



ISSUE 3

# SIMPLY GOODNESS



**Delish!**  
READY TO EAT  
CANNED ORGANIC  
CHICKPEAS &  
CORN.

## Healthy FOOD SWAPS

Ultimate Guide: Easy Weeknight Meals • Snack Smarter: Quick Hacks



# NEW!

# 100% ORGANIC SUPERFOOD CANISTERS

- ✓ New compact size
- ✓ Refillable & recyclable canisters
- ✓ Broaden your Greens repertoire





# Simply Your Life

Welcome to Issue 3 of Simply Goodness. This issue is all about discovering simple, yet impactful ways to elevate your meals and snacking habits.

First, let's talk about the convenience of organic canned and tinned ready-to-eat foods. With our range of high-quality options, you can effortlessly whip up delicious and nutritious meals - say goodbye to hours spent prepping and hello to more time enjoying the outdoors!

Next, have you ever considered assessing your current snack regime? You'll be amazed at how easily you can swap junk food for fast, nourishing organic snacks. Explore our delicious alternatives that will leave you feeling satisfied and energised!

Finally, we're excited to launch our all new Superfoods Greens range in NEW refillable and recyclable canisters. With summer around the corner, it's the perfect time to add superfood greens to your daily health routine.

We hope these tips inspire you to make healthier choices for yourself and the planet. Together, let's make this summer one to remember!  
Warm regards,

 **Team Goodness**

# 10 Super REASONS!



Why add Organic Superfood Greens Powder to your diet?

1. **Nutrient boost**
2. **Immune support**
3. **Digestive health**
4. **Anti-inflammatory benefits**
5. **Radiant skin**
6. **Powerful antioxidants**
7. **Energising effects**
8. **Convenient & versatile**
9. **Low in kilojoules**
10. **100% organic ingredients**



**ORDER NOW**

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



**ULTIMATE GUIDE: EASY WEEKNIGHT MEALS WITH CANNED & PREPARED ORGANIC FOODS**

In the whirlwind of work, kids, sport, study, and life in general, weeknight meals can sometimes feel like a never-ending chore. Fear not! We've got you covered with a range of easy and mouth-watering meal ideas using delicious, ready to eat organic canned foods.

Skip spending hours prepping meals with these simple yet satisfying ideas using ready-made ingredients and tackle weeknight meals like a pro! Say goodbye to dinnertime stress and hello to delicious and nutritious dinners the whole family will love!

Here's your ultimate guide to whipping up quick and nutritious dinners that will satisfy the whole family in minutes.



**TINNED TIME SAVERS**



**ORGANIC TINNED TOMATOES**

Embrace the magic of organic tinned tomatoes and you'll never run out of meal ideas again! In 20 minutes or less, you can transform tins of Organic Cherry or Whole Peeled Tomatoes into five litres of sauce – that's enough sauce to create pizza sauce bases, bolognese, a soup base, dip or casserole. Want to save even more time? Simply add bulk tins of organic tomatoes to your shopping list of online organic groceries next time you shop with us.

**ORGANIC BLACK BEANS**

These tasty organic canned goodies are high in fibre and protein, and make a great base for chilli, nachos or a burrito bean mix. For a quick and easy lunch, combine a tin of rinsed Organic Black Beans with 2-3 cups of brown rice (this combo creates a complete protein) and throw in a handful of cooked in-season vegetables plus a dash of sweet chilli sauce for a simple, yet nutritious midday meal.



**ORGANIC CHICKPEAS**

Tinned Organic Chickpeas are so simple to create healthy dishes with, you'll wonder why you never thought of stocking them in your pantry before! A high-protein, plant-based salad can be prepped in under 5 minutes with Organic Tinned Chickpeas – simply open the tin, drain, toss into a ready-made salad and sprinkle with your favourite dressing! Got 15 mins to spare? Then make this super simple falafel recipe (see page 6) with Organic Tinned Chickpeas – our guess it will become a regular family favourite!



**ORGANIC SWEETENED CONDENSED MILK**

When it comes to singling out moorish, organic canned foods, Organic Sweetened Condensed Coconut Milk could go straight to the top of the list. This delicious dairy-free alternative to traditional condensed milk is vegan-friendly and makes a great instant dairy-free sweetener or base for indulgent desserts. Got 30 minutes to spare? Prep this dreamy No Bake Millionaires Shortbread and let the fridge do the rest!



# Pre-Prepped ORGANIC FOODS

Add these ready-to-enjoy goodies to your next online organic groceries order for those days when you're low on staples and need to prep meals with minimal ingredients.

## ORGANIC SWEET CORN

Tasty, crunchy and super sweet, Organic Sweet Corn adds an instant colour burst to simple rice or salad dishes. If you're running low on meal ingredients, simply add half a jar of Organic Sweet Corn kernels to a bowl of rice, add a tin of tuna and a tablespoon of Organic Traditional Mayonnaise, stir and enjoy!



## ORGANIC PEARS IN JUICE

These succulent Organic Pears in Juice can be eaten straight from the jar, providing a juicy and satisfying snack that's perfect for any time of day, or add to smoothies or baking.

## ORGANIC ROASTED CAPSICUM

Need a quick, colourful addition to your antipasto board? This Organic Roasted Mediterranean Capsicum is a pantry must-have. Tastes great on veggie stacks and in toasted sandwiches too.

## ORGANIC INSTANT NOODLES

Made from 100% organic brown rice, these gluten-free noodles take three minutes to prep and can be used as a base for a tasty stir-fry or enjoyed solo for an instant late-night snack.



## ORGANIC INSTANT MISO SOUP

With no MSG or preservatives, each instant miso packet contains fresh miso paste with freeze-dried garnishes. Simple add boiling water, stir and enjoy. Too easy!

## ORGANIC COCONUT CREAM

As the weather warms up, so too does the demand for quick, easy & healthy chilled desserts. Prep healthy ice-cream in under 10 mins (+freezing time) with tins of delicious Organic Supreme Coconut Cream and Organic Coconut Milk. This is one range of organic canned foods you will always want to have stocked in your pantry!

## MAKE YOUR OWN VANILLA BEAN DAIRY FREE ICE CREAM.



[goodness.com.au](http://goodness.com.au)



# Plant-Based Goodness!

Make effortless mid-week meals with Organic Brown Lentils.

- ✓ **READY-TO-EAT**
- ✓ **NUTRITIOUS SOURCE OF PLANT PROTEIN**
- ✓ **NON-GMO, PACKAGED IN BPA FREE CAN**



## FALAFEL WITH GREEK YOGHURT SAUCE

(serves 8)

### Greek Yoghurt Sauce:

- 3 tbsp Greek yoghurt
- Juice of ½ Lemon
- A handful of cut parsley
- 2 tbsp diced cucumber

### Serving:

- Pita bread
- A handful of cherry tomatoes
- Pinch of red onion

### INGREDIENTS:

- 1 x 400g tin chickpeas, drained & rinsed
- 1/4 Cup fresh parsley, chopped
- 1/4 Cup fresh coriander, chopped
- ¼ Red onion, finely diced
- 1 Tsp Organic Cumin
- 4 Garlic cloves
- 3 Tbsp Organic Chickpea (Besan) Flour
- Pinch of salt & pepper
- 1 Tbsp Organic Sesame Seeds
- 2-3 Tbsp Organic Extra Virgin Olive Oil

### METHOD:

1. Drain & rinse tinned chickpeas.
2. Place in food processor and pulse with parsley, coriander, onion, cumin, garlic, chickpea flour & salt & pepper into a thick paste consistency
3. Roll the paste into 8 small balls then roll each one through sesame seeds until lightly coated.
4. Prepare a hot pan with the olive oil & cook for 5 minutes, turning the balls until golden brown all over.
5. To make the sauce, mix the ingredients together in a small bowl until well combined.
6. Add the hot falafels to a pita bread & drizzle with sauce. Dress with tomatoes, cucumber, red onion & more parsley to top. Enjoy!



## NO CHURN COCONUT ICE CREAM

(serves 4)

### INGREDIENTS:

- 1/4 cup Organic Coconut Nectar
- 1/2 Tbsp Organic Vanilla Powder
- 2 Cups Organic Coconut Milk
- 1x 400ml tin Organic Supreme Coconut Cream
- Pinch of salt

### METHOD:

1. In a medium saucepan over low heat, combine all ingredients & gently stir until smooth & combined. Remove from the heat & refrigerate until cool.
2. Pour the mixture in to a shallow container & place in the freezer. Stir every 30 mins at least 4 times (2 hour span) to create a smooth texture.
3. Place a piece of baking paper on the surface of the ice cream & press gently to seal. Freeze overnight or up to 8 hours.
4. Before you scooping, leave the ice cream at room temperature for 5 minutes. You can heat a spoon under hot water to help with scooping if the ice cream is too hard.





New!



## THE WORLD'S MOST GUT-FRIENDLY SAUCE.

Say hello to the ultimate upgrade for your gut health! Gevity Rx's NEW Bone Broth Sauces deliver the benefits of the World's Most Nutrient Dense Bone Broth with every spoonful. Stock up & delight customers with this new range.



## CHOCOLATE MUMMIES

Stock up on Organic Cacao Butter Wafers now and start baking – it's the perfect ingredient to make dairy-free treats like these Chocolate Mummies for Halloween!



## DID YOU KNOW?

Our premium Organic Dried Papaya, are naturally sun-dried without the use of preservatives, added sugar, oil or sulphur, so you get nothing but 100% goodness. These vibrant red slices come from the RedLady Papaya fruit and have a delicate sweet taste.

*Flavour of Things Past*

*"I was excited to find this sun-dried papaya, so fresh and unadulterated. The flavour evoked memories of childhood when my father used to cut up plums & apricots to dry on trays on our roof. Just fruit & sunshine, no added nasties!" – Jane N.*



## MOVIE NIGHT MUNCHIES

Planning a family movie night? Upgrade your usual go-to snacks to nutritious and satisfying 2die4's activated nuts and seeds. Combine different flavours to create tasty blends such as:

Activated Cashews & Almonds

Activated Pistachio & Walnuts

Activated Cinnamon Maple Almonds & Pecans

## GINGER LOVERS UNITE!



Whether you're looking for perfect ginger slices, delicious ginger candies, organic chocolate coated ginger pieces, daily ginger juice shots, ginger paste or powder, we've got you covered!



# Healthy Food Swaps

Let's face it, most of us enjoy and sometimes even crave an indulgent snack now and then. Thankfully, there are plenty of organic and nutritious alternatives to our favourite comfort foods that don't compromise on quality or taste. So, before you reach for that favourite comfort food, try switching it up with one of these delicious organic and healthy alternatives.



## HEALTHY BURGERS

Love a good burger? Switch from high fat, high salt fast food burgers for these hearty plant-based burgers with sweet potato, mushrooms, quinoa, and Organic Adzuki Beans. Wholesome, satisfying and big on flavour, these are the ultimate veggie burgers for a weeknight meal or weekend BBQ.

## HOT CHIPS

Nothing quite hits the spot on a cooler evening than a bowl of hot chips. Satisfy your cravings by swapping out deep fried shop-bought hot chips or pre-packaged frozen chips (usually loaded with oil, thickeners and dextrose) for homemade potatoes or sweet potatoes oven roasted with fresh or dried organic herbs and spices. Yes, it takes extra time to make but once you get the family on-board eating these healthy snacks, you'll never go back to store-bought chips again.



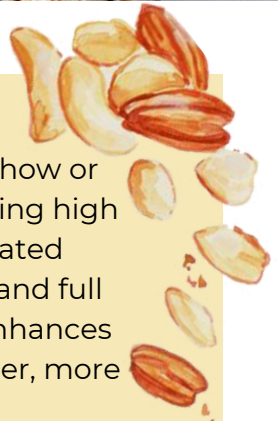
## ORGANIC POPCORN

Ditch pre-buttered microwave popcorn for Organic Popcorn Kernels you can make in large batches at home in minutes. Sprinkle with nutritional yeast for a cheesy, guilt-free treat, sprinkle with herbs and spices or add a light drizzle of organic honey or melted organic dark chocolate for a healthier sweet treat. You can also add homemade popcorn to healthy homemade trail mix – perfect for picnics or the movies.



## ACTIVATED NUTS

Whether you're watching your favourite sports show or having a casual catch-up with friends, try switching high salt beer nuts for 2die4 Live Foods Organic Activated Mixed Nuts – you won't be sorry! Super crunchy and full of flavour, the activation process of these nuts enhances the flavour and texture of nuts, giving you a tastier, more easily digestible anytime snack.





# SNACK Smarter

NOURISH



Craving something sweet or indulgent but not sure of a healthier alternative? Here's a list of guilt-free swaps for your family's that are both satisfying and wholesome.



## MILKSHAKES & SMOOTHIES

Create your own milkshake and smoothie magic without the sugar spike. Whip up healthier options by swapping out ice cream for frozen banana or other frozen fruits. Instead of squeezing in tablespoons of chocolate sauce, try a light drizzle or organic honey or Organic Maple Syrup instead.

## NATURE'S LOLLIES

Craving a small indulgent sweet or sour snack? skip traditional lollies and choose nature's organic confectionery instead. If you have children who love sours, challenge them to try Organic Incaberries. This exotic, nutrient dense berry truly is nature's sour lolly! Organic dried fruits such as mango cheeks or organic dried strawberries are another indulgent treat that can be enjoyed on their own or added to baking, salads or desserts.



## MMMM ... CHOCOLATE

The benefits of eating chocolate have been well-documented over the years – the key is to consume dark chocolate (and preferably organic) if you're craving a sweet treat. Organic confectionery such as dark chocolate is rich in antioxidants and minerals and can satisfy your sweet tooth without the guilt. Organic Dark Chocolate Buttons or organic dark chocolate drops can be easily added to healthy trail mix blends or baking ... or just pop a few in your mouth!



## ICE CREAM

Love to indulge in ice cream but don't like the heavy ingredients? If you're out and about with the family and you want to satisfy cravings, acai bowls are a great option for a dessert fix. Most acai bowls are high in antioxidants and vitamins, but always check the ingredient list before you order. Alternatively, you can make your own Acai Bowl with our Organic Acai Powder.





# New Hero Range!

## ORGANIC SUPERFOOD GREENS CANISTERS



Attract new & repeat health-conscious customers with our Organic Superfoods Greens Powders in NEW ready-to-go canisters. Versatile, reusable & recyclable, each canister is conveniently sized & easy to store or take on-the-go.

From health-conscious families & gym-goers, to eco-warriors or those keen to try superfoods for the first time, boost sales with these all-new sized Superfood Greens Canisters.

GREAT VALUE



## EXTENDED CHRISTMAS TRADING HOURS!

This year, Honest to Goodness will be open for business throughout the Festive Season, closing only for the Public Holidays to ensure you & your customers stay stocked with all your favourite organic & naturals. Therefore, our only closing days will be:

**CHRISTMAS DAY, WEDNESDAY DEC 25**  
**BOXING DAY, THURSDAY DECEMBER 26**  
**NEW YEAR'S DAY, WEDNESDAY JANUARY 1, 2025.**



## Back in stock

With party season just around the corner, now's the time to stock up on bulk ingredients like **20kg Organic Popcorn Kernels**. This variety has a high hard-starch content that "explodes" through the hull when heated and gives excellent popping results – perfect for customers!

*"Perfect quality product & great company to deal with straight off the bat." – Michael T*





# SUMMER STOCK-UP!

Get ready for the sizzle of summer with a mouthwatering selection of premium, Absolute Organic condiments that will have your customers craving more.

- ✓ CAESAR SALAD DRESSING
- ✓ NO HONEY MUSTARD DRESSING
- ✓ BALSAMIC VINEGAR
- ✓ RED WINE VINEGAR
- ✓ WHITE WINE VINEGAR
- ✓ SEEDED MUSTARD
- ✓ FRENCH MUSTARD
- ✓ TOMATO SAUCE
- ✓ BBQ SAUCE



**New!**



## AUSTRALIAN SEA SALT – SUPERFINE 10KG

Available now – superfine sea salt, sourced from naturally evaporated Australian sea salt.

- Naturally sourced via solar evaporated seawater
- No anti-caking, just 100% sea salt
- Ideal for salting stocks, BBQ meat rubs, brine preparations & more.

# Sales Support

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

**GO TO THE WHOLESALE TOOLKIT NOW**





# MAKE POPCORN MAGIC



STOCK UP ON POPCORN ESSENTIALS



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