100% organic Maqui berries grown and harvested in majestic Chile, these superfood berries are renowned for having one of the highest antioxidant profiles in the world. Try Organic Maqui Powder for yourself & experience the benefits.

Transform Your Wellbeing with Nutrient-Dense **SUPERFOOD POWDERS**

[CLICK HERE TO DISCOVER OUR SUPERFOODS RANGE](#)



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