

**ALWAYS GLUTEN, NUT & DAIRY FREE**

**WELL &  
GOOD**

# Product Catalogue

**AUSTRALIA'S LARGEST  
FOODSERVICE SUPPLIER OF  
ALLERGY-FREE PREMIXES  
AND BAKERY PRODUCTS**

**WELLANDGOOD.COM.AU**

# WELL & GOOD

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Gluten  
Free



Nut  
Free



Soy  
Free



Egg  
Free



Dairy  
Free



Plant  
Based

✓ HACCP CERTIFIED

✓ SQF QUALITY SUPPLIER

✓ KOSHER & HALAL

# Our Story

## THE BEGINNING

Our humble beginnings started for just a smile – seeing the face of a young child missing out on a birthday cake because of food allergies was powerful motivation for us to get creative in the kitchen. This simple idea lies at the heart of everything we do. We are continually motivated by the demands of our customers, and our love of what we do.

Driven by the passionate force of Sam Barak, Well and Good is now at the forefront of the gluten free and allergy free industry; continually innovating, creating and developing new products and recipes.

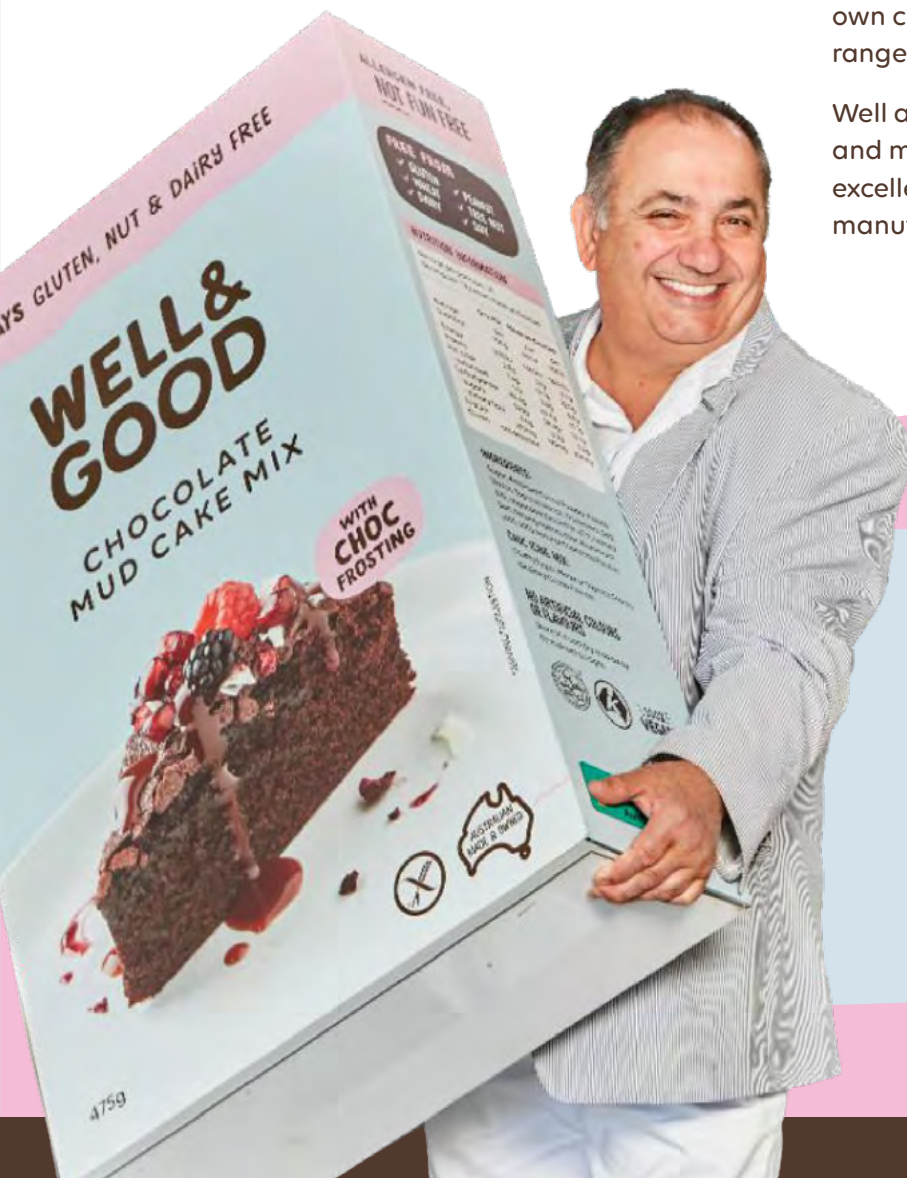
## OUR MISSION

Our mission is to develop and manufacture indulgent, high quality gluten free and allergy free baking products that are simple to prepare, delicious, and cater to everyone, Coeliac or not.

We understand the challenges that professional bakers and manufacturers face when introducing a new range of products, particularly gluten and allergy free. Hence we work closely with our customers to get the right results in their own kitchen.

The products we design are very versatile bases, making it easy for our customers to create unique flavour profiles - every product is their own creation. Having a delicious and diverse range of products is a perfect recipe for success!

Well and Good is proud to be Australian owned and made; our team is dedicated to creating excellent quality trusted products and keeping manufacturing jobs in Australia.



**ALL WELL & GOOD  
PRODUCTS ARE MADE  
IN A FACTORY FREE  
FROM ALL MAJOR  
ALLERGENS**



# FLOUR AND SAVOURY MIXES

Our plain and self-raising flour is used by some of Australia's leading food manufacturers. They're reliable, easy to work with and provide excellent final products. Of course, there's a lot more in our **Flour Range** including our ever-popular Pie Pastry Flour Mix.

## Premium Plain Flour

The Well & Good Plain Flour has become the benchmark in the foodservice industry. Excellent used for batters, biscuits, shortbread, sauces, soups and gravy.

+ Versatile and easy to use flour

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**Item No:** FS15 Plain Flour 15kg

**Weight:** 15kg & 5kg bags



### Premium Self Raising Flour

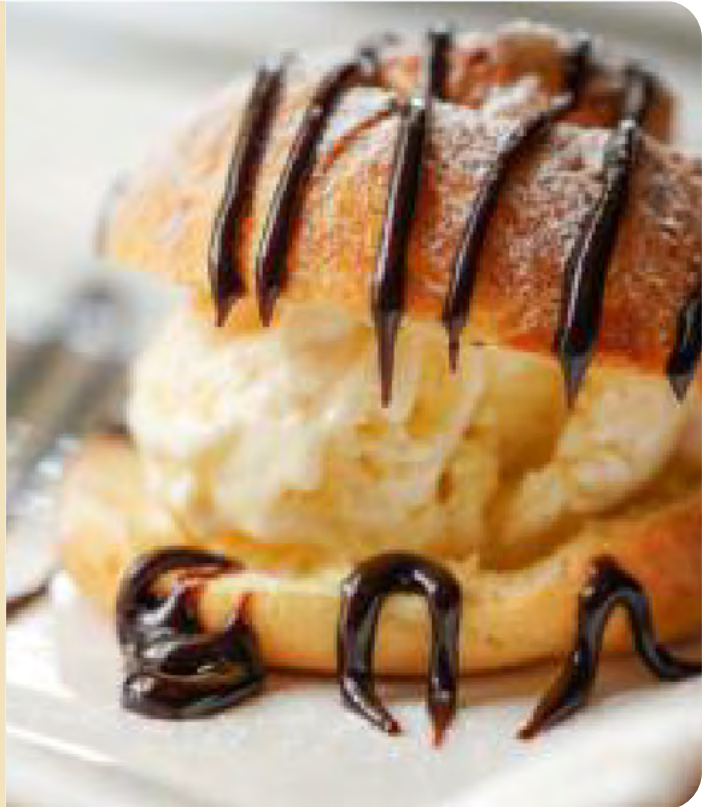
The Well & Good self raising flour allows customers to bake like they would with traditional wheat based flours. Traditional recipes are easily adaptable into gluten free options.

+ Makes: choux pastry, French style crepes, scones, pancakes, savoury muffins, cakes and more

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**Item No:** FS Self Raising

**Weight:** 15kg & 5kg bags



### Industrial Plain Flour

A basic gluten free flour that is formulated as an affordable option for foodservice operators. This flour is made without modified starches or other functional ingredients.

+ Best for large scale bakers  
+ Perfect for pastry making, muffins and cakes

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**Item No:** FS Plain Flour 25kg

**Weight:** 25kg bags





## Biscuit Flour

Biscuit flour is an economical ingredient that's a less sweet option with fewer active ingredients than premium cookie mix. It is a "blank canvas" for bakers who prefer to create their own unique biscuit recipes.

+ A basic low-cost flour

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**Item No:** FS15 Biscuit Flour

**Weight:** 15kg bag

## Premium Biscuit Mix

Well and Good's Gluten Free Cookie mix is versatile and easy to use! Products suited to this mix are; Chocolate Chip Cookies, Jam Drops, Red Velvet Yoyo's, Passion fruit kisses, Ginger Bread Biscuits, short breads and much more.

+ A popular mix for making a big range of biscuits.

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**Item No:** FS Premium Cookie Mix

**Weight:** 15kg bag





### Pasta Flour Mix

Well and Good GF Pasta Flour has strong firming and gelling capabilities, which works best for pies, pastry and pasta products.

+ Makes ravioli, gnocchi, pies and sausage rolls

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**Item No:** FS10 Pasta Flour Mix

**Weight:** 15kg & 10kg bags

### Pie Pastry Flour Mix

Use this mix to make delicious, flaky pie pastry that is perfect for mouth-watering pies.

+ Makes puff pastry  
+ Great for sausage rolls, pasties, strudel, apple pies, and burek

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**Item No:** FS15 Pie Pastry Mix

**Weight:** 15kg bag



# BREAD MIXES

We offer a wide range of gluten free **Bread Mixes** that allow bakers to put practically any bread on their menu. Bake crowd-pleasing crusty bread, artisan loaves, tortillas, pizza bases, and much more.

## Classic Bread Mix

A versatile gluten free bread mix, designed to produce a variety of traditional bread products including sandwich loaves, dinner rolls, almond bread, fruit loaves, excellent gluten free doughnuts and a yeast free pizza base.

- + No corn or yeast added
- + Versatile bread mix

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**Item No:** FS15 Classic  
**Weight:** 15kg bag





### Artisan Bread Mix

The Artisan Bread mix is versatile and accessible, producing high quality wheat free bread products including: rolls, baguettes, sliced bread, seeded loaves, boiled bagels, sweet bread, flat bread and more.

- + A more premium bread mix
- + Also makes pizza and pita bread

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**Item No:** FS15 Artisan flour

**Weight:** 15kg bag



### Crusty Bread Mix

Gluten free bread that's simple to bake that offers a beautiful crusty outside and a soft inside. Its versatility allows you to create a wide range of bread, rolls, pizza dough, and scrolls.

- + Create a wide range of bread with one mix

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**Item No:** FS15 CR Premium

**Weight:** 15kg bag

### High Tin Exotic Bread Mix

A light gluten free bread that makes delicious loaves, buns, and bruschetta. It is a specialty bread designed to work with either yeast, egg, or soya.

+ Delicious crust and high lift

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**Item No:** FS15 HTBread

**Weight:** 15kg bag



### Pizza & Bruschetta Mix

Cafes, restaurants, and pizza shops can easily make gluten free pizzas and bruschetta with this no-fail mix.

+ Versatile and easy to use

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**Item No:** FS15 pizza and bruschetta mix

**Weight:** 15kg bag



# CAKE & SWEET PREMIXES





# SWEET PREMIXES

We have perfected a range of **Cake Mixes and Flours** that allow foodservice operators to add delicious gluten-free items to their menu. A no-fail range of premixes that are versatile and easy to work with.

## Muffin Mix

This mix makes a deliciously moist muffin with a light crumb. The flavour profile is mildly sweet and subtle, allowing for additions of fresh fruits, berries, nuts or choc chips.

- + Versatile and easy to use
- + Also make waffles or orange poppy seed cake

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**Item No:** FS15 Muffin Mix  
**Weight:** 15kg & 5kg bags



## Chocolate Mud Cake Mix

A customer favourite and an Australian best seller, this mix is easy to use, freeze thaw stable and versatile. Well & Good Gluten Free Chocolate Mud cake is moist and dense in texture.

- + Also available: Devil's Food Cake Mix (lighter and higher rise)
- + Make mud cake and cupcakes

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**Item No:** FS15 Choc Mud  
**Weight:** 15kg & 5kg bags



## White Mud Cake Mix

A customer favourite and an Australian best seller, this mix is easy to use, freeze thaw stable and versatile. Well & Good Gluten Free White Mud cake is moist and dense in texture.

- + Also available: Devil's Food Cake Mix (lighter and higher rise)
- + Make mud cake and cupcakes

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**Item No:** FS15 White Mud  
**Weight:** 10kg bag



### Utility Cake Mix

An excellent base for carrot cake, banana cake, fruit cake, zucchini cake, and more. It is moist with a coarse crumb texture and has a distinct spice profile.

- + Lightly spiced flavour
- + Extremely versatile mix

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**Item No:** FS15 Utility Cake Mix

**Weight:** 15kg bag



### Sponge Cake Mix

This mix gives rise to the perfect sponge cake; it is light and airy in texture, tall and moist with the delicate flavour of natural vanilla bean.

- + Light and airy
- + Also make lamingtons, Swiss roll, pound cake

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**Item No:** FS15 Sponge

**Weight:** 15kg bag



## Banana Bread Mix

Banana Bread is made with real organic banana flakes, formulated to produce a moist bread-like texture and excellent slice strength.

- + Excellent shelf life
- + Freeze thaw stable

**Item No:** FS15 Banana Bread

**Weight:** 15kg & 5kg bags



## Cake Donut & Waffle Mix

Fry cake donuts that have a delicious light and airy texture.

- + Easy to use
- + Also make waffles

**Item No:** FS10 CK-Donut

**Weight:** 15kg bag



### Pancake Mix

A mix designed to produce fluffy golden pancakes, with a natural vanilla back note; they are like traditional pancakes in taste, texture and appearance.

- + Light and airy
- + Also make crepes

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**Item No:** FS Pancake

**Weight:** 15kg bag

### Instant Custard Mix

Well & Good's Instant Custard Mix is extremely easy to make. Perfect for making pouring custard or a thicker custard slice filling. Add brandy or chocolate for tasty flavour variations.

- + Instant, no-cook powder
- + Just whip and serve

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**Item No:** FS Instant Custard Powder

**Weight:** 15kg bag







### Premium Biscuit Mix

Well & Good's Gluten Free Cookie mix is versatile and easy to use! Products suited to this mix are; Chocolate Chip Cookies, Jam Drops, Red Velvet Yoyo's, Passion fruit kisses, Ginger Bread Biscuits, short breads and much more.

+ A popular mix for making a big range of biscuits.

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**Item No:** FS Premium Cookie Mix

**Weight:** 15kg bag

### Meringue Mix

The Well & Good meringue mix is the first of its kind. It's a plant based, egg free way to make meringues and layered pavlovas that never fail. One box makes 25 generous-sized meringues.

+ Easy to make, fail-free meringue  
+ Egg free, gluten free, plant based

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**Item No:** FS MEREN

**Weight:** 5x500g bags





# SPECIALTY AND VEGAN RANGE

Looking to set yourself apart from the rest of the pack? Our **Vegan Range** allows you to cater to a new customer base, bringing incremental sales to your business. The **Specialty Range** includes our much-loved cake donut mix and a no-fail pancake mix.



## Crispy Batter Mix

For fish 'n chip shops, adding a gluten-free menu offering will generate incremental sales for the business. The Well & Good batter mix makes getting started easy.

+ Easily add your favourite seasonings

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**Item No:** FS Crispy Batter

**Weight:** 15kg bag



### High Performance Egg Replacer Mix

A handy, zero-waste mix that works like a regular egg. Suitable for vegans and anyone with egg allergies, this is a plant-based mix that is made for binding and emulsifying.

- + Make cakes, cookies, and other baked products
- + Egg free, gluten free, plant based

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**Item No:** FS2.5HPEGG

**Weight:** 5x500g bags

### Vegan Whipping Cream Mix

Make plant-based whipping cream with premium taste and texture. Reduce waste by making up cream as required - once made up, the cream has an impressive 8 day ambient shelf life.

- + Holds its shape after piping
- + Use to make chocolate mousse
- + Lasts 1 month refrigerated

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**Item No:** WPB-Cream

**Weight:** 6x250g bags





### Vegan Plant Patty Mix

Combine this mix with water and oil to make plant-based meat ideal for burgers, sausage rolls and meatballs. Very lightly seasoned, to allow the user to create their own flavors.

- + Freeze-thaw stable
- + One 750g bag makes 22 burger patties

Item No: FS15 VPP-VMeat

Weight: 4x750g bags

**Well & Good Foodservice products**  
are available in 15kg, 10kg  
and 5kg bulk sizes.







# BAKED BREADS



## Large White Loaf

A lovely white bread that's soft, full of taste and doesn't crumble. This sliced loaf is an impressive size. It allows foodservice operators to make amazing sandwiches and toasties that their customers will love.

+ Also available in smaller 8x300g

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**Item No:** LRG White Bread

**Weight:** 4x 750g



## Large Seeded White Loaf

A delicious bread that's soft and full of sunflower seeds, poppy seeds and linseeds. A freeze/thaw loaf offering a cost effective solution for foodservice operators.

+ Also available in smaller 8x290g

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**Item No:** LRG Seeded Bread

**Weight:** 4x 740g



## Fruit Loaf

Delicious gluten free fruit loaf baked fresh with a lovely cinnamon flavour and full of sultanas.

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**Item No:** Fruit Loaf

**Weight:** 8x 320g



## Hot Cross Buns

Our delicious award-winning gluten free hot cross buns are available for a limited time around Easter. They are baked fresh, full of sultanas, currants and cinnamon flavour.

+ Also available:  
Choc Chip, Fruit buns

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**Item No:** Hot Cross Buns

**Weight:** 4x 70g, 8 packs/carton



### Hamburger Buns

Soft on the inside with a golden chewy exterior, these hamburger buns are an essential building block to the perfect gluten free hamburger.

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**Item No:** Hamburger Buns

**Weight:** 3x 75g, 8 packs/carton



### Brioche Buns

Exquisite gluten free brioche buns that are soft and slightly sweet on the inside with a glazed golden crust. These buns are free from eggs and dairy so they're vegan friendly.

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**Item No:** Brioche Buns

**Weight:** 3x 75g, 8 packs/carton

### Slider Buns / Dinner Rolls

Soft and fluffy buns to create perfect sliders, mini salad rolls or just heat up and serve as dinner rolls.

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**Item No:** Slider Buns

**Weight:** 6x 35g, 8 packs/carton



## High Fibre Ciabatta Rolls

A lovely bread that's soft and perfect for paninis, bruschetta, pizza loaf and much more.

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**Item No:** HF Ciabatta

**Weight:** 2 x120g, 8 packs per carton



## Hot Dog Buns

Traditional hot dog rolls that offer a versatile solution. This roll allows you to make a range of popular menu items including garlic bread, bruschetta, banh mi and hotdogs.

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**Item No:** Hot Dog Buns

**Weight:** 3x 100g, 8 packs/carton



### Artisan Loaf White

A rustic white artisan bread that has a crusty exterior and soft white interior. This is an unsliced loaf that has been par-baked so that all you need to do is pop it in the oven to finish the cooking process.

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**Item No:** Artisan-White

**Weight:** 4x 500g



### Artisan Loaf Olive

An artisan olive bread that has a crusty exterior and soft interior filled with olives. This is an unsliced loaf that has been par-baked so that all you need to do is pop it in the oven to finish the cooking process.

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**Item No:** Artisan-Olive

**Weight:** 4x500g

### Artisan Loaf 7 Seeds

A 7 seed artisan bread that has a crusty exterior and soft, seed filled interior. This is an unsliced loaf that has been par-baked so that all you need to do is pop it in the oven to finish the cooking process.

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**Item No:** Artisan-7 Seeds

**Weight:** 4x 500g





7 HANDY TIPS FOR  
ADDING GLUTEN-FREE  
MENU ITEMS IN  
YOUR KITCHEN

# COOKING GLUTEN-FREE

- 1 Schedule the manufacture of gluten free products first thing in the morning and separately from other products.
- 2 Totally clean down the kitchen the night before production and clean down immediately before production.
- 3 Small bakeries can use a dedicated bowl and wooden spoon.
- 4 Larger volumes or wholesale bakeries may need to use a dedicated mixing bowl and beaters, paddle, or hook.
- 5 A dedicated set of tins is ideal; alternatively, bake in baking paper or foil to avoid cross-contamination.
- 6 If you are baking gluten free items with other products, place gluten free on the top rack of the oven to avoid falling crumbs.
- 7 Validation via laboratory testing will provide in-house and consumer confidence in your business.

**We recommend contacting Coeliac Australia to discuss getting endorsed and for assistance with adding gluten free products to your business.**





# WELL & GOOD

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