**Hello Good Food Ltd.**

**short introduction**

**The number of people eating health-consciously is growing**, and nothing shows this better than the increasing number of manufacturers trying to cater for them.

Literally every day, the number of people who are forced to go gluten-free (gluten, sugar, milk, eggs, etc.) for health reasons is growing. **For years now, they have been supplied with large quantities of food, but not necessarily of good quality.** As their complaints and symptoms often continue to exist, or even get worse, they are looking for a **real** solution and are increasingly careful to eat not only gluten free, but also with **good quality ingredients**.

Alongside them is an **ever-expanding market of consumers who are health-conscious** about what they eat and are looking for such goods on the shelves, **despite having no health reason** to do so, except for – of course – **prevention**. For them, natural ingredients, no sugar and low CH content are very important.

**HGF was born out of personal involvement and a desire to do something** **about this situation**. We have created a brand new recipe where we **innovatively** make pasta **from various vegetables** without adding any grain-based ingredients. The result is an **all-natural pizza and flatbread range** with a pasta-like texture, no allergens, healthy features, naturally low CH, and a whole new way of making pizza and flatbread.

**The product development will** of course **continue** and further delicious, free and healthy products will come out of our hands (tortillas, snacks, sweet and savoury "pastas").

At HGF, **our goal is to fill the market gap** **with** perfectly delicious **“free” foods** that contain ingredients that – to the best of our knowledge – will not cause anyone health complaints and the feeling of discomfort, and that **do not compromise on taste**.

Because of the above, **we follow the "clean label" concept,** that is, our products are made with as few ingredients as possible, so that the body does not suffer unnecessary stress. Having only a few ingredients also **ensures transparency for our customers**. No need to read long lines of fine print on the back of the product packaging to find out whether each ingredient is suitable for human consumption. **This will give customers what we want: easy access to healthy food.**

**All of our products are GF, LF, free from yeast, egg, sugar, soy, flour and all currently known allergens.** In addition, they are **paleo, keto-friendly, CH reduced, exceptionally high in fiber, and can be included in weight management.** We currently contract manufacture our products but have plans to build our own manufacturing capacity.

**In the longer term**, in addition to our own manufactured products, **we will also be adding** similarly health-conscious products from other manufacturers and distributors to our **own** **webshop range** to enable our customers to order the widest range of products they need and of the right quality from one place.

Since 2022, we have been distributing our products in Budapest and Pest County, and later **we plan to go** national and market across Europe, as we have not found products of this kind anywhere else in Europe.

Our website: [www.zeroguilt.hu](http://www.zeroguilt.hu)