

NEW



PACKED FULL OF THE Good STUFF



made with **25% VEGGIES**

CODE: 10097



made with **35% FRUIT & VEGGIES**

CODE: 10096

- ✓ HIDDEN FRUIT AND VEG
- ✓ REDUCED SUGAR*

- ✓ SOURCE OF FIBRE
- ✓ NO ARTIFICIAL COLOURS & FLAVOURS



OPPORTUNITY:

- OVER 1/4 OF CONSUMERS ARE LOOKING FOR HEALTHIER BAKERY OPTIONS[^]
- CONSUMERS ARE LOOKING FOR SNACKS THAT ARE BETTER FOR THEM, WITH NO COMPROMISE ON TASTE
- FACTORS STRONGLY INFLUENCING CONSUMERS' CHOICE OF FOODS TODAY ARE NATURAL INGREDIENTS, LOW SUGAR, HIGH FIBRE AND A GOOD CONTRIBUTION TO FRUIT/VEGETABLE INTAKE[#]

To request more information contact BizSmart Australia at customerservice@bizsmart.com.au or 1300 181 996

*40% less sugar than Sara Lee 120g Muffin
[^]Source: Kantar Profiles/Mintel UK | Feb 2023
[#]Source: Mintel Australia Food & Drink | March 2023

