



# ALLERGY-FRIENDLY FOODS

The *FMCG Business* team finds out what's driving sales in this fast growing market.

**N**ew Zealand shoppers spent over \$50 million on gluten-free products last year, that's an increase of 13% (year on year), reveals a recent Nielsen profile. There are about 203,000 'gluten-free consumers' in New Zealand and 61% of them are female.

Sales of alternative dairy drinks have also been rising in New Zealand, as well as in the global dairy market, over the past five years.

"The non-dairy milk drinks market has seen considerable development in recent years in the light of rising interest in lactose and dairy free options," says Lu Ann Williams, Director of Innovation at Innova Market Insights.

"Its initial spread from traditional markets in Asia to the West was via specialist health-food outlets, but in recent years it has moved more squarely into the mainstream and grown beyond its reliance on soy to a whole range of other plant-based foods, led by nuts and grains."

Soy milks traditionally dominated the sector and still featured in over 60% of dairy alternative drinks launches globally in 2015, either as a main or secondary ingredient, although this has fallen from nearly three-quarters in 2011. Almond milks, which have seen dynamic growth in recent years, have increased their share to feature in over 28% of launches, ahead of rice, coconut and oat milks.

The other notable feature of market development has been the stronger move of dairy alternative drinks out of the white milks sub-category and into flavoured variants, with increasingly upmarket and complex flavours and blends in line with the milk drinks market as a whole. Also in line with the milks market as a whole, there has been a strong move into trendy milk-based coffee drinks.

"The dairy alternative drinks market is booming," concludes Williams. She says further growth is expected with growing interest in dairy-free and lactose free products as a lifestyle choice, rather than simply an option for those with allergies and intolerances.



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NEW ZEALAND SHOPPERS SPENT OVER \$50 MILLION ON GLUTEN-FREE PRODUCTS LAST YEAR, THAT'S AN INCREASE OF 13%.”

### Mother Earth

“Mother Earth Nuts About are a delicious gluten free nut bar, made with the goodness of Mother Earth nuts and are available in five delicious variants; Blueberry, Dark Choc, Cranberry, Almond and Yoghurt,” says Julia Toomey, Brand Manager.

“With Nuts About, we are giving consumers who enjoy snacking on nuts, our Mother Earth nuts in a bar. The bars have been specially formulated to be gluten free, taste delicious and are packed full of nuts, while other ingredients like sugar are kept to a minimum - nuts are the hero. The product is positioned as ‘mainstream health’, offering considerable benefits, including gluten free, at an affordable everyday RRP.”

The key benefits of the new bars are:

- Gluten free
- Source of fibre
- Source of protein
- No artificial colours or flavours
- Packed full of nuts; including tree nuts, not just peanuts.

To see the full range and for more information visit [Motherearth.co.nz](http://Motherearth.co.nz)



products reflect our focus on quality category innovation that supports our customers. We are confident these new additions will receive strong shopper support”.

Waitoa is “proudly free range” and all Waitoa birds have been farmed and independently audited against the high welfare SPCA Blue Tick standards.

### ABE's Gluten Free Bagels

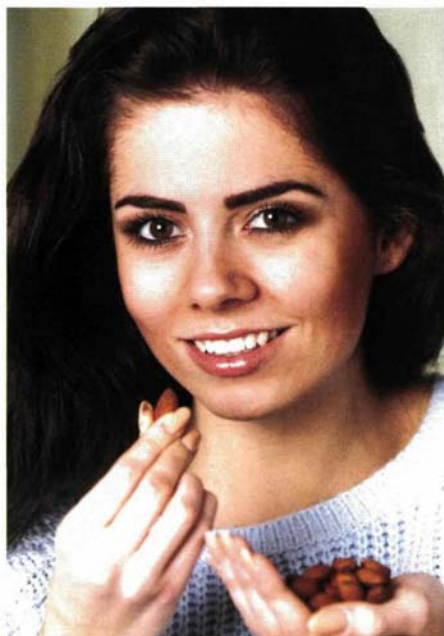
“Dairy, soy and preservative free, ABE'S Gluten Free bagel range is the perfect breakfast, brunch or snacking option for the gluten intolerant,” says spokesperson Sam Stone.

Established back in 1996, ABE'S has been baking bagels for two decades. Over this time ABE'S have mastered the craft of baking authentic, steam-baked, Chicago style bagels. Steam baking gives ABE'S bagels the authentic attributes that Kiwis have grown to love: dense and chewy bagels.

Stone explains: “ABE'S has now established itself as clear market leader in New Zealand and has worked hard at coming up with a gluten free offer to complement its existing bagel range. A recent addition to this range is the Six Seed Gluten Free bagel, with added quinoa, sunflower, sesame, linseed pumpkin and poppy seed.

He adds: “Gluten Free bagels are growing nationwide at 16% MAT\*, contributing to the growth of the specialty bread sub-segment which is growing at 7.6% MAT\*. ABE'S are excited about the incremental growth the Six Seed bagel variant will bring to the market. If you would like to find out more, please contact Sam on (64 9) 527 3736 or email [sam@abesbagels.co.nz](mailto:sam@abesbagels.co.nz).”

\*Nielsen Specialty Bread/Bagel Overview 21.02.16



### Waitoa free range Gluten Free Parmesan & Black Pepper Mini Fillets

Waitoa Free Range chicken's commitment to gluten free innovation continues, with the launch of an exciting addition to its Green Box range in May.

Waitoa Free Range Gluten Free Parmesan & Black Pepper Mini Fillets are cut fillets of breast meat with a flavoursome crunchy crumb. Ideal for shoppers seeking the convenience of quality products that are both free range and gluten free.

New Zealand Sales and Marketing General Manager, Jerem Wylie says: “Gluten free has become a positive extension to the frozen box category and these new





**CERES Organics Sorghum**  
Photo credit: Aimee Magne

### **Ceres Organics**

At Ceres Organics a key business objective is to continually increase the availability of allergy-friendly foods across a broad range of categories. Ceres Organics has over 360 products in its range many of which are allergy friendly for at least one of the "big ten" allergens – tree nuts, shellfish, gluten, eggs, peanuts, dairy, soy, sesame, honey and sulphites.

Where a product has or may contain traces of any allergen, Ceres Organics goes to great lengths to communicate to the consumer by ensuring any allergen is stated on all its packaging.

Ceres Organics Technical and Quality Manager, Nigel Robinson says

product and processing information and traceability is paramount to ensuring that consumers can trust a brand, especially when it comes to allergens, and this is something the company takes very seriously. "We go to great lengths to ensure that our allergy-friendly products are traceable from the farm to the plate so we know what the ingredients have been in contact with during every step of the production process," Robinson says. "Where we make an allergen-free claim, not only do we demand evidence from our suppliers, we also conduct our own testing, including random testing to support any related labelling claims."

Product innovation is important to Ceres Organics and the company's marketing and NPD team are constantly looking for and designing exciting new products to introduce to the market, including allergy-friendly products. One of the latest additions is Sorghum - an ancient grain native to Northeastern Africa, being revered as a "super crop".

Sorghum is a wholegrain food that's packed with nourishing plant-based goodness, including protein and dietary fibre, and it could well be the "next Quinoa" in popularity. With its nutty flavour and slightly chewy texture, Sorghum is very versatile. A great substitute for diets avoiding wheat, or used as an alternative to Israeli couscous or rice. Ceres Organics Sorghum carries the Coeliac Society's Crossed Grain Certification and like all Ceres Organics products is Biogro certified as organic.



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## Annies

"Annies - food you trust - has always been focussed on presenting allergy-friendly foods to an increasingly health conscious market of consumers," says Bonnie Slade, Annies Sales Manager - Kono NZ.

She explains: "For 30 years the New Zealand company has led the way in pure delicious food that is not only good for you, but ticks most of the allergy boxes too. Annies 100% natural

snack range is free from gluten, dairy, nuts, preservatives, sulphur, yeast, and concentrates (meaning you get sensible fruit serves with their products) and there's no added sugar. With a passion for health and wellness, Annies believe the best nutrition comes straight from nature, because nature knows best.

The Annies promise is to only ever make food you trust. Slade says: "We know that consumers are becoming increasingly informed and aware of the food they eat and the food they feed their family – we love that Annies has always been a brand that consumers can trust, with ingredients everyone can understand. And clearly consumers love that too. It's not something we're ever going to change."

Now under the ownership of Kono NZ, innovation has become another key term at Annies, and you'll see new products being released as the team perfects its offerings. To complement the already popular flavour range of Boysenberry, Apricot, Strawberry, Raspberry, and Veggie, Annies have recently released Mango Passion. Slade says: "We've had a great response from the market with the Mango Passion bar. It's tangy, tropical, fresh, zingy flavour is a hit and it's fast becoming our best seller!"



Annies' fruit bars are made by air drying 100% fruit. Tasty and nourishing, crisp New Zealand apples are combined with a selection of either summer fruits or vegetables picked at their best. It really is that simple, and easy to see why Annies are a product range perfect for allergy sufferers.

A popular, trusted, well-known brand, Annies are usually found in the fresh food section of the supermarket, and in leading health and fruit shops.



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### **The Coconut Collaborative**

The Coconut Collaborative is a new brand for New Zealand. It is a UK owned brand but manufactured locally in Auckland as a joint venture. "We are pleased with early results in distribution gains and consumer feedback," comments Jane Bennett, Marketing Manager.

She adds: "Globally, dairy free is seeing a lot of growth and that trend is starting to be seen here in New Zealand. The key is to ensure







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Free From products are not sacrificed with taste, health or value – The Coconut Collaborative ticks the box by delivering a free from product that everyone can enjoy.”

### **Pure delish**

Pure delish has been making premium high end breakfast cereals for nearly a decade. They are known for innovative, unique and category challenging products that are all handmade and hand packed onsite.

Pure delish was the first premium premium breakfast cereal to enter the market in New Zealand and over the last decade has developed a large following of loyal customers who understand the authenticity and quality behind the brand. Over the last few years, pure delish has added many new and exciting products to its range.

Owner and Managing Director, Karen Staples, says: “Our Raspberry and Maple nut Nograins-ola is a totally unique granola style cereal that is free of grains, wheat, gluten, dairy and egg. Also low in all sugars and suitable for diabetics, this has fast become our top cereal since its launch three years ago. We have recently added a Nograins-ola bar, based on the same recipe and nutritional profile. Our newest and latest innovation to this range is our Choc Nut Nograins-ola. It not only tastes amazing but has no grains, gluten, wheat or dairy and is also lower in sugar than most other cereals.”

She adds: “In the last couple of years we have noticed many changes in the perception of healthy breakfast food choices. Our consumers are becoming more and more demanding around wanting products that are allergen friendly. People are understanding the value in brands that

are offering multiple options around allergens. Pure delish not only offers healthy, clean and natural breakfasts, everything is handmade, using high quality nuts and seeds, and most importantly tastes amazing. Consumers are now understanding the value in paying more, and know this equals better quality, nutrition and taste. People are also wanting to know where their food is coming from and like that fact things are made with care, the old fashioned way not just using machinery to cut costs.

“We are constantly innovating at pure delish and have a new and exciting bar and cereal that we are working on to launch later this year. We are constantly keeping abreast of the latest trends around where the consumer sees the value in food and always make sure the products ticks plenty of allergy-friendly boxes.

“We see continued growth in the demand for our high end breakfast and snack options. Everyone now reads nutritional labels from top to bottom and want to know what is in their food and is



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it healthy!

"Pure delish will continue to innovate and push the boundaries of the breakfast cereal category, and keep giving our customers what they expect from our brand, which is authentic, innovative, unique, handmade and healthy products that taste amazing!"

### **Proper Crisps**

Tina Thomas, National Sales and Marketing Manager says: "We love making crisps the PROPER way - that's no secret!"

She explains: "We were tired of settling for over processed and artificially flavoured chips – so we decided to make our own – the PROPER way, with NO COMPROMISES! Made in Sunny Nelson, each batch is lovingly hand stirred in high quality oils, using only the finest of ingredients. Keeping true to our core values, the entire range is 100% Natural, Gluten, Dairy free, GMO Free, NO Added MSG and also Vegan friendly. Available in four potato flavours 140-150g, Kumara Medley 100g and our NEW Parsnip 100g. We hope you enjoy these as much as we did making them! Available in all leading retailers nationwide."

See [www.propercrisps.co.nz](http://www.propercrisps.co.nz) for more information.

### **Coeliac Awareness**

As part of the recent Coeliac Awareness Week (16 – 22 May), New Zealand's leading dietician in allergies and immunology, Anna Richards, highlighted the risk of gluten cross contamination in food preparation as a safety hazard for people diagnosed with coeliac disease.

"For those who choose to eat gluten free for lifestyle reasons, the fact that a restaurant or cafe promotes a gluten free menu is enough. Providing safe food for those with coeliac disease is another level again. Coeliac disease is lifelong auto-immune disorder that requires a completely gluten free diet, no crumbs in the butter or on boards, tongs or toasters. Coeliacs need to trust not only that the food itself is gluten free but that it has been sourced, prepared and served without any gluten contamination."

### **Facts on Coeliac Disease**

- 65,000 Kiwis have coeliac disease.
- 80% of people don't know they have the condition.
- Coeliac disease is a serious condition that can be diagnosed at any time.
- Coeliac disease is a lifelong auto-immune disorder.
- Coeliac disease damages the gut lining and ability to absorb nutrients. (FMCG)