



**GOOD FOOD GROUP**   
**PRIVATE BRAND SOLUTIONS**



# THE HISTORY ABOUT



Good Food Group A/S was founded in Denmark in 1951. Until January 2019, it was a family-owned company and today it is owned by the Danish private equity fund Maj Invest.

Good Food Group manufactures and supplies a wide range of quality food products such as jam and preserve, honey, oat and cereal, dressing and condiment, soup and sauce, fruit compote and filling, frozen and freeze-dried fruit, dairy alternative cream and dessert cream.

In addition, Good Food Group A/S imports and packs a large selection of organic and conventional foods, including nuts, grains, seeds, dried fruits, rice, pasta, beans and lentils.

The products from Good Food Group A/S are marketed worldwide under our own brands and as private brand solutions. We are an experienced and trusted Private brand solution partner and we develop and produce private brand solutions products and concepts in close collaboration with leading global retailers - right from the initial idea to the product being on the store shelf.

Good Food Group A/S is represented in Denmark, Sweden, Norway, Poland, United Kingdom, Germany and USA and employs approx. 550 employees. Learn more about us on our website: [www.goodfoodgroup.com](http://www.goodfoodgroup.com)

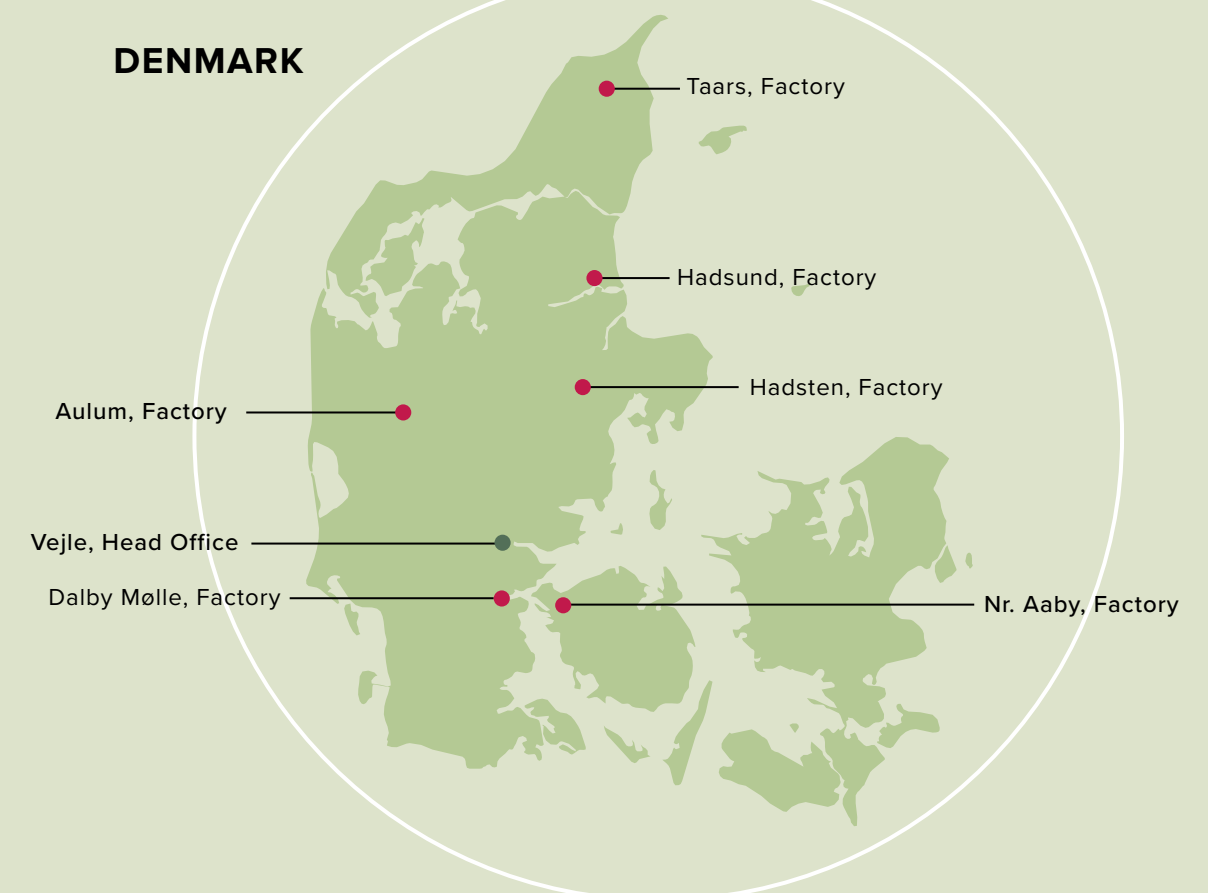


# GOOD FOOD GROUP A/S



● Sales offices  
● Factories

## DENMARK







# PRIVATE BRAND SOLUTIONS PORTFOLIO CONTENTS

**6** QUALITY  
COMMITMENT

**8** GOOD FOOD GROUP  
AS A PARTNER

**10** PRIVATE LABEL  
IN GENERAL

**12** FOOD INDUSTRY  
TRENDS

**14** PRESERVE, JAM  
AND MARMALADE

**16** HONEY

**18** OAT AND  
CEREAL

**20** BABY PORRIDGE  
AND CEREAL

**22** DRESSING AND  
CONDIMENT

**24** SOUP AND  
SAUCE

**26** DAIRY ALTERNATIVE  
CREAM AND SAUCE

**28** FRUIT COMPOTE  
AND FRUIT FILLING

**30** FROZEN AND  
FREEZE-DRIED FRUIT





**ONLY  
NON-GMO  
ingredients**



# THE KEY TO OUR SUCCESS

## **Quality, consistency and continuity**

Quality and food safety are important focus areas for Good Food Group A/S. We focus on quality in the entire value chain; all the way from farm to table. We can assure full traceability in the entire value chain, enabling us to track our products all the way back to the farm.

## **Quality and food safety culture**

Our goal is to produce safe quality products that meet the requirements of our customers and thereby provide a high level of customer satisfaction. To ensure this, the work of building a strong quality and food safety culture is an important element.

## **Knowledge is essential**

Good Food Group's employees are continuously trained in food safety and quality issues and our employees have a deep knowledge in this area. We constantly work to ensure food safety throughout the supply chain, from growing the raw materials until the finished products reach the customers.

## **GFG's approval system**

For each raw material and packaging, we make risk assessments and analyses, both for raw materials and suppliers. Our suppliers are selected based on Good Food Group's supplier approval system.

## **Quality objectives**

Good Food Group's goal is to produce and market tasty products of consistent quality that fulfill the expectations of our customers. The products are authentic, safe to use for the consumers, and comply with current legislation as well as relevant quality and food safety standards.

## **BRC and IFS**

Good Food Group A/S cares about quality and food safety and requires that all production units are certified according to the most demanding food safety standards (BRC and/or IFS). The BRC Global Standard for Food Safety and IFS Food are recognized food standards with a high level of food safety, hygiene, traceability and quality control. BRC and IFS are based on the HACCP principles, which are the backbone of any food safety system.





# BEHIND YOUR PRIVATE BRAND SOLUTIONS COULD BE GOOD FOOD GROUP A/S

## Brand experience

At Good Food Group we know brands. We have been successfully building our own for over 60 years. We can translate that experience to your retail brand by helping you create products that exceed sales objectives and build your reputation. We are a leading supplier of branded consumer goods. We have been producing private brand solutions for customers for many years, and they appreciate the consistent quality of the products and the trusted advice they receive so they can be proud of their products. Our aim is to deliver products that consumers will enjoy and want to buy again.

## ‘If there’s a way to do it better...find it’

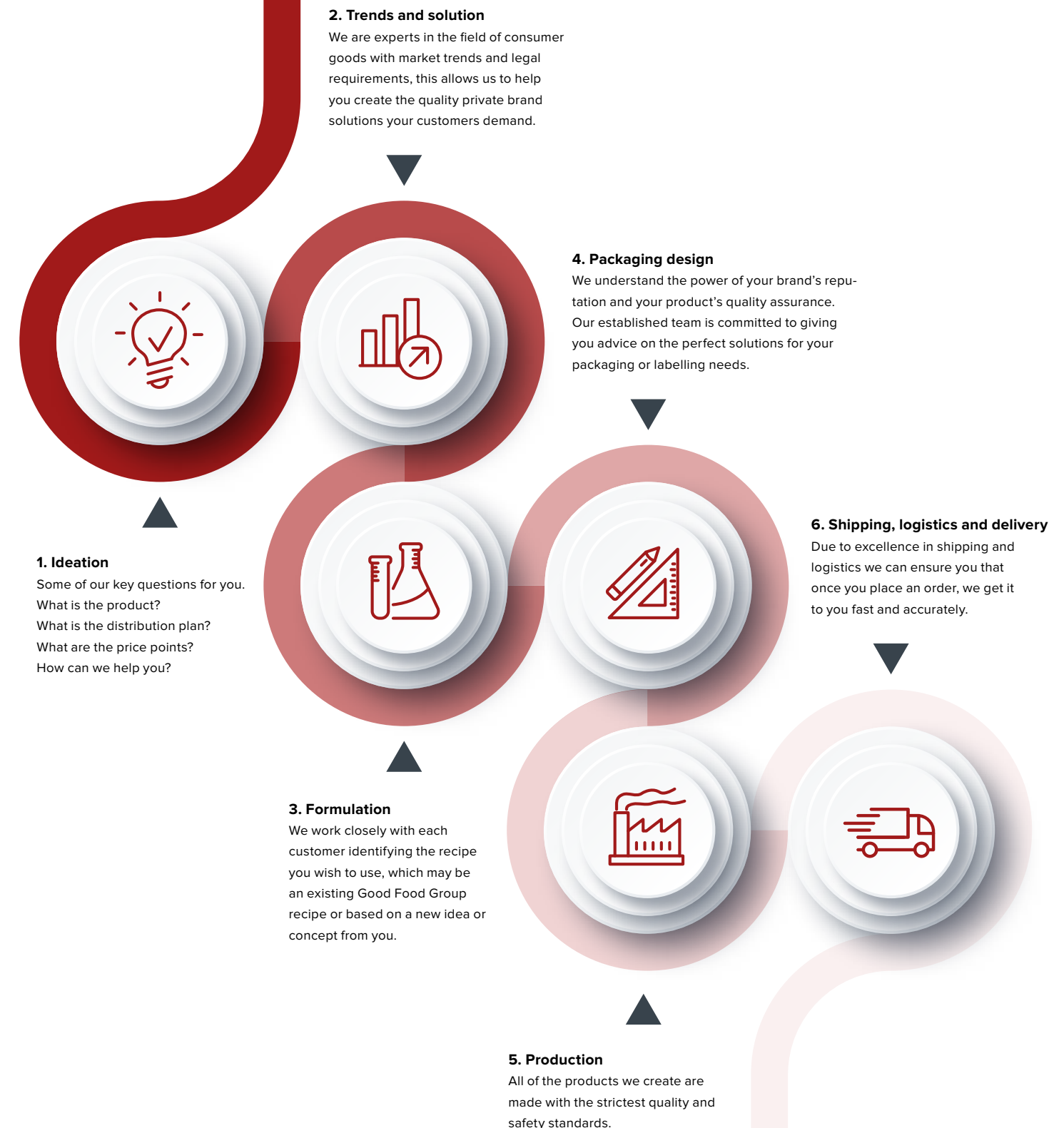
For over 60 years, this has been our operating motto at Good Food Group. We are culinary inventors. We are experts at creating better ways for our customers to do business. Whether it is a new formulation, or being the first to adapt to an emerging consumer trend, we are committed to doing whatever it takes to provide the forward-thinking solutions our customers need, not just the ones that are already in our portfolio.

Many of our customers work intensively within the private brand segment, which places great demands on the daily planning of our company’s activities. Close communication is required and often many stakeholders are in play. You will not find another private brand solutions partner that offers the breadth of unique capabilities that we do. Whatever the scenario, we have both the versatility and capability to give you what your consumers want in your brand and packaging. We do not compromise on quality and our most important task is to ensure an optimal result, so that the private brand customer will meet the expectations for an attractive product at the agreed time.

## Our Custom 6-stage process

We are your trusted partner for the development, production and distribution of private brand products that help retailers thrive. We have the expertise to take your private brand product from concept to shelf with efficiency and attention to every detail. You name it, Good Food Group brings it to the table. We are the experts when it comes to private label.

## 6 STAGE PROCESS



**WE ARE WITH YOU  
EVERY STEP OF THE WAY**

# PRIVATE BRAND SOLUTIONS IN GENERAL

## Why private brand solutions is important

In today's food industry landscape, private brand solutions offer retailers a tremendous opportunity to drive customers into their stores. Instead of blending in as they have in the past, private brand solutions are now being purposely formulated to compete with and even outdo national brands in terms of flavour profiles, product quality, and packaging innovation. Savvy retailers are using their own private brand solutions to keep up with changing times and tastes, giving customers the options they want and making them more accessible.

## Other benefits of private brand solutions include:

- Direct dealing with your suppliers and sources
- Ability to create your own unique image
- More control over pricing, marketing, sales and distribution

Unlike the generic offerings of the past, today's private brand solutions are carefully managed and marketed in order to improve the retailer's competitive edge. Indeed, many are seen as brands in their own right. Private brand solutions growth has been driven both by the expansion of large grocery retailers and the trend towards more sophisticated lines that command higher prices and margins. The emphasis is shifting from aggressive promotion and discounting of Private brand solutions to providing better quality and a unique offer.

***'Sourcing for the best private brand solutions manufacturers is one of the biggest challenges in private brands'***



We are a member of PLMA.  
It represents more than 4000 member companies.





# FOOD INDUSTRY TRENDS

## Sustainability

Our current dependence on fossil fuels is unsustainable and harmful to the planet, which is why we need to change the way we produce and consume energy. At GFG we will implement new energy solutions and find ways to reduce our energy consumption.

As the global economy continues to grow, we are seeing slower growth, greater inequality and an employment rate below average in many countries. At GFG we focus on being close to the farmers and to create equally decent and secure jobs for women and men at our factories.

Our planet has given us an abundance of natural resources. But we have not used them responsibly and are currently consuming far beyond what our planet can provide. At GFG we will thrive to produce in more sustainable ways and help consumers eat more sustainable.

## Proactive solutions

We understand the ever-changing landscape of the food industry and the evolving needs of today's consumers. That is why we access syndicated data and constantly navigate the marketplace for the latest trends and ideas that can make us a better partner. We focus on joint business planning with our retail partners, to identify and understand crucial elements that influence shopper decisions and the drivers of growth for individual brands and category as a whole. Also to enhance the shopper experience. Over the last years, we have seen a wide range of food and drink trends reflecting changing attitudes towards **health, community and the environment.**



## PLANT BASED

We see a growing demand for plant based food products, driven by the growing herd of flexitarians and the curious and climate concerned carnivores. One or more plant based meals a week is the new norm, and this requires new plant based products and plant based taste enhancers to accompany vegetables, grains & rice and replace the umami that meat typically has brought to the meal.



## CLEAN LABEL

As consumer demand for natural foods continues to grow, so does the desire for people to better understand the origins of ingredients. Health-oriented consumers are rightfully concerned about how products are produced. The interest in clean label products directly relates to this concern - and it is fuelling a significant business opportunity for our private label partners. This category is growing fast.

# ONGOING & GROWING TRENDS

## Premium

Premiumization is a trend at its beginning. The key question is - what does it take for your product category to command higher prices to exploit the potential? Pack size? Experience? Quality? Branding / story telling?

## Convenience

Shoppers demand more convenient solutions, both in time (preparation), inspiration (prior to and at point of purchase). Convenience is relevant for everyone and there is an overall increasing demand. Convenience is a solution to a reoccurring issue for families: How do I find time to feed my family?

## Positioning

Price and promotion cannot be the only levers. Private label needs to build on more than just price to differentiate its positioning against national brands; free from range, organic, fair trade and local provenance have demonstrated that this can be successful.

## Customer loyalty

If the customer loves the product, they will want more with that label. And the only place they can buy it is in your store. In a retail world where loyalty seems to be dead, this is one way to fight back.



## GLUTEN FREE

The incidence of celiac disease and gluten intolerance has risen considerably over the last few decades due to both ease of testing and consumer awareness levels. However, the fast-growing gluten free market has benefited from a broader audience trying to avoid gluten or wheat for health, weight loss or other reasons. Unlike the consumers with celiac disease. Gluten free shoppers make a point of shopping exclusively at stores that have a good selection of gluten-free products.



## ORGANIC

Seeing 'Certified Organic' on a product label is a cue that gets many shoppers attention every time. As consumers of natural foods become increasingly concerned about the presence of GMOs (genetically modified organisms) in the foods they buy, there's a growing desire for certified organic products. Our company and facilities are certified to produce naturally delicious organic products. Denmark has the worlds highest organic market share and the most well-developed organic market.



## FLAVOURS

Strawberry • Raspberry  
Blueberry • Apricot •  
Orange Marmalade • Fruit  
of the Forest • Cherry  
..... and many more

We offer you both  
conventional and  
organic variants



# PRESERVE, JAM AND MARMALADE

## Proud traditions - fine craftsmanship

Good Food Group A/S produces private brand preserve, jam and marmalade. With over 60 years' experience in fruit preparation, our company is a world leader thanks to R&D innovation, quality sourcing, manufacturing know-how, flexibility and high standards as well as commitment to private brand solutions and B2B partnerships.

All our fruit based products are carefully manufactured resulting in a high quality product. We produce preserves in Denmark, Sweden, Norway and Poland.

## Life is full of possibilities

When it comes to deciding which concept, recipes, assortment and design to go with, your possibilities are almost endless. To help you in this process, we have developed a simple yet effective approach to quickly drill down a wide range of possible combinations.



### Sugar content

- High Sugar 60-65%
- Low Sugar 40-50%
- Reduced sugar 28-43%
- No Added Sugar

Sweetened with polyols, artificial sweeteners or fruit concentrate.



### Fruit content

- Premium (50%-)
- Standard (35-50%)
- Basic (- 35%)



### A world of varieties

- Berries - 32 different
- Stone fruits - 21 different
- Citrus - 16 different
- Other fruits - 23 different
- Organic fruits - 30 different
- Vegetables, spices and herbs



### Concepts

- Organic
- 100% from fruits
- Clean label
- Natural ingredients
- Convenience
- Packaging for every need

## Packaging options

We can offer many kinds of packaging and sizes.



Jar



Squeeze bottle



Plastic bucket



# HONEY

Good Food Group A/S processes the raw honey by selecting different types of honey for different recipes and packaging. Subsequently, the honey is processed according to the desired recipe to achieve the specific taste, color and consistency that the customer wants. The honey is collected in countries both inside and outside the EU, with the exception of China.

Good Food Group strictly complies with EU legislation for both creamy and liquid honey. Honey is a naturally occurring product, subject to strict food regulations to ensure its safety and authenticity, therefore it has been tested for adulteration by a third party laboratory. Nothing should be removed or added to the honey. Our honey is processed and bottled in Denmark.

## Natural flavours

In order to learn how to better describe your honey tasting experience, you can take the list of Honey Aroma into account, which is a tool consisting of over 100 taste descriptors. The list gives you an overview of all the natural flavors and aromas associated with different honey varietals.

In the below we have gathered the nine main taste families that describe the overall taste and aroma you can find when tasting honey:

<b>FLORAL</b> <i>Flowers</i>	<b>FRUIT</b> <i>Fresh • Berry • Dried • Citrus</i>	<b>WARM</b> <i>Burned • Caramel • Nut • Lactic • Confectionary</i>
<b>FRESH</b> <i>Refreshing • Camphorous</i>	<b>VEGETAL</b> <i>Green • Dry</i>	<b>ANIMAL</b> <i>Gamey</i>
<b>WOODY</b> <i>Dry • Resinous • Spicy</i>	<b>CHEMICAL</b> <i>Medicine • Petro-chemical</i>	<b>SPOILED</b> <i>Yeast • Earthy</i>

## Packaging options

We can offer many kinds of packaging and sizes.



Jar



Squeeze bottle



Plastic bucket



Stick

**Both honey types are ideal for:**


Breakfast products,  
in hot drinks, for  
pancakes and  
other desserts

We offer you both  
**conventional and  
organic** variants



**Honey**  
can be used in  
**sauces, dressings,  
marinades  
and dips**





We offer you  
both **gluten-free,**  
**conventional and**  
**organic** variants



# OAT AND CEREAL

It is pretty much the perfect breakfast food. Oats are a whole grain and a wholesome, natural source of high-quality carbohydrates, fibre and protein. Perfect for porridge/oatmeal, they can also be added to smoothies, pancakes, granola bars and all kinds of baked goods, such as muffins, bread, cookies and more. Try oats when cooking - in pies, omelets, meat balls etc.

Oats are a naturally rich source of beta-glucan. Oat  $\beta$ -glucans are water-soluble.  $\beta$ -glucans derived from the endosperm of oat kernels are known for their dietary contribution as components of soluble fibre. Due to their property to lower cholesterol and potentially reduce the risk of cardiovascular diseases, oat  $\beta$ -glucans have been assigned a qualified health claim by the European Food Safety Authority and the US Food and Drug Administration.

Looking for the best solution for producing breakfast cereals under your brand or Private brand? Good Food Group develops and produces a vast array of cereals that includes plain oats, muesli, porridge mix in both conventional and organic form. Here's a taste of the products we have on offer and can develop together with you under your brand.

## One groat, three cuts:

Steel Cut Oats, also called Scottish or Irish oats, take the longest to cook and have a toothsome, chewy texture.

Old Fashioned Oats, also called Rolled, Flaked or Whole Oats, take less time to cook than Steel Cut. They are heated in breakfast bowls and often used in muesli or simply eaten plain with milk and preferably some topping. They are ideal in baked goods and can be rolled into fine, course, jumbo oats.

Quick or Instant oats cook faster, absorb water faster and have a creamier mouthfeel than Old Fashioned or Steel Cut.

Cereal is an extremely popular breakfast food, and muesli is a healthy and delicious type, typically made with a combination of rolled oats, nuts, seeds and dried fruits. While similar to granola, muesli is consumed raw and does generally not contain any added fat, sugar or sweeteners.

## Packaging options

We can offer many kinds of packaging and sizes.



Doypack bag



Paper bag



Pillow bag



# BABY PORRIDGE AND CEREAL

We believe baby porridge should smell and taste of what is in it. Our organic baby cereals are made with ingredients you would find in your own kitchen: whole fruits, vegetables, and grains, never preservatives or anything artificial. Just real, honest and pure recipes.

We use top quality organic ingredients and carefully blend them together with no further processing involved. The result is a really tasty, luxurious baby cereal with a lot less sugar and saturated fats than other baby cereal products. Furthermore, our cereals are a good source of fibre and protein and contain wholegrain.

All varieties of baby cereal are instant cereal, so you can quick and easy feed your baby - without compromising on quality.

Perfect for baby's first solid food, it's deliciously creamy and perfect for tiny tummies:

- Always 100% organic and GMO free
- High in dietary fibre
- Vegan and dairy-free
- Free from colouring, preservatives, added salt, refined sugar or modified starch
- Minimally processed
- Can be mixed up with breastmilk or baby's usual formula, which means it will taste reassuringly familiar
- Easy to prepare, no boiling required
- Taste just like home-made!

## Packaging options

We can offer many kinds of packaging and sizes.



Doypack bag



Paper bag



Pillow bag



Bag-in-Box





We offer you both  
**conventional and  
organic** variants



### Dressing

- Creme fraiche
- Thousand Island
- Garlic • Fine herbs
- Burger • Caesar

### Condiment

- Mayonnaise
- Ketchup • Mustard
- Barbecue sauce
- Aioli

# DRESSING AND CONDIMENT

## Dressings

Our dressings will enhance the taste of salads to a level you never thought was possible. They taste delicious! Enjoy the tasty dressings on green salads, as a dip for fresh vegetables, toasted crusty bread or try them as a topping on a baked potato.

## Full of flavour and tradition

Condiments are perfect for enhancing the flavour of your favourite food.

Every dressing and condiment is carefully produced at our factory in Denmark and made according to Danish and international recipes. Products can be prepared with free-range eggs.

We produce a wide selection of the classic and world-famous condiments in different flavours and versions according to the desired concept and preferences. We tailor-make your condiment from scratch - both in terms of the product itself and the packaging.



### Fat content

- Regular 35-50%
- Light 15-20%
- Low fat 5%
- Fat free 0.5%



### Concepts

- Organic
- Vegan
- Plant-based
- No sugar added
- Low fat

## Packaging options

We can offer many kinds of packaging and sizes.



Jar



Squeeze bottle



Glass bottle



Stick 30-50g



# SOUP AND SAUCE

## Vegan, delicious and convenience

Today's consumers are demonstrating an increasing demand for convenience, and nowadays rarely all dishes are made "from scratch". To meet the demand of modern consumers, we offers easy food solutions with four ready-made vegetable soups that will serve 1 to 2 persons after heating - it will only take a few minutes to prepare the soup. If you add croutons, bread or some other garnish, a bottle of 500 ml soup will easily be enough for 2 persons. It is not only an affordable meal but also an easy way to get a meat free dinner. We are on a green mission leading the way for generations of carnivores, who need to feel confident with more green products and cooking. The vegetable soups are all produced in our own factory in Denmark.

## A large range of authentic and classic sauces

We can create a winning tailor-made sauce for your brand. Sauces maximize flavour and jazz up any meal. In short, never overlook the importance of sauce. It is, after all, one of the biggest players in maximizing flavour in your food.

Not only can they add interest to a meal, sauces can be used before cooking as marinades for meats and veggies, and they are the perfect way to finish a dish. Nothing says "Voila!" like a final swirl of colourful sauce to top your dish. Just like that, your meal is now complete! Sauces have many purposes to enhance meals and can be used to:

***'Add texture - Add complementary flavours to a dish and balance flavours from all other ingredients - Add juiciness - Add visual appeal'***

## Packaging options

We can offer many kinds of packaging and sizes.



Jar



Glass bottle



### Soups

- Tomato
- Carrot
- Pumpkin
- Curry

### Sauces

- Bearnaise
- Pepper
- Whisky
- Red wine
- Hollandaise

We offer you both  
**conventional and  
organic** variants





## Dairy Alternatives

- Whip Topping
- Cooking Base
- Dessert Sauce

Pasteurized at **ultra-high temperature** (UHT) and packed in aseptic packaging

# DAIRY ALTERNATIVES

## Whipping - Cooking - Pouring

### Whip toppings

The stability of these products is second to none. They are excellent to use as filling and decoration on cakes and desserts. When whipped, the foam remains stable for several days on cakes. It achieves a whipped volume of up to 400%. After whipping, the product can be frozen and will retain the same characteristics when thawed. Our whip toppings also come as Plant Based, various fat and with or without sugar.

### Cooking bases

Our cooking bases are specially designed for cooking: Hot, cold and even whipped - besides the distinguishing quality and excellent creamy flavour and excellent functionality. They are dairy cream replacements based on vegetable fat. Stable in any dish, even with wine, lemon and tomatoes, and can be used for any dish where body and creaminess is needed. It reduces like dairy cream if needed as they are creamy originally, self-stable at room temperature and available with different fat contents (15%, 25%, 30-31%).

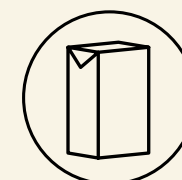
### Dessert sauce

Our dessert sauce have a deliciously creamy taste of vanilla. Serve the dessert sauce cold or whipped with fruit, berries and cake. They are made from vegetable oil and can be used as an alternative to dairy cream and it goes perfectly on just about anything sweet. It is ready-to-use directly from the pack. Dessert sauce is used in all kinds of desserts and sweet main dishes. Dessert sauce is one European habit you should definitely adopt. Various solutions like non palm and dairy fat are available.

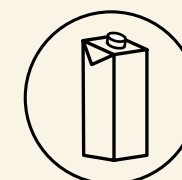
***'Our solutions for Whipping - Cooking - Pouring are produced in Denmark'***

### Packaging options

We can offer many kinds of packaging and sizes.



Tetra Base



Tetra Edge



# FRUIT COMPOTE AND FRUIT FILLING

## Treats with fruits - let's get started

Try it spooned over a stack of fresh, hot pancakes, pound cake or ice cream. Use it for baking or simply enjoy it as it is. A colourful fruit compote brings a casual or formal meal to a delicious close whether it is enjoyed by itself or as an accompaniment. They can also be used as the star ingredient in other dishes.

We use natural ingredients and offer high quality products with no artificial colouring, flavourings or preservatives added. Our fruit compotes are bursting with fruit and contain whole berries.

## Recipe possibilities

We produce a wide selection of fruit compotes with a choice of specifications.



### Concepts

- Organic
- No added sugar

## Bake stable fruit fillings

Fruit filling is what makes us love baking. Our fruit filling are ready-to-use and are designed for stability. You can easily bake the perfect fruitcake or pastry and be confident that you will be able to slice it into a gorgeous fruit dessert - without any runniness or slumping.

Our fruit compotes and fruit filling are produced in Denmark.

## Packaging options

We can offer many kinds of packaging and sizes.



Jar



Cardboard box  
and alu bag



Pure-Pak



## Fruit Compote *FLAVOURS*

Apple • Strawberry  
Rhubarb • Red fruit  
Apricot • Blueberry

Our fruit  
compote are  
**fruity** and  
contain **whole  
berries**

We offer you both  
**conventional and  
organic** variants



## Fruit Filling *FLAVOURS*

Apple • Rhubarb  
Blueberry • Cherry  
Strawberry • Mango  
Raspberry

Our fruit  
filling are  
**bake stable** and  
**ready-to-use**





### Freeze-dried *FLAVOURS*

- Strawberry
- Raspberry
- Blueberry
- Cherry

Freeze-dried  
products  
**contain good  
levels of nutrients,  
vitamins and  
minerals**

### Frozen Fruit *FLAVOURS*

Strawberry • Cherry  
Mixed fruits • Rhubarb  
Currants • Blueberry  
Raspberry

# FROZEN AND FREEZE-DRIED FRUIT

## Frozen and freeze dried to perfection

Since 1996, Good Food Group in Poland has been a large supplier of various frozen and freeze-dried fruits. Poland is well-known as the fruit garden of Europe. Our modern factory is located close to the farming areas, creating the best conditions for delivering fresh products of high quality. Advanced technology and quality control systems ensure reliable deliveries and high quality products for partner companies as well as external customers.

## FROZEN fruits varieties

Fruits are some of the healthiest foods you can eat. They are full of vitamins, minerals and antioxidants. As fresh produce may not always be available, frozen varieties provide a convenient alternative. Our frozen fruits are promptly washed and sorted, and then frozen within hours of being picked, a process that helps lock in both fresh taste, and nutritional value. The products are available as whole and as cut/fine cut. The products are packed in both poly bag and trays.

## FREEZE-DRIED products - an alternative for conventional sweets

Freeze-dried products are pure products without the use of any additives, still containing good levels of nutrients, vitamins and minerals. During the freeze-drying process, the water is removed from the frozen fruits retaining about 95% of natural nutrients. Only natural sugar remains just like the aroma and colour. The taste is very intense and the products are very light and crispy. The products ideally fit the lifestyle of conscious nutrition and can be used as healthy snacks or as a natural alternative.

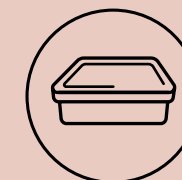
The products are available in various shapes/sizes and as powder, and are packed in either jars or plastic boxes.

## Packaging options

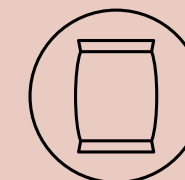
We can offer many kinds of packaging and sizes.



Jar



Plastic box



Poly bag



We have more  
than **30 years'**  
**experience**  
in developing  
**private brand**  
**solutions**



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