



# Sourcing “Free From” Foods

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# Why this event?

1

History – Who, Why ...

4

Limitations

2

Progress

5

Future

3

Range Expectations



In a country of Meat & 2 Veg why  
does the mention of “Free From”  
make everyone duck!



# History – Joined Pallas Foods in 2007



- Gave “**Free From**” a focus within the company
  - Develop a plan
  - 1 Point of Contact

- No. of GF Skus - now over 3,000



## Nutrition

Energy Kjoules . . . . .	794
Energy Kcal . . . . .	190Kcal
g Fat . . . . .	9.7g
g Saturated Fat . . . . .	2.5g
g Protein . . . . .	7.7g
g Carbohydrates . . . . .	15.6g
g Sodium . . . . .	0.39g
g Sugars . . . . .	1.8g
g Fibre . . . . .	6.6g

## Allergen

Gluten / Wheat . . . . .	N	<input type="button" value="v"/>
Crustaceans . . . . .	N	<input type="button" value="v"/>
Eggs . . . . .	N	<input type="button" value="v"/>
Fish. . . . .	N	<input type="button" value="v"/>
Peanuts. . . . .	N	<input type="button" value="v"/>
Soybeans . . . . .	N	<input type="button" value="v"/>
Milk . . . . .	N	<input type="button" value="v"/>
Nuts . . . . .	N	<input type="button" value="v"/>
Celery . . . . .	N	<input type="button" value="v"/>
Mustard. . . . .	N	<input type="button" value="v"/>
Sesame Seeds. . . . .	N	<input type="button" value="v"/>
Sulphur Dioxide / Sulph... .	N	<input type="button" value="v"/>
Lupin . . . . .	N	<input type="button" value="v"/>
Molluscs. . . . .	N	<input type="button" value="v"/>

# Progress – Cross Category

- Everything needs to sell
  - End Consumer, keen
  - Suppliers, keen
- 
- In the middle Food Service operators confused & staff even more confused
  - Issue is what they do vs opportunity – Lifestyle Choice



# Range is ever expanding



- What will a new supplier bring?
- Will they pass QA?
- Have they margin to market the product? Have they a plan?

- We have the same expectation for all suppliers





# Limitations

- Knowledge base/Confidence of sales people & Customers
- Cross Contamination Risk
  - Awareness
  - Evaluation
  - Minimise the Risk
- Once it leaves our Premises/Trucks we have no control over what is done with the products



# Future Expectations



- Wider acceptance & understanding
- Everything will be easier, unnecessary allergens will be removed
- Volumes will grow
- Quality will improve
- Prices will come down



Synergy







Q & A

Many Thanks