



GOOD FOOD GROUP 
PRIVATE BRAND SOLUTIONS

OUR HISTORY



Good Food Group 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 large selection of quality food products such as jams and preserves, honey, oats and cereals, dressings and condiments, soups and sauces, fruit compotes and fillings, frozen and freeze-dried fruits, dairy alternatives and dessert sauces.

In addition, Good Food Group imports and packs a wide range of organic and conventional foods, including nuts, grains, seeds, dried fruits, rice, pasta, beans and lentils.

The products from Good Food Group 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, China and USA and employs approx. 550 employees.

Learn more on our website:
www.goodfoodgroup.com







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.



WE ARE BEHIND YOUR PRIVATE LABEL SOLUTION

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.

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.

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.

We offer different packaging and sizes. Please contact us for more information



“WORKING WITH AN INNOVATIVE PARTNER TASTES GOOD”



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 work continuously at implementing new energy solutions and finding ways to reduce our energy consumption.

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.

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 maybe 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 and rice and replace the umami that meat typically has brought to the meal.



Clean label

As a consumer demand for natural foods continues to grow, so does the desire for people to better understand the origins of ingredients. Especially 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 as this category is growing fast.

ONGOING AND 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?

Convenience

Shoppers demand more convenient solutions, both in time, preparation and 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 similar 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.



PRESERVES, JAM AND MARMALADE

Proud traditions - fine craftsmanship

Good Food Group A/S produces private brand preserves, 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 of 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.

Varieties

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

Product concepts

- Basic
- Premium
- Organic
- No added sugar

Sugar content

- High sugar
- Medium sugar
- Low sugar
- No added sugar

Packaging options

We can offer many kinds of packaging and sizes.



Jar



Squeeze bottle



Plastic bucket

HONEY

At Good Food Group we produce different types of honey. The raw material for our recipes is collected both inside and outside of EU, with the exception of China.

There are basically two types of honey - liquid and creamy

At Good Food Group we strictly comply with EU legislation for both types of honey. The difference between liquid and creamy is due to the fact that the natural sugars in the creamy honey are crystallized, while in liquid honeys it is, well, liquid. However, the crystallization does not only affect the consistency but also the taste and nutritional content of the honey. Therefore, choose the type that is most suitable for exactly what you like to use honey for. Both types are perfect for use in breakfast, hot drinks as tea or coffee, on pancakes and in other types of desserts.

Natural product, directly from the nature

Honey is a natural product and contains nothing else than natural sugars and flower nectar. Therefore, there is also a big difference in the taste of the different honeys – because there is a difference between the flowers where the bees collect their nectar. Flower honey from e.g. Acacia or Orchard is mild and sweet and aromatic, while e.g. heather honey is stronger and spicy in taste. Taste your way and find the one you like best.

The color of the Honey

The color depends on which flowers the bees have collected their nectar from. And the play of colors can vary from quite light, almost white, to yellow, greenish, brown and almost black.

The color of the honey does not always have anything to say about the taste, but as a general rule you can count on dark honeys to have a deeper taste, often with caramel and toasted notes, while light honeys are typically lighter and more floral in flavor. However, one thing is certain – whatever the color, the honey is always beautiful.

Tip

Use your honey in sauces, dressings, marinades and dips.

Packaging options

We can offer many kinds of packaging and sizes.



Jar




Squeeze bottle



Plastic bucket

A top-down view of a breakfast spread on a light grey textured surface. In the center is a white bowl filled with white yogurt, topped with golden-brown granola, fresh yellow flower petals, and a sprig of green mint. To the right, a slice of dark bread is topped with a thick layer of honey, resting on a yellow cutting board. A wooden spoon with a dollop of honey lies next to it. Above the bread is a small glass jar of honey with a wooden honey dipper. To the left of the bread is a larger glass jar of honey with a wooden honey dipper. Various fresh flowers are scattered around: a large yellow sunflower in the top left, a purple cosmos in the middle left, a white cosmos in the bottom left, and several small yellow and orange daisies in the top right. A wooden spoon and a cork stopper are also visible. The overall aesthetic is clean, fresh, and natural.

We offer you
both conventional
and organic
variants



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

OAT AND OAT FIBERS

It is pretty much the perfect breakfast food. Oats are a whole grain and a wholesome, natural source of high-quality carbohydrates, fiber and protein. Perfect for porridge/oat-meal, they can also be added to smoothies, pancakes, granola bars and all kinds of baked goods, such as muffins, bread, cookies and more.

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

Our oat fiber is naturally produced from food grade oat hulls through a proprietary process. This is a chemical-free process, turning hulls into various fibers. Oat fiber has many uses in baked products, smoothies, porridge, and other recipes where you want to boost the fiber content of the foods you eat. Our oat fiber is also the perfect ingredient for low-carb food preparation. The fine texture of oat fiber makes it a capable bulk ingredient and a well-matched substitution for oat flour and wheat flour.

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.

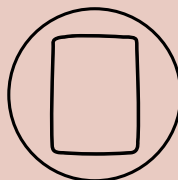
Quick or Instant oats cook faster, absorb water faster and have a creamier mouthfeel than Old Fashioned or Steel Cut.

Packaging options

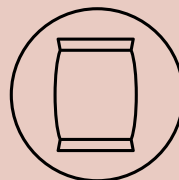
We can offer many kinds of packaging and sizes.



Doypack bag



Paper bag



Pillow bag

BABY PORRIDGE, MASH AND FRUIT BARS

We believe that babies should eat food with healthy nutrition and great taste! Our range of baby food is made of organic fruits, vegetables, oats and grains – all ingredients you would find in your own kitchen. We never add any preservatives or anything artificial, just real, honest and pure ingredients!

All of our ingredients are organic, and chosen carefully with focus on quality. We blend them together without any further processing of the ingredients. The result is really tasty, luxurious baby food that has a low content of sugar and saturated fat. Our baby products are also a very good source of fibers and protein.

Porridge

All of our baby porridge is instant ready-to-cook cereal, so you can feed your baby quick and easy without compromising on the quality. Our porridge comes in a handy doypack and are perfect for on-the-go. All you need to do is to add breastmilk or formula and then mix. You can also use our porridge in pancakes or other bakes goods. Our porridge can be used from +6 month and is perfect as the first solid food for your baby.

Fruit and vegetable mash

Our fruit and vegetable mashes are made from organic fruits and vegetables with focus on giving your baby the best meal. The mash is packed in small jars and is ready-to-eat, perfect to bring on tours. The mash can also be used on top of our porridge to spice it up, or on top of pancakes. Our mash can be used from +4 month.

Fruit bars

Our fruit bars are made with wholesome fruits and are an easy way to feed your baby while on-the-go. The bars are packed separately and come in bags of 5 pieces. Our fruit bars can be used from +12 month.

Packaging options

We can offer many kinds of packaging and sizes.




Doypack bag



Baby jar



Fruit bars



Made with love,
wholesome oats
and yummy fruits
- nothing else!



We offer you
both conventional
and organic
variants

DRESSINGS AND CONDIMENTS

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 accordingly 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.

Dressing varieties

- Creme Fraiche dressing
- Thousand Island dressing
- Garlic dressing
- Fine herbs dressing
- Caesar dressing
- Burger dressing

Condiment varieties

- Mayonnaise
- Ketchup
- Mustard
- BBQ sauce
- Aioli

Product concepts

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

Packaging options

We can offer many kinds of packaging and sizes.



Jar



Squeeze bottle



Glass bottle



Stick 30-50g

SOUPS AND SAUCES

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 “Voilà!” 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 and add visual appeal.

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. The vegetable soups are all produced in our own factory in Denmark.

Sauce varieties

- BBQ sauce
- Bearnaise sauce
- Whisky sauce
- Pepper sauce

Soup varieties

- Tomato soup
- Carrot soup
- Pumpkin soup
- Curry soup

Packaging options

We can offer many kinds of packaging and sizes.



Jar



Glass bottle





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

DAIRY ALTERNATIVES

Whip toppings

Our whipping products are perfect for cake fillings 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 are available as dairy-based, plant-based, with various oil types and with or without sugar.

Cooking bases

Our cooking bases are dairy cream replacements based on vegetable fat and are stable in any dish, even with wine, lemon and tomatoes. The products can be used for any dish where body and creaminess are needed. Our cooking products reduce like dairy cream, are self-stable at room temperature and available with different fat contents (15%, 25%, 30%).

Dessert sauce

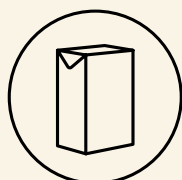
Our dessert sauce has a deliciously creamy taste of vanilla. Serve the dessert sauce cold or whipped with fruit, berries and cake. They are made from vegetable oil and can be used as an alternative to dairy cream. It is ready-to-use directly from the pack. Our dessert sauces are available as dairy-based, plant-based and with various oil types.

Soft ice and shakes

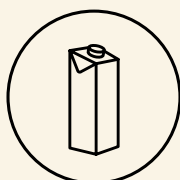
Introducing our selection of premium soft ice mix and shake mix with smooth texture and creamy sweetness. We offer soft ice with vanilla, strawberry, chocolate and bubblegum flavour. Our soft ice mix is formulated to work in any commercial soft ice machine. Our shake mix is specifically designed for direct use in shake machines and blenders, ensuring a smooth shake every time. Our ready-to-use soft ice mix and shake mix are available as dairy-based, plant-based and with various oil types.

Packaging options

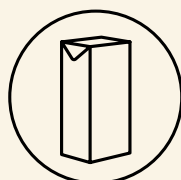
We can offer many kinds of packaging and sizes.



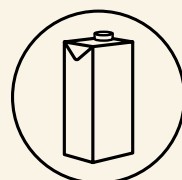
Tetra Base



Tetra Edge



SIG without cap



SIG with cap

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.

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.

Fruit filling varieties

- Apple
- Rhubarb
- Blueberry
- Cherry
- Strawberry
- Mango
- Raspberry

Fruit compote varieties

- Apple
- Strawberry
- Rhubarb
- Red fruit
- Apricot
- Blueberry

Concepts

- Conventional
- Organic

Packaging options

We can offer many kinds of packaging and sizes.



Jar



Cardboard box
and alu bag



Pure-Pak



Plastic bucket





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.

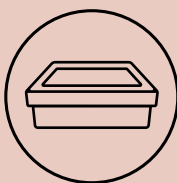
The products are available in various shapes/sizes and as powder, and are packed in either jars or plastic boxes.

Packaging options

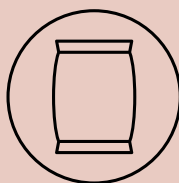
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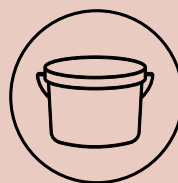
Jar



Plastic box



Poly bag



Plastic bucket



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