



SHARING  
IS CARING



**Introducing Freedom Confectionery – The Worlds Only All-Inclusive Confectionery Brand – Leaving Nobody Out Since 2008.**

**Don't have a reason for a customer to turn away...**

**UNIQUE PRODUCT MEETING THE NEEDS OF BILLIONS OF CONSUMERS – FREEDOM CONFECTIONERY – THE SAFE CHOICE**

**TOP 14 ALLERGY FREE-FROM**

**Plant Based**

**Halal Certified**

**Kosher & PKU Suitable**



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# Our Mission...

There are less than a handful of manufacturers that offer plant-based marshmallows. We were the First and still are the Only All-Inclusive Marshmallow Producer in the World being Plant Based, Top 14 Allergy Free-From, Halal Certified, Kosher & PKU Suitable. Plant Based Pioneers - our Owners / Managers were the First to bring a Gelatine-Free Gummy to the World in 2008 ("Goody Good Stuff") long before Plant Based was Trendy. Our Naturally Delicious Confectionery has been Tried, Tested, Trusted & Loved by some of the World's Largest Household names.



# Our Range



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**Plant Based Marshmallows Mini & Vegantic!**

**World's Only Top 14 Allergy Free-From**

**7-8 Ingredients**

**Natural Flavors & Colors**

**Halal Certified**

**Kosher & PKU Suitable**

**School Safe**

**15 Months Shelf Life**

PURE  
PLANT  
POWER

NATURAL  
FLAVOURS  
& COLOURS

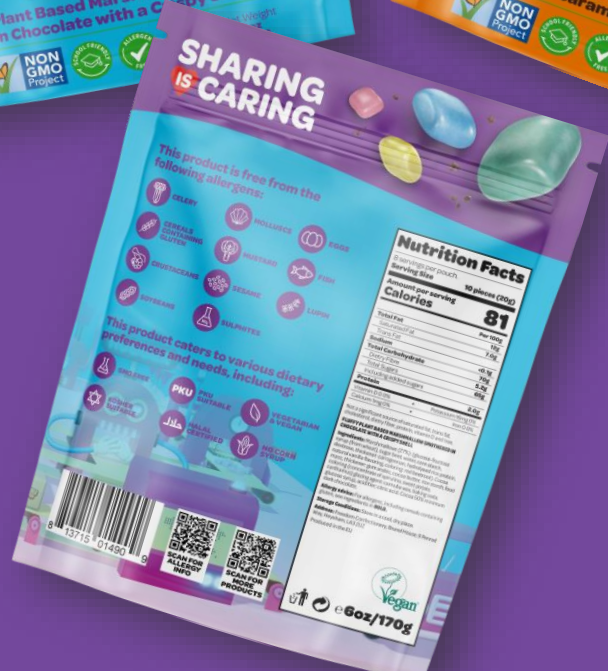
TOP 14  
ALLERGY  
FREE-FROM

HALAL  
CERTIFIED

KOSHER &  
PKU SUITABLE

SCHOOL  
SAFE

# Our Range



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**Dairy Free Chocolate Coated & Sugar Shelled  
Plant Based Marshmallows**

**14-19 Ingredients**

**Bites - Top 14 Allergy Free-From - 1st and  
Only in the World**

**Gems - 11 Allergy Free-From - 1st and Only in  
the World**

**Natural Flavors & Colors**

**Halal Certified**

**Kosher & PKU Suitable**

**School Safe**

**18 Months Shelf Life**

PURE  
PLANT  
POWER

NATURAL  
FLAVOURS  
& COLOURS

TOP 14  
ALLERGY  
FREE-FROM

HALAL  
CERTIFIED

KOSHER &  
PKU SUITABLE

SCHOOL  
SAFE

# Our Range



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**Plant Based Gummies – Tots, Bears, Colas & Moji's**

**Bears, Colas & Moji's – Top 14 Allergy Free-From – 1st and Only in the World**

**Tots – 9 Allergy Free-From**

**Natural Flavors & Colors**

**Halal Certified**

**Kosher & PKU Suitable**

**School Safe**

**24 Months Shelf Life**

PURE  
PLANT  
POWER

NATURAL  
FLAVOURS  
& COLOURS

TOP 14  
ALLERGY  
FREE-FROM

HALAL  
CERTIFIED

KOSHER &  
PKU SUITABLE

SCHOOL  
SAFE



## The Problem

Too many 'healthy' products contain too much rubbish. Artificial ingredients & animal based products which are harming our bodies and the planet.

Gelatine related pandemics and epidemics (H1N1 Flu Pandemic "Swine Flu" and BSE Epidemic "Mad Cows Disease").

Good quality confectionery products that cater for vegetarians/vegan diets.

Clean confectionery that are safe for Food Allergens sufferers, Nut, Gluten, Dairy, Soy etc + Clear Allergen Labelling on Packaging

Confectionery that is compliant with the certification for Halal (\$2.09Tn Global Market)

Confectionery that adheres with the requirement of Kosher (\$42.64Bn Global Market)

Educational Institutes, Care Homes, Medical Facilities, Airlines etc not permitting foods that contain allergens.

Lack of knowledge of how ingredients can be used in various applications.

Confectionery manufacturers that are not environmentally aware

## The Solution

We have been re-designing this space since 2008 using only natural ingredients delivered it sustainably.

We are proud to have been plant based since 2008 way before it became trendy.

We were the first gummy and marshmallow brand to be certified by the Vegan Society.

We are Top 14 Allergy-Free From and always have been since 2008. With food allergies it can be life or death and it's a topic we take very seriously and have been flying the flag since way before it was on the radar. Clear front of pack allergen information + QR code for further info

Freedom Confectionery products are Halal Certified

Freedom Confectionery's ingredients and processes have enabled us to be Kosher Certified, however, it is on a project by project basis as a Rabi has to be present for each production run.

Majority of our range is Top 14 Allergen-Free From and we have flown this flag since 2008. Our products are school friendly.

We are specialists in plant-based confectionery – we know what our products limits are and what can be achieved. We work closely with the worlds largest household names NPD and food technologists and our confectionery has starred in cookies, doughnuts, ice cream, chocolate bars, rocky road, hot chocolates, sweet pizzas, cereals, cakes and much more. Our products have undergone a Full Audit of our supply chain, shelf life testing – bags being opened time and time again to simulate real life conditions in a Quick Service Restaurant (QSR).

We have a wind turbine, solar thermal panels, solar photovoltaic panels, several EV car charges, LED lights on PIR and LUX sensors, energy efficient hand dryers, bicycle racks and cycle to work scheme, greenhouse and vegetable patch, segregates waste stations, superfast leased line to facilitate teleconferencing where feasible

# Performance



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**amazon**

4.6

We rank 4.6 out of 5 on Amazon – we come #5 in Amazon’s 100 Marshmallow Best Sellers – the only Vegan Marshmallow to do so



**Holland  
& Barrett**

4.7

We rank 4.7 out of 5 in Holland & Barrett – their top selling Marshmallow







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VEGAN  
KIND™



- My daughter tells me that this was heavenly!
- Insanely addictive! Love Freedom.
- Reminded me of being a small child again xxxx
- These are so delicious I can't recommend highly enough

Sainsbury's



- I am so pleased that Sainsburys are stocking these delicious, & fun, cruelty free Vegan Marshmallows!
- These will be great fun mixed in with (gluten/dairy free) ice-cream and chocolate to make a fun summer pudding especially for children. They taste really lovely and I wouldn't go back to other mallows with their surprising ingredients.
- Normally marshmallows are sickly sweet but these are much more tasty and perfect for barbecuing. Children and adults agreed! And natural !
- Fantastic texture and taste - vegan gluten free marshmallows and a good size.

Holland&Barrett



- All my non vegan family loved it! They couldn't tell the difference from the normal ones!
- These are a brilliant alternative! I am allergic to dairy and red meat and therefore cannot eat normal marshmallows as most contain beef gelatine.
- Amazing product. Really good Flavor and texture! My children liked them so much I hardly got a look in!
- Yummy stuff, they taste like flumps! Didn't want to share

amazon



- Brilliant. Taste as good as "normal" marshmallows. Warning - very easy to eat the whole pack very quickly. Buy two!
- Perfect for my coeliac child to join in the fun when making fruit kebabs
- Absolutely loved these! Will be purchasing these again :)
- Love love love these. They are amazing. It's like pringles. Once I opened the packet, I couldn't stop helping me self to have some more. I should share but I have bought another. I will definitely be using these for baking. Hope I don't ruin the taste. They are lovely as they are.

Ocado



- Once opened the pack is empty very quickly. Delicious and guilt free marshmallows.
- These marshmallows are really tasty. The best ones I've tasted. Very moreish
- So happy to find these on Ocado! The best gelatine free Marshmallows.
- I enjoyed these and the family didnt notice the difference.

# Product Feedback

# The Market

**73% of people (based in Europe & US) would accept higher retail prices for ingredients of a higher quality that they recognise**  
- Food Navigator, Nov 2022"



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## United Kingdom

- Plant-based retail food grew 9% between 2020 and 2022 to £963.80m (NielsenIQ / GFI Europe)
- There are 6,220,000 Vegetarians in the UK (Wikipedia 2019)
- A staggering 44% of British adults now suffer from at least one allergy and the number of sufferers is on the rise. Almost half (48%) of sufferers have more than one allergy – that is around 10 million people (FoodAllergy.org)
- Women and younger adults (under 35) are the most likely to claim an allergy – around 50% – (FoodAllergy.org)
- More than 150 million Europeans suffer from chronic allergic diseases and the current prediction is that by 2025 half of the entire EU population will be affected (AllergyUK.org)
- 26% of UK households avoid dairy products (Mintel – Free-From Foods Market Report 2022)
- Sales in the specific free-from market grew to £652 million in 2020 (Mintel Report 2021)
- 41% of adults use or buy free-from food/drink (Mintel Report 2021)
- Halal Food Market in the UK valued at \$4.5Bn. The UK Muslim population will grow from 3,868,133 to 13m by 2050 (Aytac Foods 2023 and Wikipedia)

## United States

- Plant-based food marked in retail \$8Bn in 2022 (Good Food Institute – GFI 2023)
- There are 14,000,000 Vegetarians in the UK (Wikipedia 2023)
- 6 in 10 U.S. households purchased plant-based foods in 2022 (Good Food Institute – GFI 2023)
- 48% of Americans are lactose intolerant (Straits Research 2022)
- “The Food Allergy Epidemic – 1 in 10 adults have a food allergy; 1 in 13 children (or 2 in every classroom!)” (FoodAllergy.org)
- The prevalence of food allergy in children increased by 50% between 1997 and 2011. Between 1997 and 2008 the prevalence of peanut or tree but allergy appears to have more than tripled in U.S. children (FoodAllergy.org)
- In 2020 there were an estimated 4,453,908 Muslims in the US (Wikipedia) which is expected to reach 8.1m by 2050
- US Market for Kosher Food \$11Bn in 2022 (Research and Markets 2024) there are an estimated 7.6m American Jewish.

## Worldwide

- Global Plant Based Food Market expected to reach \$77.8Bn in 2025 (\$44.2Bn in 2022). Forecasts project that by 2030 the market will have more than doubled. (Statista 2023)
- There are 1.5Bn vegetarians worldwide – 142.5m by choice (GreatGreenWall 2024)
- Allergy is a very common ailment affecting more than 20% of patients of most developed countries (AllergyUK.org)
- Free-From Market Size estimated \$91.55Bn in 2024 and expected to reach \$170.55Bn by 2029 CAGR of 13.25% (Mordor Intelligence)
- Global Halal Food and Beverage Market will grow from \$2.09 Trillion in 2021 to \$3.27Tn by 2028 (Food Navigator 2023)
- Global Market for Kosher Food \$42.64Bn in 2023 projected to reach \$78.55Bn by 2033 CAGR 6.3% (Future Market Insights 2023)

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While other companies are playing catch-up Freedom Mallows has been Tried, Trusted and Loved by some of the Largest Household Names Since 2008.

We are the Worlds Only All-Inclusive Confectionery Range – Leaving Nobody Out Since 2008. Through our diligent ingredients sourcing, clean deck, manufacturing process and positive release testing that we can unlike the majority of manufacturers we have the confidence not to have “may contain” disclaimers that frustrate allergy sufferers worldwide.

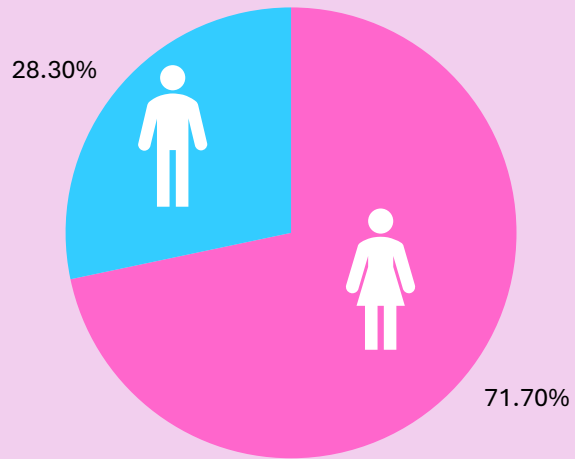




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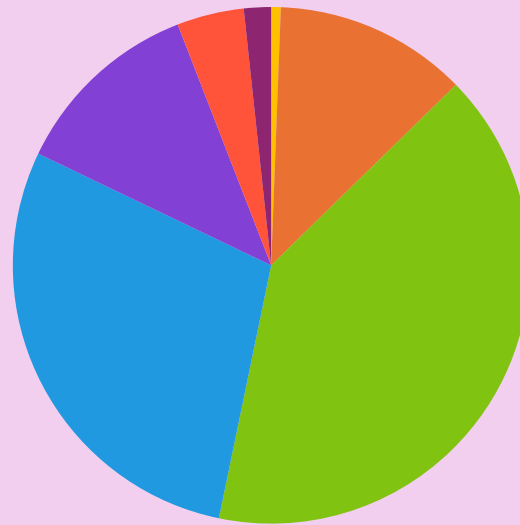
# Our Consumer?

## GENDER



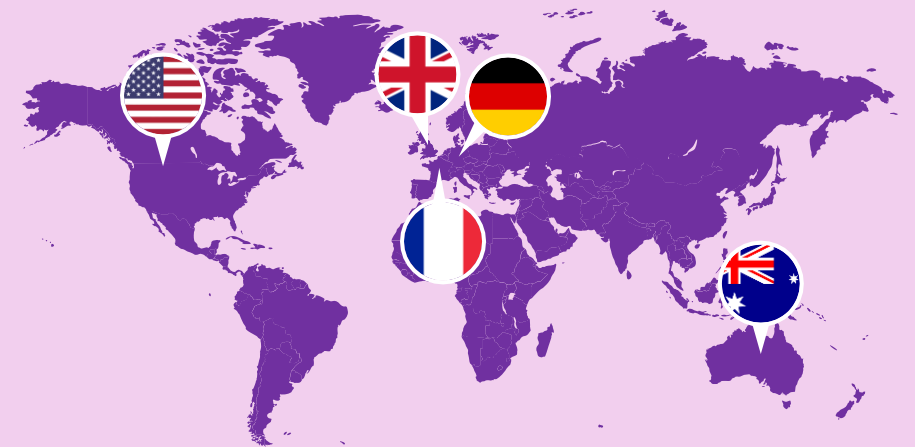
Female Male

## AGE



13-17% 18-24% 24-34% 45-44%  
45-54% 55-64% 65+%

## TOP 5 COUNTRIES





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# OUR ETHOS

- FOSTERING SUSTAINABILITY
- FINEST INGREDIENTS – SOURCING MINDFULLY
- SHARING OUR LOVE FOR GOOD TASTING FOOD

**SIMPLE & SUSTAINABLE**

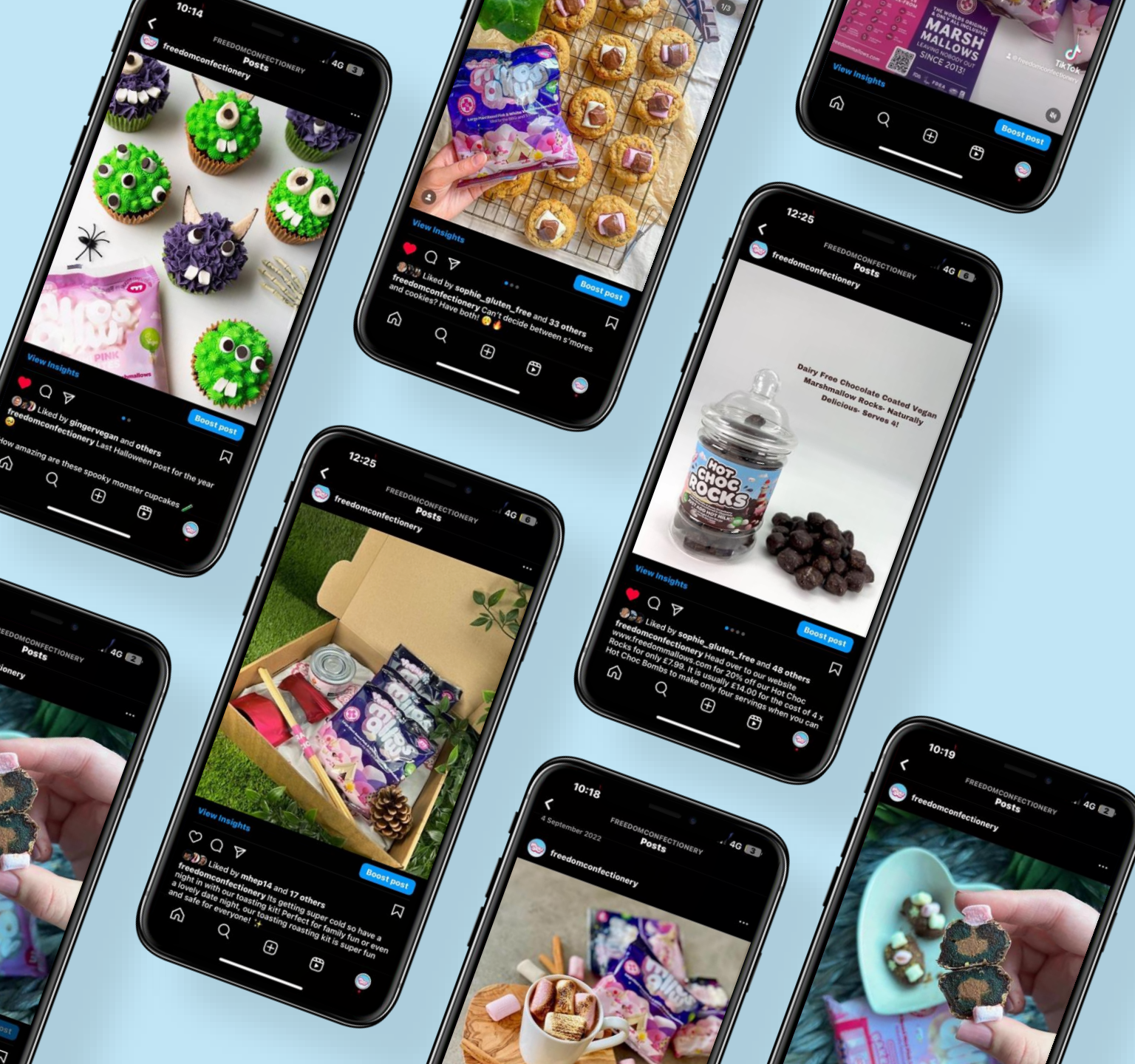


**CLEANEST/NATURAL INGREDIENTS**



**SOURCING QUALITY INGREDIENTS**





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# Social Media Presence





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# Influencers



Mary McCartney

290,000

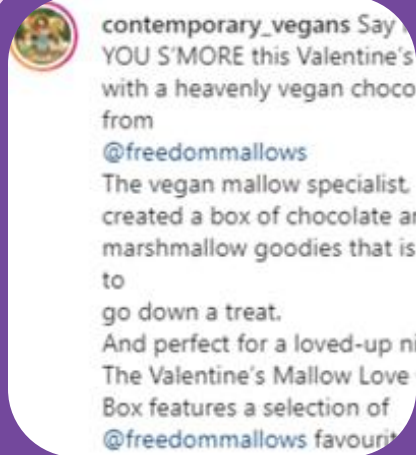
followers



Veganuary

460,000

followers



Contemporary  
Vegans

211,000

followers



Emily Soloman

460,000

followers



Florence Stanton

120,000

followers

# In The Press

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The  
**Grocer**

**FMCG**  
FAST MOVING CONSUMER GOODS



FOR THE WANDERERS, ADVENTURERS AND MARVELLOUS MILLENNIALS

**FMCG**  
BUSINESS

**Kennedy's**  
Confection



**omyoga**  
& lifestyle

NEW  
**Food**

**WholesaleManager**  
The No.1 Publication for UK Wholesalers and Cash & Carries

**L** Lancashire Times  
A VOICE OF THE NORTH

**The**  
**Visitor**

LANCASTER  
**GUARDIAN**

OPERA  
NEWS

**Choice**

SLOAN!  
magazine

**Be Inspired**  
Free Local Lifestyle Magazine

**VeganLife**

**VegNews**



the  
**allergy**  
+  
**free from**  
show



**CAMPING WITH STYLE**  
CAMPING, TRAVEL & WELLBEING BLOG

**YOGA**  
MAGAZINE





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## Our Products Starring in Well Known Products

Our Naturally Delicious Confectionery has starred in some of the Worlds Largest Household Name's Products - Cookies, Doughnuts, Ice Cream, Chocolate Bars, Rocky Road, Hot Chocolates, Sweet Pizzas, Cereals, Cakes and much more:



# Trusted Ingredient Sourcing Program and Supply Chain Traceability - Leading to...

## Forward Thinking Brands Opting For An All-Inclusive Confectionery Product – Leaving Nobody Out



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**BAKER & BAKER**

**ASDA**

**M&S**  
EST. 1884

**TESCO**



**Cadbury**



**SENSIENT**  
FLAVORS

**COSTA**  
COFFEE



**DUNKIN'**

**LOLA'S**  
CUPCAKES



**BUTTERMILK**  
treat yourself better

**Orkla**

**Dawn**  
FOOD PRODUCTS, INC.

**COCOBA**  
EAT. DRINK. LOVE. CHOCOLATE



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## Products Available in Bulk/Food Service Format for use as an Inclusion or Decoration:

- Core Gelatine Free
- Freeze Dried
- Dehydrated
- Barrier Coated
- Chocolate Coated
- Sheets & Bars

Our Specialists are assigned to work with your NPD/Food Techs to create Bespoke New Innovations

**Bespoke Packaging  
Formats Available**

## Product & Sizes

- Micro Bits – 7mm x 7mm extrusion
- Micro – 7mm x 10mm extrusion
- Mini – 10mm x 12mm extrusion
- Regular – 15mm extrusion
- Vegantic – currently our largest marshmallow 25mm x 40mm extrusion

## Bulk Available in:

- Core Gelatine Free
- Freeze-Dried or Dehydrated
- Barrier Coated (Yohgurt, Fat)
- Chocolate Coated – Panned or Enrobed
- Sheets & Bars

## Applications:

- Inclusions, Decorations, Toppings
- Bakery
- Ice Cream
- Cereal
- Quick Service Restaurant



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### Flavors

Classic Colors + bespoke Colors (subject to project & MOQ)

### Colors

Classic Colors + bespoke Colors (subject to project & MOQ)

Freedom Confectionery Products are produced in a British Retail Consortium (BRC) Accredited factory.

We work tirelessly to ensure our products are top 14 allergy free-from. We believe we are the only confectionery company in the world to achieve this. We go the extra mile with rigorous testing, including our regular Quality Assurance Procedures and Hazard Analysis Critical Control Points (HACCP). We have been recognized and received accolades in the Free-From Awards.

Our products have been put through their paces by some of the biggest names in the industry; including shelf life testing – 250g, 500g and 1kg bags being opened time after time to simulate real life conditions in a quick service restaurant for example.

**Freedom Confectionery – The Safe Choice...**





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# Freedom is Available in...

**UK**

**Ireland**

**France**

**Germany**

**Finland**

**Norway**

**Israel**

**Australia**

**Sweden**

**India**

**South Africa**

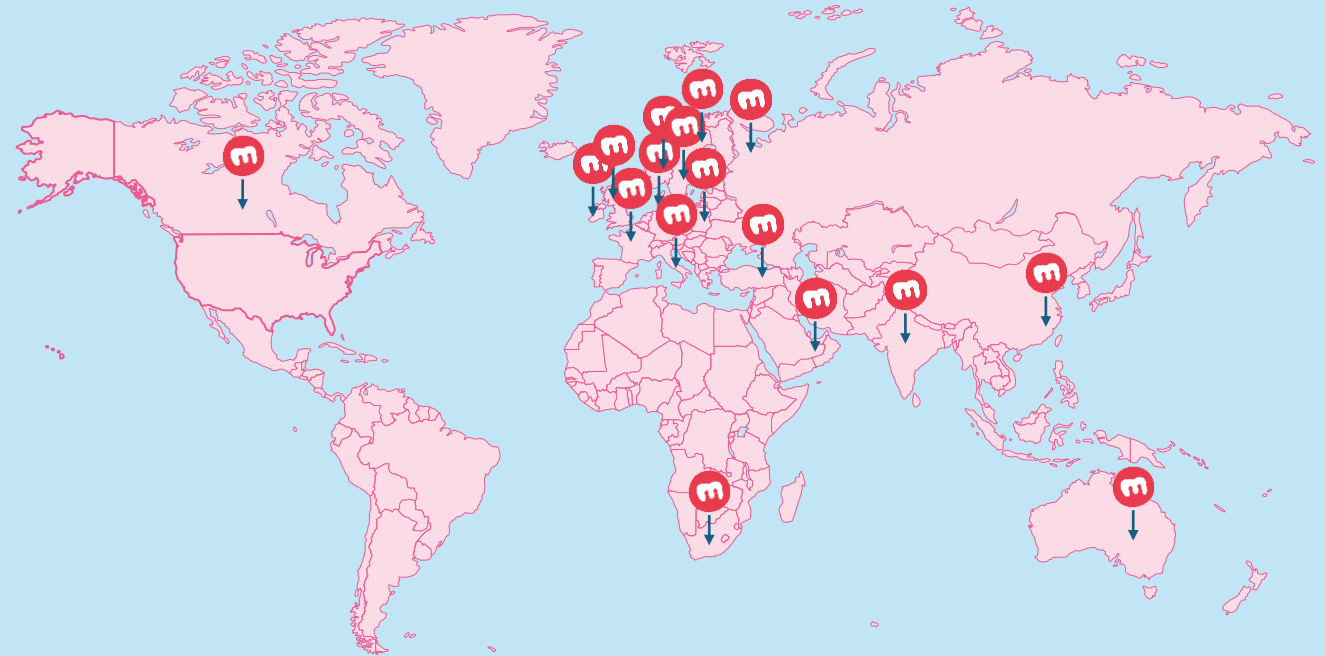
**Hong Kong**

**Netherlands**

**Denmark**

**Italy**

**USA**

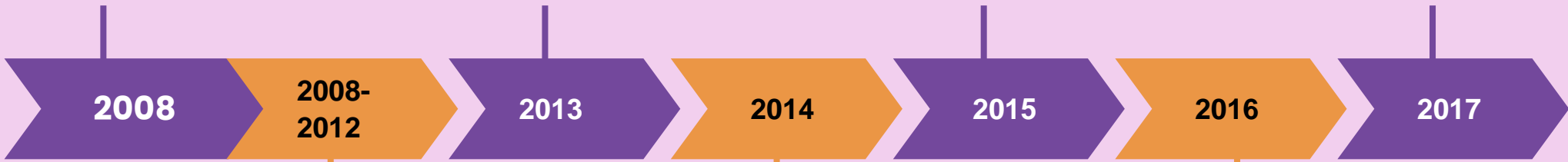


The World's First Gelatine Free Gummy/Jelly Launched t/a Goody Good Stuff by our Owners/Managers.

- After 10 years of R&D. The first plant based marshmallow outside of the USA was created and Freedom Confectionery Limited was incorporated. The only all-inclusive plant based marshmallow in the world.
- Halal Certification
- Top 14 Allergy Free-From Compliant
- Listed with Wholesalers and Independent Retailers

- The business relocated to a new purpose-built building which suited the business and aligned with their environmental values (15kW Wind Turbine, Solar Thermal Panels, Greenhouse, Vegetable Patch).
- Freedom Confectionery mascot "Cedric" was created
- Supplied Cadburys with our marshmallow for their Marvellous Creations Chocolate Bar.

- Finalists in the Free-From Food Awards.
- Created affiliation with Birmingham Children's Hospital - supporting them with product and appearance of our mascot for the Children. Developed our understanding of Phenylketonuria (PKU).



- Listings in ASDA, Holland & Barrett, Costco, Waitrose, Wholefoods, Spar, Virgin Trains, Amazon, 7-Eleven, Trader Joes, Dylans Candy Bar, Bed Bath & Beyond, Dean & DeLuca, UNFI - 3,000 Stores in the UK, 11,000 in the US...
- Available in 25 Countries Worldwide
- Goody Good Stuff sold to Cloetta AB. Freedom Confectionery Owners/Managers locked out of gelatine free gummy market but permitted to enter marshmallow market.

Listed in Holland & Barrett who stocked the whole range

- Export market grew to 16 Countries.
- Freeze-Dried Product supplied to Weetabix

- Listed with ASDA
- Exhibited at Gulffoods - Dubai along with the same shows as 2022
- Supplied Freeze-Dried Vegan Marshmallows for Breakfast Cereal Project
- Products Kosher Certified for Freeze-Dried Project
- Freedom Confectionery's 10th Anniversary

- Office opened in the USA - Parkland, FL
- Launched Choc Tots, The World's First Chocolate Coated Plant Based Gummy

- Listed with Sainsbury's, Morrisons and Ocado.
- Product supplied to Dunkin and Baskin Robbins
- Launched Choc Mallow Bites, The World's First Chocolate Coated Plant Based Marshmallow.
- Launched MallowOut, The World's First Chocolate Coated Plant Based Marshmallow Bar.
- Launched our Plant Based Allergen Free-From Gummies after our restrictive covenant ended through the sale of our previous business.
- Office Conversion to LED Lights.



- Q1 will see the launch of our new 9 SKU retail product range in updated packaging

- Exhibited at Sweets & Snacks - Chicago, ISM - Germany, Natural & Organic Products Expo - London and Food Expo West - L.A.
- Launched in Booths.
- Launched Mallow Gems, The World's First Chocolate Coated Plant Based Marshmallow which is then Sugar Shelled!

- Exhibited at our First International Trade Show - ISM in Cologne.
- Our Products Featured in M&S Percy Pig Ice Cream.
- Partnered with Pusheen to create the First Plant Based Gummy Bar Coated in Chocolate.
- Invited by Amazon to sell directly.
- Installed EV Charging Points.

- Our largest marshmallow hit the market 'Vegantic'
- Exhibited at Natural & Organic Products Europe and Just V Show.
- Supplied McDonalds France with product for McFlury. Was meant to be a 6 week campaign but ended up being over 2 years. Supplied Krispy Kreme for bakery products.

