

## DID YOU KNOW?

About 33% of the world population is lactose intolerant meaning that they will suffer from digestive problems when they drink or eat products containing milk?

SOURCE: Statistics Brain: Lactose Intolerance Statistics

# ABOUT MOO FREE

WELCOME TO MOO FREE CHOCOLATES, A UK BASED, ETHICAL PRODUCER OF FREE FROM CHOCOLATES.

Moo Free is a quirky and fun brand that was founded at the end of 2010 by Mike and Andrea Jessop when they discovered a lack of dairy free chocolate products on the world market. Prior to 2010 they spent 2 years researching and developing the perfect mixture of ingredients that were required to produce a delicious milk chocolate taste without using any milk.

All of our chocolates are made in our UK factories in totally dairy free, gluten free and soya free environments. We do not handle or use dairy, gluten or soya containing products so there is no chance of any allergen cross contamination.

All of Moo Free chocolates are dairy free, gluten free, soya free, organic and are suitable for vegetarian and vegans.

- 100% dairy free
- 100% gluten free
- 100% soya free
- 100% vegan
- no gm
- organic

We currently produce over 20 products lines and our chocolates are sold in over 35 countries around the world.

Moo Free brings you all the flavour of great tasting milk chocolates but know the secret of how to make them without using any milk.



# THE MOO FREE BRAND

MOO FREE'S FUN AND QUIRKY PACKAGING IS LOVED BY BOTH CHILDREN AND ADULTS AROUND THE WORLD.

The Moo Free brand is very important to us. Moo Free is all about the brand which encompasses the following three key points:

## 1. FUN

No one likes boring. There are lots of boring products on the market, especially in the free from sector. Fortunately Moo Free does not do boring. We take boring and make him wear silly hats and then get him to tell people funny stories to cheer them all up.

## 2. IMPACT

Our packaging is designed to stand out, be different and get noticed. Consumers are not going to discover the third aspect of our brand (which is "quality") unless we first tempt them to try our products using our power of "impact".

## 3. QUALITY

Well, there's no point cheering everyone up using "fun" and then luring them in to try our products with "impact" unless we also have "quality". So, to make sure that consumers keep coming back for more of our brand we ensure that it has a good dose of "quality". That's why we only use quality ingredients and our secret quality recipe.

## CHARACTER FACTS

Did you know that the Moo Free characters are actually based on real people? Each character is owned by a loyal member of the Moo Free team.

Once a loyal member of staff has been with us at least 12 months we create a new character for them. Their new character will then appear on the next new Moo Free product.

The stories that you read about the characters on our website are actually all about real members of the Moo Free team and what they actually do and love.

### MORE INFO:

See "The Moo Free Friends" section on the "About Us" page of our website.



## ORGANIC FACTS

Did you know that GM crops and ingredients are banned under organic standards?

Amongst the additives also banned in organic foods are hydrogenated fats, aspartame (artificial sweetener), monosodium glutamate and artificial additives such as food colourings.

### SOURCE:

[www.soilassociation.org](http://www.soilassociation.org),  
[www.organicfarmers.org.uk](http://www.organicfarmers.org.uk)

# MOO FREE'S ETHICS

ALL ASPECTS OF OUR BUSINESS ARE BASED ON THE HIGHEST ETHICAL STANDARDS AND WE PREFER TO DO BUSINESS WITH LIKE MINDED COMPANIES. THIS IS A CORE PRINCIPLE OF OUR COMPANY.

An outline of some of the ways that we implement our ethical principles within our own business are as follows:

## INGREDIENTS

Not only do we want our chocolates to taste great, we also want to make sure that we buy from suppliers who look after both their workers and the environment. That's why we use ethically sourced and organic ingredients in all of our products.

The organic certification also helps to ensure that the farm workers have not been exposed to any cheap and unnecessary nasty chemicals, many of which may be banned in other countries.

We believe that the consumers should receive and enjoy all of our products. Always! That is why we will only ever use quality ingredients to ensure that they enjoy the great flavours that we intended every time.

## PACKAGING

We want our packaging to have the lowest possible impact on the environment. To achieve this we try to use as little packaging for our products as we can. We also try to ensure that the packaging that we do use is either recyclable or biodegrades as quickly as possible.

## PRODUCTION

As an equal opportunities employer we ensure that all of our employees are treated fairly and that no job applicants or employee receives less favourable treatment than anyone else regardless of gender, disability or for any other reason.

We believe that our business should impact the environment as little as possible. One of the things that we do to help us achieve this is to recycle over 90% of our production waste and try to make sure that no waste goes to land fill.



# AWARDS

SINCE ITS LAUNCH AT THE END OF 2010 MOO FREE HAS WON MANY BUSINESS AND PRODUCT AWARDS INCLUDING THE ONES LISTED BELOW:

FREE FROM CHILDREN'S FOOD AWARD  
FreeFrom Awards 2017

THE QUEEN'S AWARD FOR ENTERPRISE  
International Trade 2016

BEST FREE FROM CHOCOLATE  
Free From Food Awards 2016, Ireland

BEST VEGAN CHOCOLATE  
Vegfest Awards 2016

THE INDEPENDENT 2016  
Best Kid's Easter Egg

EVENING STANDARD 2016  
Best Dairy Free Easter Eggs

BEST FOOD & DRINK BUSINESS  
Food & Drink Federation 2015

BEST OF BRITISH FOOD & DRINK  
UK Trade & Investment 2015

FREE FROM CHILDREN'S FOOD AWARD  
FreeFrom Awards 2015

BEST FREE FROM CHOCOLATE  
FreeFrom Awards 2015

BEST FREE FROM CHOCOLATE BRAND  
Foods You Can 2014

BEST VEGAN CHOCOLATE  
Vegfest Awards 2014

FREE FROM CHILDREN'S FOOD AWARD  
FreeFrom Awards 2014

BEST VEGAN EASTER EGG  
Vegfest Awards 2013

BEST FREE FROM CHOCOLATE  
Foods You Can 2013

BEST RANGE OF VEGAN CHOCOLATES  
UK Vegan Awards 2013

## QUEEN'S AWARD

Did you know that Moo Free has even received a Royal Warrant from Her Majesty, Queen Elizabeth II? The Queen's Award is the highest official UK award for any British business and it is a great honour to receive one.



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INTERNATIONAL TRADE  
2016

BEST VEGAN CHOCOLATE  
Vegfest Awards 2012

BEST VEGAN CHOCOLATE  
Vegfest Awards 2011

FREE FROM INNOVATION AWARD  
FreeFrom Awards 2011

FREE FROM CHOCOLATE AWARD  
FreeFrom Awards 2011

FREE FROM CHRISTMAS AWARD  
FreeFrom Awards 2011

TOP 10 DAIRY FREE FOODS  
Channel 4 (UK)

TOP CHOCOLATE GIFT FOR EASTER  
BBC Good Food



## WHAT IS HACCP?

HACCP (Hazard Analysis & Critical Control Points) is a systematic approach to food safety designed to prevent production processes that can cause the finished product to be unsafe.

### MORE INFO:

[www.gov.uk/food-safety-hazard-analysis](http://www.gov.uk/food-safety-hazard-analysis)

# CERTIFICATION

MOO FREE HAS THE FOLLOWING CERTIFICATIONS WHICH ARE RENEWED ON AN ANNUAL BASIS SO THAT YOU CAN BE SURE THAT YOU ARE DEALING WITH A TRUSTED AND SAFE MANUFACTURER.

We will be happy to provide copies of any of the following certificates should you require them.

## FOOD SAFETY

We are fully SALSA certified (Safe and Local Supplier Approval). SALSA is a food safety standard recognised and accepted across the industry. This certification requires an understanding and implementation of HACCP.

The certification is only granted to suppliers who are able to demonstrate annually to a SALSA auditor that they are able to produce safe and legal food and are committed to continually meeting the requirements of the SALSA standard. See [www.salsafood.co.uk](http://www.salsafood.co.uk) for more information.

We are also inspected annually by the UK's Foods Standards Agency (FSA) who ensure that we produce food in a safe, responsible and legal manner. See [www.food.gov.uk](http://www.food.gov.uk) for more information.

## ORGANIC CERTIFICATION

Our products are certified by the Organic Farmers and Growers organisation (OF&G) who are a leading European organic control body (GB-ORG-02). You will find that our products all have either the OF&G or the EU organic farming logo.

## VEGAN CERTIFIED

All of our products are suitable for vegans and vegetarians and are registered with the UK Vegan Society. No animals have been exploited in the production of our chocolates and none of our ingredients are derived from or contain any animal products.

You will find the official vegan mark on all of our products.

## FREE FROM TESTING CERTIFICATION

Although all of our products are produced in a completely dairy free, gluten free and soya free environment we still routinely have our chocolates tested for these allergens every 6-12 months in order to ensure that we have proof of our free from claims.



# CONTACT MOO FREE

IF YOU HAVE ANY QUESTIONS OR WOULD LIKE TO ENQUIRE ABOUT STOCKING OUR PRODUCTS THEN PLEASE CONTACT US USING THE DETAILS BELOW.

## CORPORATE SALES

email: [sales@moofreechocolates.com](mailto:sales@moofreechocolates.com)  
phone: 01409 478 220 / +44 1409 478 220

## MARKETING, NEWS & PR

email: [marketing@moofreechocolates.com](mailto:marketing@moofreechocolates.com)  
phone: 0845 094 6498 / +44 118 950 7766

## CUSTOMER SERVICES

email: [cs@moofreechocolates.com](mailto:cs@moofreechocolates.com)  
phone: 0845 094 6498 / +44 118 950 7766

## ONLINE

website: <http://www.moofreechocolates.com>  
facebook: <http://facebook.moofreechocolates.com>  
twitter: <http://twitter.moofreechocolates.com>

## HEAD OFFICE

Moo Free Head Office  
59-61 Milford Road  
Reading  
RG1 8LG  
England

## DEVON FACTORY

Moo Free (Devon)  
3-5 Tamar Technology Park  
River Tamar Way  
Holsworthy  
Devon  
EX22 6EW  
England

## CHOCOLATE HEALTH FACT

Chocolate comes from cocoa.

Cocoa grows on a tree.

That makes it a plant.

So, when you eat it, chocolate counts as a fruit.

Therefore chocolate must be good for you.

### DISCLAIMER:

Although logical (kind of) this fact may not be entirely true.

