



ISSUE 6

# SIMPLY GOODNESS



**COOK  
CREATE &  
WIN!**

**Enter The Honest  
to Goodness  
Recipe Challenge!**

---

**Transform Autumn Meals with Organic Spices  
7 Day Autumn Cleanse & Detox Inside!**

---

# Looking for a little Easter baking inspo?



Click on an egg and make the recipe that pops up!





# More Goodness, More Growth Exciting Times Ahead

From exciting product launches to expanding our operations, we're bringing you even more of the goodness you love in 2025!

That includes the launch of our amazing **Recipe Challenge!** You can win great prizes, with the Grand Champion to be featured on the cover of the next issue of Simply Goodness. Turn the page for all the details on how to enter & get creating!

As the cooler weather sets in, its a good time to stock up on our organic breakfast range including granola, muesli, and porridge. Did you know that our Organic Granola range was created in the kitchen of Honest to Goodness founder, Karen Ward? With a lifelong passion for clean, nutritious eating, Karen spent over a year perfecting these nourishing blends at home - try them for yourself.

You might also want to try our nourishing 7-day Detox & Refresh - its the perfect way to head into Autumn!

Here's to a season of nourishing, organic goodness.

ENJOY THE ISSUE!



## Organic Cranberry & Macadamia Biscuits

Make this wheat-free version of an Aussie classic, with a Macadamia twist, for ANZAC Day on April 25.

### INGREDIENTS:

- 125g Organic Butter
- 2 tbsp Organic Maple Syrup or Organic Agave Syrup
- 1 cup Organic Spelt Flour
- 1 cup Organic Rolled Oats
- 1 cup Organic Desiccated Coconut
- 3/4 cup Organic Rapadura Sugar
- 2 tbsp water
- ½ tsp Bi-Carb Soda
- ½ cup Australian Macadamia nuts, chopped
- ½ cup Organic Dried Cranberries

### METHOD:

1. Preheat oven to 175°C. Grease or line two baking trays.
  2. Melt the butter & maple syrup together in a saucepan over low heat.
  3. Mix the flour, oats, coconut & rapadura sugar in a bowl.
  4. Stir the water & bicarb soda into the butter & syrup mixture, then stir into the dry mixture.
  5. Stir through macadamia nuts & cranberries.
  6. Spoon mixture into balls & place on the baking trays, spaced well apart.
  7. Bake at 175°C for about 15 minutes, or until golden.
  8. Cool on wire racks
- & enjoy!



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



# COOK & CREATE WIN!

Do you have a go-to recipe that always gets rave reviews? A family favourite passed down through the generations? Or maybe you've created a brand-new dish using your favourite Honest to Goodness ingredients that's too good not to share?

Now's your chance to shine!

We're inviting our Honest to Goodness community to share their favourite recipes and be in with a chance to WIN one of five major prizes, including the opportunity to be featured on the cover of Simply Goodness magazine!

## GET COOKING & CREATING!

Roll up your sleeves, gather your favourite Honest to Goodness ingredients, and submit your best recipes. Good luck!

Read on for all the prize details!

ENTER THE HONEST  
TO GOODNESS  
RECIPE CHALLENGE!





# How to enter

1.

## CHOOSE A CATEGORY

- Baking & Desserts
- Mains & Sides
- Healthy Snacks
- Breakfast & Brunch
- Drinks
- Bread & Buns

4.

## SUBMIT YOUR ENTRY

Head to our competition landing page and fill out the entry form. Include your recipe, photos, and a short blurb about why this dish is special to you.

2.

## CREATE YOUR RECIPE

- Your submission must include:
- Recipe name
  - Ingredients and measurements (use at least 2 ingredients from our brands: Honest to Goodness, 2die4 Live Foods, Absolute Organics, Eco Organics & Pimp My Salad)
  - Step-by-step cooking instructions
  - Prep/cook time and the number of serves.

3.

## PHOTOGRAPH YOUR RECIPE

Take two great photos: one of the finished dish and one featuring the Honest to Goodness ingredients used.



You can enter as many recipes as you like!

Don't miss the chance to have your recipe celebrated by the Honest to Goodness community!

ENTER HERE NOW

## WHAT YOU COULD WIN!

5 lucky winners will receive:

1. A \$150.00 (RRP) voucher to spend in store or online at Honest to Goodness – that's a lot of goodness!
2. Your recipe featured and shared with our online community and in an upcoming issue of Simply Goodness magazine.
3. The Grand Winning entry will appear on the next cover of Simply Goodness Magazine, as well as being featured online with their winning recipe.
3. Bragging rights as an Honest to Goodness recipe champion!

Entries close May 31, 2025.

ENTER HERE NOW





## PURE INGREDIENTS, PREMIUM FLAVOURS

When it comes to creating wholesome dishes bursting with real flavour, there's nothing quite like a pinch of premium organic spices and herbs to complete your culinary creations. Whether you're looking to infuse your meals with exotic flavours, create the perfect BBQ rubs, or you just want to use pure, unadulterated herbs and spices in your everyday meal prep, our organic spices and herb collection is here to meet your needs.



Make these tasty, Savoury Turmeric Pancakes. Click here for the recipe.

Honest to Goodness organic herbs and spices are all certified organic, meaning they are grown without harmful pesticides, chemicals, or synthetic fertilisers. Each of our products is carefully sourced to ensure maximum flavour and nutrition.

Take our **Organic Turmeric Powder**, for example. This warming spice, known for its anti-inflammatory properties, is simply grown organically and the mature root ground into a powder ready to be enjoyed by your family. No additives, no fillers, just pure spice goodness.







# Organic Herbs & Spices

PURE INGREDIENTS. PREMIUM FLAVOURS

**NO NASTIES ADDED**

## WHY ORGANIC SPICES & HERBS?

Choosing Organic Spices and Herbs isn't just about enhancing the taste of your dishes; it's about making a choice that's better for your health, the environment, and your family. According to a 2022 report by Australian Choice Magazine\*, it's become even more crucial to look at what you are consuming. The report showed heavy metal tests on 70 dried herbs and spices from a range of common supermarket brands. All showed traces of lead in samples taken, while 86% contained traces of arsenic.

While spices may only make up a small part of your diet, prolonged exposure to such contaminants can be a cause for concern. Honest to Goodness stands apart, as we're committed to offering pure, organic spices and herbs free from fillers, additives, and other nasties.

Discover our full organic spice collection.

**ORDER NOW**



\*SOURCE: CHOICE AUSTRALIA





## COOKING & BAKING

This range of **10 organic herbs and spices** are perfect for everyday cooking & baking. Sprinkle warming spices over breakfasts or desserts, or add a flavourful pinch to healthy dinners.

[ORDER NOW](#)



## MEAT RUBS & SEASONING BLENDS

Create amazing BBQ ribs and steaks with this range of popular organic blends and single spices. Bring out the slow cooker and get creating warm, inviting meals.

[ORDER NOW](#)



## EXOTIC HERBS & SPICES

Meet your new cooking allies, a range of exotic organic herbs and spices, perfect for all your favourite international dishes!

[ORDER NOW](#)



## BULK OPTIONS

If you're a frequent user of organic herbs and spices, why not stock up with bulk sizes, save money and always have your favourite flavours on hand!

[ORDER NOW](#)





# Ingredients You Can Trust

WHEN YOU COOK, BAKE AND CREATE USING OUR ORGANIC HERBS AND ORGANIC SPICE COLLECTION, YOU KNOW YOU'RE GETTING:

- ✓ **No additives or fillers:** That means you can trust every pinch you sprinkle onto your meals is of the highest quality. It's our "No Nasties" promise.
- ✓ **Non-GMO:** None of our organic herbs and spices contain genetically modified organisms (GMOs).
- ✓ **Only Certified Organic:** The **ACO Certified Organic** 'Bud' symbol means consumers are guaranteed their purchase is the real deal. Any product displaying the 'Bud' has been produced with the health and welfare of consumers, animals and the environment in mind.
- ✓ **Authentic Flavours:** The purity of our ingredients guarantees an authentic flavour profile. The bold, aromatic notes of our organic spices and herbs can transform any ordinary meal into something extraordinary!



## Spicy Tips & Tricks

To help maintain the potency of your organic spices and herbs, proper storage is key. Here are some helpful tips to keep them fresh:

- Avoid adding spices or herbs over boiling or steaming food directly from the jar. Spices absorb moisture easily and adding them to boiling liquids can cause clumping and loss of their essential oils. Sprinkle the spice or herbs into a spoon or the palm of your hand first, then add to your dish.
- Keep your organic spices and herbs away from direct light and heat. This helps maintain their potency.
- Keep the containers tightly sealed to prevent air and moisture from entering.
- Experiment with rubs and marinades. Organic spices are perfect for making your own meat rubs or marinades. Try blending a mix of garlic, paprika, and turmeric for a delicious BBQ meat rub.
- Pair spices with the right ingredients. Understanding which spices complement specific dishes can take your meals to the next level. For instance, Organic Cumin Powder and Coriander Powder pair wonderfully in Middle Eastern dishes, while Organic Cinnamon and Organic Ground Nutmeg work beautifully in desserts.

[DOWNLOAD HERE](#)

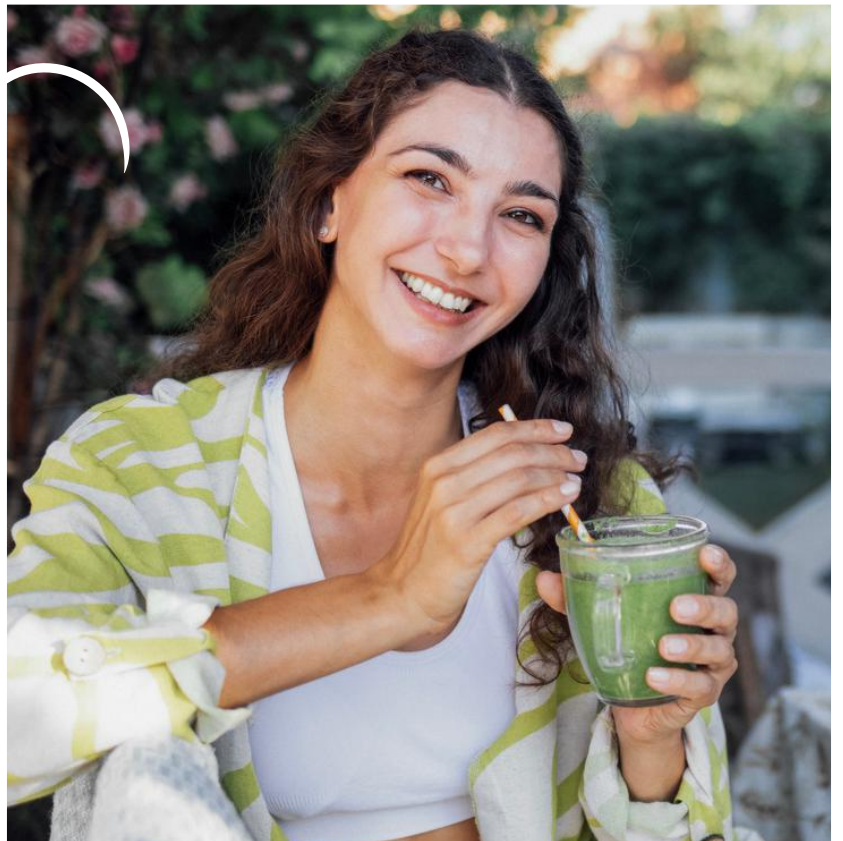


# AUTUMN CLEANSE & DETOX

Revitalise your health and embrace an autumn cleanse with Honest to Goodness Superfoods & Functionals. As summer fades and the crisp air of autumn settles in, now is the ideal time to rejuvenate your body and prepare for the cooler months ahead. An autumn cleanse, using a range of wellness recipes, can help reset your system, boost your immune health and help establish lasting wellness habits.

## WHY AN AUTUMN CLEANSE?

Seasonal changes offer a natural opportunity to reassess and enhance our health routines. After summer indulgences (perhaps a few too many barbecues or cocktails), our bodies can benefit from a short period of detoxification. The change in season is also an opportunity to re-align your body with in-season fresh fruits and vegetables.



## AN AUTUMN RESET HELPS YOU TO:

- Eliminate toxins: Assist the body's natural detox processes to remove accumulated waste.
- Boost Immunity: Strengthen the immune system to fend off seasonal illnesses.
- Enhance digestion: Support gut health for improved nutrient absorption and digestion.
- Increase energy: Help restore vitality and reduce fatigue.
- Recommit to your wellness goals: If you've veered away from your usual healthy eating habits, a quick reset can help get you back on track!





**USING SUPERFOODS & FUNCTIONAL FOODS IN YOUR CLEANSE**

Superfoods and Functional foods are nutrient-dense foods that can deliver substantial health benefits. Here's just a few of our superfood Powders you might want to include in your cleanse and detox recipes.



**ORGANIC SPIRULINA POWDER**

A potent source of plant-based protein and antioxidants, supporting muscle health and immunity

**ORGANIC CHLORELLA POWDER**

Known for its detoxifying properties and rich chlorophyll content, aiding in toxin removal and energy enhancement.

**ORGANIC SUPERGREENS BLEND**

Combines a blend of greens to provide a comprehensive nutrient profile, supporting overall wellness.

**ORGANIC BEETROOT POWDER**

Organic Beetroot Powder is naturally rich in nitrates which can assist with blood circulation.

**ORGANIC MATCHA**

Is high in antioxidants to support overall wellness, with the benefit of chlorophyll to help support detoxification.



# 7-DAY AUTUMN CLEANSE & DETOX PLAN

Embarking on a 7-day reset can set the foundation for sustained health improvements. Here's an easy guide to help get you started:

## DAY 1-2: PREPARATION PHASE



- **Hydration:** Begin each day with a glass of warm water infused with lemon/and or **Organic Apple Cider Vinegar** to kickstart digestion.
- Add in 1-2 serves of a superfood of your choice in a morning smoothie. If you're unsure of what functional/superfood greens to start with, focus on the result you are looking for.

### For example:

**Organic Spirulina** is a powerful plant-based protein that can help with immunity and muscle health.

Our **Organic Maqui Powder** is rich in antioxidants and may help protect the body from free radical damage. Oxidative stress can impair cells and contribute to chronic illnesses and cellular ageing.

**Organic Chlorella Powder** and **Organic Wheatgrass Powder** can assist with energy, muscle health and immunity.

**Organic Barley Grass & Beetroot Powder** are rich in antioxidants & can help support energy levels & overall vitality.

- **Dietary Adjustments:** With the rest of your meals, eliminate processed foods, refined sugars, and alcohol. Focus on whole foods like fruits, vegetables, lean proteins, and whole grains.

**TIP:** Finish your day with an evening bath soak containing **Dead Sea Salts** and enjoy its soothing & cleansing benefits.

Need smoothie recipes? [Look here](#)

## DAY 3-5: ACTIVE CLEANSE



- **Morning Routine:** Start the morning with a detoxifying **Coffee Body Scrub!** This is the perfect way to help remove unwanted dead skin cells and to nourish dry skin with the richness of **Organic Coconut Oil**. What's more, you'll feel great!
- **Next.** Enjoy a smoothie of your choice, boosted with your favourite superfood greens powder and functional ingredients (think **Organic LSA, Australian Hemp Protein Powder, Slippery Elm Powder, Nutritional Yeast Flakes, Manuka Honey,** or **Organic Omega Seed Mix**).
- **Meals:** Incorporate salads rich in leafy greens, quinoa, and lean proteins into your main meals. Add a teaspoon of **Organic Chlorella Powder** to dressings for an extra nutrient boost!
- **Snacks:** Enjoy fresh fruits, a handful of nuts, or vegetable sticks with hummus.



## DAY 6-7: REINTRODUCTION PHASE



Why not try dry body brushing? Try for a minute before your bath or shower to help improve circulation and skin tone and stimulate your lymphatic system. Our **brushes** are not only the perfect size, they're hand made and ethically sourced from Sri Lanka.

- **Reintroduce wholegrains:** Slowly bring back whole grains and legumes. Continue using detox recipes and wellness recipes to help ensure you avoid processed foods and unnecessary sugars.
- **Mindful Eating:** Practice mindful eating habits, paying attention to hunger cues and portion sizes.

Remember, the more functional foods you can incorporate into your diet, the better you can feel! Want to know more about function foods? Click below:

[FUNCTIONALS FAQ'S](#)

## BEYOND THE CLEANSE



An autumn cleanse and detox can be the catalyst for lasting lifestyle changes. Consider these tips to maintain your autumn wellness journey:

- **Daily Smoothies:** Continue incorporating superfoods like Superfood Greens, Spirulina and Chlorella into morning smoothies. As the weather gets cooler, you can also add these superfoods to soups!
- **Balanced Diet:** Focus on a diet rich in whole foods, lean proteins, and healthy fats.
- **Regular Exercise:** Engage in regular physical activity to support overall health.
- **Loving how you feel?** Go one step further and start looking at other ways you can cleanse your body. When was the last time you looked at the ingredients in your body moisturiser, toothpaste or deodorant, for example?
- Remember, the more functional foods you can incorporate into your diet, the better you can feel!



# Rise & Shine



with Autumn Breakfast Favourites!

As the cooler weather settles in, it's time to revamp your breakfast menu and look for nutritious morning starters that can be enjoyed hot, cold or on the go. If you're like most health-conscious people, you also want to be eating food you know is sustainably sourced, with nothing but pure ingredients.

One of the oldest foods in the world, porridge is not only a great source of slow-burning carbohydrates and fibre, studies have shown it can help balance blood sugar levels and cholesterol – that's a big bonus for those wanting to improve their overall health this year.



Why choose muesli and granola with sulphur-free dried fruit?

Click here to find out more about the side-effects some people experience when they consume sulphur dioxide.



## A FRESH LOOK FOR YOUR FAVOURITE

If you're already a fan of our muesli range, you'll love our refreshed packaging, sizes, and ingredients. For instances, our popular Natural Sulphur Free Fruit & Nut Muesli now features mostly Australian ingredients, staying true to our commitment to pure, preservative-free, sulphur-free, and non-GMO blends.



# From Our Kitchen to Your Home

The origin of our Organic Granola blends has a heartfelt connection. They were developed by Honest to Goodness co-founder Karen Ward, a passionate advocate for clean, nutritious eating. After more than a year of careful testing and crafting recipes in her home kitchen, Karen's labour of love has resulted in a granola range that's as delicious as it is nourishing!



**Did you Know?**  
In 2024, Karen was named Organic Woman of the Year at the Australian Organic Industry Awards!



## MEET YOUR BREAKFAST CREW

Whether you're new to granola or a lifelong fan, there's a blend for everyone in our new range:



**Organic Granola, Classic Fruit & Nut**

A perfect mix of crunchy nuts, seeds, coconut, dried apricots, and sultanas, for a wholesome breakfast or snack.



**Organic Granola, Maple & Almond Crunch**

Oven-baked to perfection, this fruit-free granola makes a fantastic base for custom creations.



**Organic Granola, Super Seeds & Nuts**

A grain-free, paleo-friendly option loaded with organic seeds, nuts, and natural ingredients – free of hidden additives.



**Organic Granola, Cacao, Coconut & Chia**

With earthy cacao-coated oats, nuts, and seeds, this blend supports gut health with prebiotic fibre.



# CRUNCH TIME: Granola & Muesli Questions Answered

## WHAT'S THE DIFFERENCE BETWEEN GRANOLA AND MUESLI?

While both contain similar tasty ingredients, muesli is raw ingredients mixed together, while granola is mixed with ingredients like Virgin Coconut Oil, Organic Maple Syrup or Brown Rice Syrup, then gently baked and dried. The results are crunchy clusters of deliciousness!

## DOES OUR MUESLI OR GRANOLA CONTAIN FRUIT WITH SULPHUR DIOXIDE?

No! We'd never sell anything we wouldn't give to our own family, which is why our products contain only sulphur-free dried fruit.

## IS HONEST TO GOODNESS GRANOLA GLUTEN FREE?

Our Organic Granola is not gluten free, however the entire range is dairy free, vegan, vegetarian and organic. Yum!

## WHAT'S THE BEST WAY TO STORE GRANOLA & MUESLI?

- ✓ Keep it airtight: Store in its original packaging or an airtight container.
- ✓ Cool & dry: Keep granola in a cool, dry pantry away from sunlight.
- ✓ Avoid the fridge: Moisture can make its crunch disappear.





VEGAN • GLUTEN FREE • DAIRY FREE • PLANT BASED

New!

PIMP MY  
Salad

Make meals and snacking  
**AMAZING**



Honest  
to  
Goodness

SEE THE RANGE





### SWEET TREATS

With Easter, the School Holidays & Mother's Day just around the corner, stay ahead of the game by stocking up on all your favourite chocolate drops & buttons.



### Honey Roasted Macadamias

**Warning!** Our Premium biodynamically grown Australian Macadamias are so good, you may not be able to resist eating the entire bag in one sitting! Roasted to perfection and gently coated in delicate, caramelised glaze, add to salads, dessert plates, charcuterie boars or enjoy straight from the pack!



# SHOP in style



Out Now – our Freshly designed Honest to Goodness Jute Bag, perfect for all your Organic and natural Goodies. A great gift for Mother's Day on Sunday, May 11.

### Snack Smarter!



Need a little inspo for post-workout snacks? You can't go past Pimp My Snack Seed Clusters. Each snack contains 16g of plant protein, are nut & oil free, slow baked & vegan friendly!

### Nutritional Yeast Flakes

If you haven't tried these delicious flakes yet, do yourself a favour and get your hands on this Pimp My Salad favourite. Loved by vegans & meat-eaters alike, try today!:





# HEY FLOUR LOVERS!

We've had a little change in our range. Here's what you need to know.



Sustainable Stoneground White Heritage Flour 5KG  
**NO LONGER AVAILABLE**



Sustainable Stoneground White Bakers Flour 5KG



THESE FLOURS DELIVER ON SUSTAINABILITY, QUALITY, AND FLAVOUR—SO YOU CAN BAKE WITH CONFIDENCE!



Sustainable Wholewheat Heritage Flour 5KG  
**NO LONGER AVAILABLE**



Sustainable Stoneground Wholewheat Bakers Flour 5KG

## CHANGING LIVES ONE COFFEE AT A TIME!



Our **Neighbours Blend Coffee** initiative, continues to support young women pursuing education and better futures in Maliana, Timor-Leste. In the last three months alone, **we've raised \$4,043** bringing our total impact since the project began in 2022, to an incredible **\$40,000!**



Thanks to you purchasing our **Neighbours Blend Coffee**, our **first two scholarship recipients**, Illy and Amuna, are set to **graduate as doctors!** Another 5 scholarship recipients are working towards degrees in education, medicine, biomedical science and nutrition! Thank you for your ongoing support!

### Organic Acai – NEW Size & NEW Look!

We know how much you love our Organic Acai Powder. That's why we've upsized into a new 100% recyclable canister. Ideal for on-the-go, the canister is designed to be reused - stock up now!



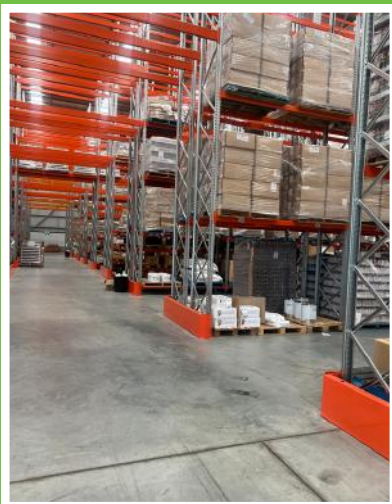


# ORGANIC EVOLUTION



Our brand-new, state-of-the-art fulfillment warehouse in Villawood, Sydney is up and running, with exciting automations due to take place in the coming months to help improve efficiency even more. This expansion is a game-changer for our business, with container uploading capabilities onsite, 4.5 times more floorspace and approximately five times more storage capacity than our current Villawood warehouse.

While the current warehouse continues to be used to expand manufacturing capabilities, the new facility will enable us to increase our dispatch capacity and make even more organic, natural and sustainable whole foods accessible to all. For Honest to Goodness, this expansion is just the beginning. Stay tuned for updates.







**BULK ALL-AUSTRALIAN OIL 5KG**

Our Organic Macadamia Oil is cold-pressed from fresh biodynamically-grown macadamias sourced from south-east Queensland. Naturally cholesterol free with a high smoke point, ideal for high heat cooking. Order now!



**Big Buckies 5kg**

**DID YOU KNOW?**

2die4 Activated Organic Buckies come in bulk 5kg bags – great for big business. These crunchy clusters, using protein-packed organic buckwheat, are available in three great flavours – Caramelised Clusters, Coco-Berry and Cacao Clusters. Grain-free with no added sugar, order today:



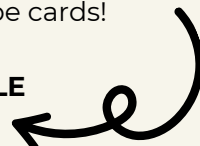
Perfect for cafés, delis, bulk food stores and food manufacturers, our Organic Honey Roasted Macadamias offer a natural, high-quality alternative to conventional roasted nuts. Sweet, buttery, crunchy and roasted to perfection, stock up today and bring a touch of organic goodness to your offerings!



**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**







# RISE & SHINE!

# BREAKFAST

# FAVOURITES

# HAVE LANDED!



**New!**



**ORDER NOW**

Get social with us.



goodness.com.au

