



ISSUE 5

SIMPLY GOODNESS



Bumper Recipes Inside!



Beat the Heat: Sensational Summer Spritzers
Flour Power: Ultimate Guide



Make meals and snacking
AMAZING



ORDER NOW



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What a Year!

What an incredible year we've had at Honest to Goodness! Throughout 2024, we launched new ranges – **Oat Milk Powder & Blue Spirulina to Castor Oil, Vanilla Powder, Activated Nuts, Buckies, Garnishes & more!**

Founder, **Karen Ward**, was named **Organic Woman of the Year at the Australian Organic Industry Awards**, for her significant contributions to the organic industry. We launched a range of 100% recyclable and reusable canisters for our superfood greens and baking ranges, and expanded our warehouse space with a new facility in Sydney to cater for our future growth.

At our Sydney store, we began a new **click & collect** service, and several of our products were recognised at awards throughout the year.

Our team released a new streamlined online wholesale portal to cater to our business customers, and our community-based **Group Goodness portal** was updated and improved (with more to come in 2025!).

Amid all the busyness of business, we welcomed thousands of new customers through our doors and via our online website. People, just like us, who value quality products that are ethically and sustainably sourced from across Australia and around the globe.

As the year comes to a close, we wanted to say thank you for your ongoing support. We look forward to providing you with more organic and natural products in **2025!**



YOUR ^{greens} YOUR way

- ✓ Mix & match powders to suit your needs – more energy, improved digestion or cellular health.
- ✓ Craft the perfect blend or enjoy the benefits of each individual powder.
- ✓ Perfect for at home recipes or to take on the go.



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.



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Beat The Heat

It's going to be a long hot summer, so get prepped for those balmy days and nights ahead with cool refreshing juices, iced teas, and spritzers. Whether you're basking at the beach or enjoying a backyard barbecue, raise a glass to a healthier, more delicious summer with these delightful organic drinks recipes and garnishes. Cheers to good vibes and great tastes!

Summer Spritzers

BEFORE YOU LAUNCH INTO CREATIVE MODE, HERE'S A FEW TIPS TO GET YOU PREPPED FOR MAKING UNFORGETTABLE ORGANIC BEVERAGES.



- 1. Use organic natural sweeteners:** Opt for natural sweeteners like honey, agave, or maple syrup to enhance flavours without any nasty artificial additives.
- 2. Chill ingredients before blending:** Keep fruits, herbs, and juices refrigerated for optimal freshness and taste & dried fruit garnishes well-sealed in a jar.
- 3. Add fizz:** Top off your spritzers with sparkling mineral water or soda water for a bubbly finish.



- 4. Choose quality dried fruit garnishes or fresh, in-season produce.**

Select aromatic dried garnishes or ripe, flavourful fruits and herbs as the base for your drinks.

- 5. Experiment with flavour combinations.**

Create unique blends by mixing fruits, herbs, and spices. Try strawberry-basil or watermelon-mint for a refreshing twist or simply add dried fruit garnishes to chilled organic fruit juice or sparkling mineral water.

& Organic Drinks



MORNING BOOSTERS

Start your day right by incorporating revitalising organic beverages into your morning routine. Skip caffeine for the day and try one of these refreshing recipes below. Packed with vitamins, minerals and antioxidants, these invigorating organic beverages will naturally help boost energy levels and deliver health benefits such as enhanced immunity and improved digestion.

CAFFEINE FREE ICED TEA

Make a jug of this relaxing blend and keep it chilled in the refrigerator. Perfect for hot summer days.

Ingredients:

- 4 tsp Organic Rooibos Loose Leaf Tea
- 2 tsp Organic Chamomile Flowers
- 2 slices of Dried Orange Garnish
- 1.5L Spring water
- 1 Whole orange

Method:

1. Add Rooibos, Chamomile Flowers & orange garnish into a heat-proof jug.
2. Boil 200ml of spring water (90°C - 100°C)
3. Pour over the ingredients and leave to infuse for 2 min.
4. Pour in another 1300ml of spring water (cold or room temp).
5. Add an extra dried orange slice to the tea.
6. Leave to infuse in the fridge for 6-8 hours (or overnight for a more intense flavour).
7. To serve, pour through a strainer and garnish with fresh orange slices.



RECOVERY SMOOTHIE

A nourishing and refreshing green smoothie. The addition of mint and ginger makes the flavour of this one truly delicious.

TURMERIC TONIC

This bright and tasty recipe is packed with energising ingredients and can be easily frozen in ice cube trays and enjoyed as needed.

Ingredients:

- 1 apple
- 3 large carrots
- 1/4 lemon, peeled
- 1cm fresh ginger
- 1 tsp Turmeric Juice
- 2 mint leaves

Method:

1. Juice the apple, carrot, lemon, and ginger using a juicer. Pour into a glass.
2. Stir in the Turmeric Juice.
3. Serve with mint leaves and enjoy.



POWERHOUSE GINGER SHOT

This bright and tasty recipe is packed with energising ingredients and can be easily frozen in ice cube trays and enjoyed as needed.



Savour Summer Flavours

Rather than relying on store-bought drinks to quench your thirst, creating your own summer spritzers and iced teas has several benefits:

- **Taste & Quality:** You get to customise your own flavour combinations to suit your preferences, ensuring a delicious drink every time. You're also in control of every ingredient that goes into your drink.
- **Enviro-Friendly:** Rather than buying plastic or glass bottles of pre-made drinks, use jugs you have at home or reusable containers to create your own drinks – you can also use old glass jars to pour drinks into so there's even less waste. Cheers to that!
- **Upskilling at Home:** Hone your mixology skills while experimenting with various dehydrated fruit garnishes, herbs, and spices.
- **Budget-friendly:** Save money by creating refreshing organic beverages from scratch, using ingredients you have on hand.



Mint, Lime &
Berry Iced Tea

ALL DAY ORGANIC Refreshers

Ingredients:

- 1 cup of your choice of tequila
- ½ cup fresh lime juice
- 1-2 Slices dehydrated Lime Garnish
- 1 tbsp Organic Agave Syrup
- Ice cubes for shaking and serving
- Celtic Sea Salt for glass rim

Method:

1. Run a slice of lime around the rim of the glasses.
2. Pour your Celtic Sea Salt onto a small plate. Gently press the rim of the glasses into the plate to coat the edges.
3. Add a generous amount of ice to your glasses.
4. Fill a cocktail shaker halfway with ice, pour in the tequila, fresh lime juice and agave. Cover and shake ingredients for at least 30 seconds.
5. Using a strainer pour the cocktail mixture into the prepared glasses.
6. Garnish with lime slices and serve immediately.

Perfect for any occasion, enjoy the wholesome benefits of organic drinks throughout your day. Make tasty homemade margaritas (great for a late lunch at home with friends) or refreshing fruity iced teas all the family will love. All these drinks are the ideal healthy option for hydration and the perfect alternative to sugary soft drinks.

AGAVE MARGARITA

Here is our take on a classic margarita, using agave as its sweetener. The fresh lime and agave syrup create the perfect blend of sweet and sour.

MINT-LIME BERRY ICED TEA

Refreshing and easy to make, enjoy a glass with friends and family at your next gathering.

SWITCHEL

Switchel is loaded with beneficial bacteria from apple cider vinegar and honey, aids digestion and helps keep you hydrated—perfect!

CHAMOMILE COOLER

This iced tea is a classic take on a lemon iced tea. Relax and keep cool in the warmer evenings with this caffeine-free iced tea.



RECIPES



Roast Turkey with Cranberry, Macadamia & Sage Stuffing

INGREDIENTS

- 1 x 4.5kg Turkey
- 25g organic butter, melted
- salt & pepper
- 1 1/2 cups chicken stock
- 50g organic butter, melted

STUFFING

- 2 tbsp Organic Olive Oil
- 2 brown onions, chopped
- 2 cloves garlic, diced
- 3 cups fresh breadcrumbs
- 1/4 cup sage leaves, chopped
- 1 cup Organic Dried Cranberries
- 1 cup Organic Macadamias, finely chopped
- 1 tbsp orange rind
- 50g organic butter, melted

METHOD

- Stuffing: Heat oil in a large non-stick frying pan over medium heat. Add onions & garlic & cook 8-10 mins until fragrant. Remove from heat.
- In a large bowl, add breadcrumbs, sage, cranberries, macadamias, orange rind, butter & cooked onion & garlic. Stir until combined. Set aside.
- Preheat oven to 180°C.
- Rinse the turkey under running cold water. Pat dry inside & out with paper towels. Spoon stuffing into the cavity & secure with a skewer. Tuck wings underneath, tie legs together with kitchen string. Transfer to a large roasting pan.
- Brush the outside of the turkey with butter, sprinkle with salt & pepper & pour stock into the dish. Cover with lightly greased aluminum foil & roast for 1 1/2 hours. Remove foil & roast for a further 1-1 1/2 hours, basting every 15 minutes with stock, or until skin is golden & juices run clear when tested with a skewer.
- Remove the turkey from the dish; cover with foil. Stand in a warm place for at least 15 minutes.
- Slice the turkey and serve with stuffing and gravy.

CHRISTMAS KALE SALAD



CRISPY GHEE ROAST POTATOES



ORGANIC BROWN RICE SALAD





Raw Vegan Beetroot Dip



Raw Christmas Slice



**CRANBERRY & ORANGE
MAPLE PECAN BARK**



**SALTED TURMERIC NUTTY
CARAMEL PUDDING**



**DECONSTRUCTED DIY
PAVLOVA**



BODY GLUE®

Gevity®



20% OFF
RRP ONLY

Be quick to stock up on your favourite Bone Broth Body Glue flavours from Gevity. Never tired Bone Broth before? The benefits are incredible:

- Collagen packed – contains 10 x more collagen-forming amino acids per gram than traditional bone broths
- Made from 100% grass-fed beef
- Easy to use – add to water and sip or mix through any meals for an added boost

BABY LOVE

Here's a perfect gift pack for new mums – an essential selection of all-natural baby care from Weleda including nappy change cream, body lotion and shampoo & body wash.



PIMP MY Salad



GOODNESS BITES



PERFECT FOR FESTIVE PLATTERS!

We're excited to announce the arrival of our new range of 2die4 Organic Activated Nuts – Korean Chilli & Ginger Cashews and Celtic Salt & Vinegar Almonds! This delicious duo pairs perfectly together and the crunch sensation is amazing. Long soaked and slow dried to perfection, be one of the first to savour these unique new flavours.



STAFF PICKS FOR SUMMER EATING!

These hand-picked essentials will inspire your culinary creations, ensuring a memorable feast for all to enjoy!



- **Absolute Organic No Honey Mustard Dressing** – “Perfect for drizzling over summer salads or hot wedges.”- **Emma**.
- **Organic Maple Syrup** – “The 1L size is ideal as pours easily over pancakes and into baked recipes. Tastes amazing!” - **Ally**
- **Organic Tahini** – “So versatile, mix it with honey and maple syrup for a sweet dressing, add to miso for a delicious paste for eggplants, or use as a base for cookies.”- **Francesca**
- **Tamari Roasted Almonds** – “Delicious as a snack or chopped and sprinkled into summer salads.”- **Clara**

NEW! PIMP MY SALAD & PIMP MY SNACK!

Make meals even more nutritious and delicious with Pimp My Salad – a range of healthy & delicious meal toppers plus Pimp My Snack - snack packs, made with all natural ingredients. Ethically sourced, vegan friendly & gluten free!



NOURISH

Ultimate Summer Platter



Why settle for ordinary, when you can create the ultimate grazing platter this summer with a vibrant assortment of healthy organic and natural ingredients friends and family will love!

HERE'S OUR TOP TIPS TO CREATING AN INSTA-WORTHY SNACK PLATTER!

- Variety is key: Combine cheeses, meats, olives, breads, nuts, seeds, fruits, breads, fresh fruits and vegetables for diverse flavours, colours and textures.
- Choose quality fresh fruits: Opt for fresh, high-quality products to elevate your platter – think fresh ripe berries and figs, juicy grapes or vibrant kiwifruit & decorate with dried garnishes.
- Invest in organic nuts and seeds: From crunchy original and activated nuts to delicious organic seeds, place in small bowls on your platter for instant appeal.
- Consider colour and presentation: Arrange items in an eye-catching, appealing layout.
- Offer bread and crackers: Provide a selection of mini-crusty bread and organic crackers for guests to enjoy.
- Add garnishes: Sprinkle fresh herbs, nuts, and dried fruits to enhance visual appeal and add unique flavours.

PLAN IT OUT

Before you start looking at what platter or bread board you're going to use to arrange your selection of organic dried fruits, nuts and seeds on, plan out the theme off your platter – sweet, savoury, nutty, fruity or a combination of all. Head online to look for inspiration, especially for colour selection and final presentation so your finished platter looks too good not to indulge in!

CHOOSE YOUR INGREDIENTS

Go for quality over quantity when choosing healthy snacks to add to your platter. Start with in-season fruits that won't brown quickly (like apples, for example) and start to build your platter.

Fresh fruit options include:

- Thinly sliced pears
- Watermelon or rockmelon
- Oranges
- Blueberries
- Strawberries
- Raspberries
- Coconut
- Grapes



NEXT, ADD A SELECTION OF RAW & MARINATED VEGETABLES SUCH AS:

- Carrot sticks
- Celery
- Cucumber slices
- Sliced or stuffed/roasted peppers
- Marinated artichoke
- Mini tomatoes

PAIR THEM WITH A DELICIOUS ORGANIC HUMMUS OR DIP FOR A TASTY TREAT.



DRIED FRUIT OPTIONS:

- Organic Apricots
- Australian Dried Fruit Salad
- Organic Dried Strawberries
- Organic Goji Berries
- Organic Dried Papaya



FINAL TIPS

When shopping for ingredients, remember choosing organic ingredients not only supports sustainable farming practices, it also provides numerous health benefits. Organic produce contains higher levels of antioxidants and nutrients, helping to boost immunity and support overall wellbeing. Organic foods are also free from harmful pesticides and chemicals, making them a safer option for you and the environment. And don't forget to check the weather before you shop. Why? If you're making a platter on a hot day, you'll need to keep meats, cheeses and smoked fish cool in the refrigerator to avoid food spoiling. Add these ingredients to your platter just before you serve or place on a separate chilled platter with an ice base. Make sure any guests with dietary needs have a separate platter of goodies to cater to their needs. Finally, confirm the number of guests you're expecting to ensure everyone can sample a variety of offerings.

Add a touch of sweetness with organic dark chocolate drops or chocolate-covered fruit. This rich treat contains antioxidants and provides a satisfying finish to your platter.

Finish with a selection of cheeses (traditional/vegan), dips and spreads and wholegrain crackers or pita chips to complete your arrangement.

Introduce organic and natural nuts and seeds for a protein-packed punch.

- Almonds
- Cashews
- Walnuts
- Pumpkin seeds
- Macadamias

Enjoy!



FLOUR POWER – ULTIMATE GUIDE TO HOLIDAY BAKING

READY TO ELEVATE YOUR BAKING GAME BUT FEEL OVERWHELMED BY THE SHEER VARIETY OF FLOURS AVAILABLE ON THE MARKET? KEEN TO GO BEYOND YOUR REGULAR ORGANIC FLOUR AND TRY SOMETHING NEW? WE'VE GOT YOU COVERED. THIS COMPREHENSIVE GUIDE INCLUDES OUR TOP-SELLING FLOURS, INCLUDING OUR HERITAGE AND ORGANIC GLUTEN-FREE FLOUR OPTIONS, ALONG WITH TIPS ON CHOOSING THE PERFECT FLOUR FOR YOUR NEXT BAKING ADVENTURE.

Step out of your culinary comfort zone and try baking or cooking with a new flour:

ORGANIC ALL-PURPOSE PLAIN FLOUR

All-Purpose Flour, also known as plain flour, is a versatile pantry staple made from 100% Australian organic wheat grain. Sustainably grown, unbleached and chemical-free with no additives, it's the perfect all-rounder if you're new to baking.

Best for: Bread, biscuits, muffins and cakes.

ORGANIC BROWN RICE FLOUR

Organic Brown Rice Flour is produced by milling unhulled grains of rice kernels (brown rice) into a fine flour. Ideally Brown Rice Flour should be refrigerated to retain freshness and its lightness makes it ideal for cookies, cakes and for coating poultry/fish.

Best for: Fruit crumbles, cakes, cookies, coating fish and chicken, loaves.

ORGANIC OAT GROATS

Love to grind your own organic flour? Organic Oat Groats are whole wheat oat kernels without the husks. They're an excellent source of fibre and protein with a fresh, nutty flavour.

Best for: All types of baking – can be substituted 1:1 ratio.

ORGANIC STONEGROUND WHITE SPELT FLOUR

Organic Stoneground White Spelt Flour is a close relative of wheat. This versatile organic flour has a slightly nutty taste and lighter texture. Its lower gluten content makes it a popular choice for those with mild gluten sensitivities.

Best for: Pizza, pancakes, pasta, cookies and bread.

ORGANIC STONEGROUND WHOLEWHEAT BAKERS FLOUR

The stone milling process used to create this organic flour, gives it a stronger flavour while retaining more nutrients compared to roller milled flours. Sustainable Wholewheat Bakers Flour is 100% Australian Grown. Organic, unbleached, and chemical free with no preservatives.

Best for: Any baked goods, pizza bases, breads or sourdough.

ORGANIC STONEGROUND WHOLE RYE FLOUR

Organic Stoneground Whole Rye Flour has a slightly sour, earthy taste. It contains less gluten than traditional wheat flour and has a denser texture, making it an excellent choice for artisan bread, sourdough, and crackers.

Best for: Artisanal breads, scones, pie crust and biscuits.

SUSTAINABLE STONEGROUND WHITE KHORASAN FLOUR

Khorasan Wheat, also known as Kamut, is an ancient grain originally from the Khorasan region in Asia. Sustainable Stoneground White Khorasan Flour has a distinctive nutty flavour, is a good source of fibre and is higher protein than wheat flour. Chemical free, unbleached, non-GMO and sustainably grown.

Best for: Bread baking, pasta, cakes and pancakes



GLUTEN FREE

IF YOU'VE NEVER TRIED AN ORGANIC GLUTEN-FREE FLOUR BEFORE, THIS HANDY GUIDE WILL HELP YOU CREATE DELICIOUS MEALS AND TREATS USING FLOURS YOU CAN TRUST.

ORGANIC BUCKWHEAT FLOUR

Organic Buckwheat Flour is an excellent wheat flour alternative made from certified organic buckwheat kernels. The flour is finely ground and sieved to achieve a silky, fine texture and is high in fibre and protein.

Best for: Waffles, crepes, pasta, biscuits, pancakes, bread.

ORGANIC CASSAVA FLOUR

Totally grain free, our 100% Organic Cassava Flour is a great choice for those who are gluten intolerant – it's also paleo-friendly. Cassava's neutral flavour means it won't overpower other ingredients and is generally lower in fat and calories than other gluten free organic gluten free flour.

Best for: Savoury breads, soft tortillas, waffles.

ORGANIC COCONUT FLOUR

Organic Coconut Flour is a delicious, low carbohydrate, high-fibre, grain-free alternative to wheat flour. It is made from fresh organic coconut flesh. Paleo and keto friendly too, Coconut Flour can replace up to 20% of the flour in a recipe, but an equal amount of liquid is needed to compensate.

Best for: Coating chicken/fish, bread, muffins, in smoothies, in porridge, or sprinkle on top of muesli or yoghurt.

ORGANIC GREEN BANANA FLOUR

Our Organic Green Banana Flour is made from organic unripe, green bananas. Once baked, it develops a neutral, slightly nutty flavour, making it an excellent choice for a wide range of baked goods. You can enjoy delicious and nutritious recipes with this premium organic green banana flour without sacrificing taste or nutrition!

Best for: As a thickener, in smoothies, shakes, make pasta and noodles, baked goods.



ORGANIC QUINOA FLOUR

Organic Quinoa Flour is high in protein with a distinct nutty flavour. Organic Quinoa Flour blends well with other grain free flours such as buckwheat and organic almond flour as well as bean flours like besan flour but requires more liquid due to its higher absorbency.

Best for: Pasta, bread, muffins, biscuits or as a thickener.

ORGANIC TAPIOCA FLOUR

Organic Tapioca Flour, also known as Tapioca Starch, is a popular ingredient for wheat-free recipes, particularly helping to improve the structure and texture of baked goods. It has a very mild sweet flavour, is non-GMO, preservative and additive free.

Best for: Sauces, soups, pie fillings and gravies.



FLOUR CONVERSION CHART

1 CUP ALL-PURPOSE FLOUR
=

 1/4 cup Amaranth Flour	 1/2 cup Barley Flour	 1 cup Cassava Flour	 3 tbsp Buckwheat Flour
 3 tbsp Coconut Flour	 1/4 cup Corn Flour	 1 cup Kamut Flour	 1/4 cup Quinoa Flour
 1/3 cup Millet Flour	 1/4 cup Nut Flour	 3 tbsp Oat Flour	 1/3 cup Whole Wheat Flour
 1/3 cup Rice Flour	 1 cup Rye Flour	 1 cup Spelt Flour	

Did you KNOW?

Our manufacturing facility has a dedicated gluten free room - a designated area where gluten free products are produced, processed, and packaged. This ensures that there is no unintentional mixing of gluten-containing ingredients or residues with gluten-free ones.

organic
QUINOA
FLOUR

Finely ground quinoa flour has a mild, nutty flavour, perfect for sweet and savoury recipes.

1kg

Honest
to
Goodness

REAL FOOD THAT LOVES YOU BACK

organic
TAPIOCA
FLOUR

5kg

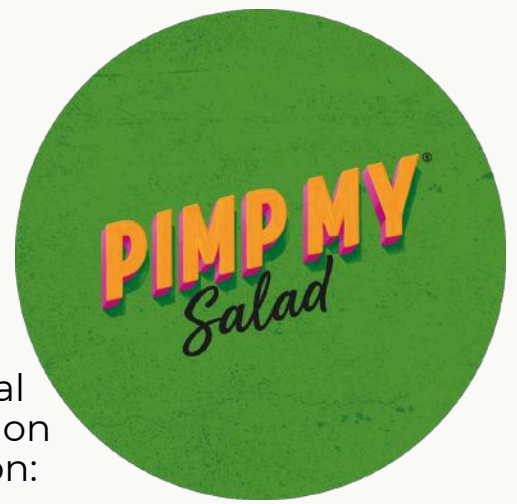
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REAL FOOD THAT LOVES YOU BACK

NEW! PIMP MY SALAD

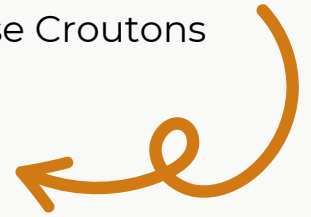
Help Boost Summer sales with this exciting & colourful range made with all-natural ingredients!

Pimp My Salad offers a range of healthy, vegan meal toppers while Pimp My Snack packs, are perfect for on the go. Ethically sourced and gluten free, stock up on:



- Activated Super Seed Sprinkles
- Plant-based Bacon Bits
- Vegan Hemp Parmesan
- Vegan Cashew Parmesan
- Organic Nutritional Yeast
- Spiced Activated Sunflower Seeds
- Seaweed superfood
- Super Seed Clusters
- Maple Cinnamon Seed clusters
- BBQ Seed Clusters
- Vegan Herb & Cheese Croutons

Order here



CHRISTMAS TRADING HOURS!

Honest to Goodness Warehouse 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.

ALEXANDRIA STORE WILL CLOSE ON DEC 25 & RE-OPEN JAN 2 2025.



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**





New!

Perfect for Festive Platters!

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Organic Tahini – “So versatile, mix it with honey and maple syrup for a sweet dressing, add to miso for a delicious paste for eggplants, or use as a base for cookies.”- Francesca

Tamari Roasted Almonds – “Delicious as a snack or chopped and sprinkled into summer salads.”- Clara



YOUR PERFECT BREAKFAST TRIO!

What's not to ♥ about our wholesome
NEW Activated Buckwheat Clusters:

- ✓ Grain free & No added sugar
- ✓ Irresistable crunchy clusters
- ✓ Perfect for breakfast or snacking
- ✓ Organic plant-based ingredients

New



Get social with us.



goodness.com.au

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