



**TROO<sup>®</sup>**

**BRINGING A SMILE TO  
GUT HEALTHY EATING**



**Product Brochure**





## A MESSAGE FROM OUR FOUNDERS...

*Hello,*

*Firstly thanks for your interest in Troo Foods Ltd. We are on a mission to make people as passionate about gut healthy eating as we are, it is so fundamental to our physical and mental health & wellbeing.*

*We have grand plans and look forward to the day when everything we eat tastes amazing, is ethically sourced, has some health benefits and also makes us happy. We are starting with breakfast products aimed at giving people the best gut healthy start to the day.*

*We cannot succeed without people like you supplying our customers please join our quest to help people to eat better, eat well, eat **TROO**.*

**HELENOR & MICHAEL ROGERS**

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## HOW TO ORDER

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**EMAIL US: [ORDERS@EATTROO.COM](mailto:ORDERS@EATTROO.COM)**



**CALL US: +44 (0) 1227 392 228**



**BE SOCIAL - JOIN US @EATTROO**





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## 5 REASONS TO ORDER FROM TROOFOODS...

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1

### TROOLY HEALTHY DELICIOUS PRODUCTS

All of our products have been especially developed to be gut healthy and provide the maximum nutritional value without compromising on taste. Our recipes are vetted by an independent nutritionist to tick the health boxes and then tasted by many harsh critics to make sure they are blooming scrumptious too, always.

We are so confident in our products that **we offer a sale or return policy with every first order**, a no quibble guarantee.

2

### NO FAKE NEWS – HONEST & TROO

In the health food world there is sadly quite a lot of pseudo health guff out there. This is NOT us. We're just as we say we are; TROO. We use 100% natural ingredients, no dodgy additives or preservatives, just honest goodness. We manufacture in the UK and use beautiful British gluten free oats. Simple really.

3

### FANTASTIC FOOD FOR EVERYONE

One of the best parts of our work is meeting people who really love our products. This is especially touching when we meet those with restricted diets. We really enjoy making food that diabetics, those with a gluten intolerance; vegans etc can get stuck into without any worries. So heart-warming.

4

### WE TAKE IT PERSONALLY

We pride ourselves in being straight forward to deal with. We're a no nonsense, say it as it is kind of team. The aim is to deliver great, personal service every time and have a bit of fun along the way. If this isn't happening we want to know...

5

### GOING THE EXTRA MILE

We want to help you succeed with our products and are keen to get involved in your activities. We can also help you develop and launch specific events for your customers. From social media to tastings to fairs and festivals, we'd love to help.



# PRODUCT SPECIFICATION



- Debunks the myth that healthy food comes with a taste compromise
- **HEALTHY, DELICIOUS GRANOLA** - lowest sugar, very high fibre, gluten free, source of protein, nutrient rich, low GI, no artificial additives or preservatives or emulsifiers, packed with prebiotics; gut healthy; in line with major food trends
- Bright, bold **plastic free** bags, the first in the cereal category
- Encourages consumer trade up adding value to the category
- Especially suitable for vegans, diabetics & those on a gut healthy or gluten free diet

	CHOCOLATE	SEEDY	NUTTY
SKU	521	485	487
EAN	506057322000	5060573220019	5060573220026
CASE	15060573220009	15060573220016	15060573220023
RRP	£4.99		
CASE CONTENTS	8 X 350G BAGS -TOTAL WEIGHT 3KG		
CASE DIMENSIONS	W 207mm L 497mm H 270mm		
PRODUCT LIFE	6 months from manufacture		
CLAIMS	GLUTEN FREE, DAIRY FREE, VEGAN, SUITABLE FOR DIABETICS		

★ **NEW** ★

**TROO**<sup>®</sup>

## PRODUCT SPECIFICATION



- The innovative functional sweetener that we use in our granola,. Packed with prebiotic fibre, the essential food that nourishes our good gut bacteria
- **CHICORY ROOT FIBRE SYRUP (INULIN)** - 65% soluble fibre, only 9g natural sugars, less than half the calories of sugar,, completely natural
- Scientifically proven to support a healthy digestive system and help manage blood glucose levels (EU approved claims)
- Also proven to reduce visceral fat and help aid sleep—as shown in recent BBC Health Programmes.

	<b>PURE</b>
SKU	033
EAN	5060573220033
UPC	15060573220030
RRP	£6.99
CASE CONTENTS	6X 250G JARS -TOTAL WEIGHT 5KG inc jars
CASE DIMENSIONS	tbc
PRODUCT LIFE	12 months minimum
CLAIMS	GLUTEN FREE, DAIRY FREE, VEGAN, LOW GI

"At last, a great tasting granola that's low in sugar...."

Customer  
FREE FROM FESTIVAL BRISTOL

"What I love about these is that they only use real wholesome ingredients which shows how easy healthy eating can be and how easy it can be to nourish your body"

@wanderlustingforever  
INSTA

"Could I try it again, it's so delicious, is 3 too many, ooops?!...."

Trialist  
LONDON OFFICE SAMPLING

"This is the best vegan breakfast ever, I LOVE it!"

Customer  
ALLERGY & FREE FROM SHOW  
LONDON

## WHAT OUR CUSTOMERS SAY...

"Are these really OK for diabetics? This will be my new breakfast!, the rest I've tried have been so awful"

Customer  
CARFEST SOUTH

I've been around the whole free from festival and this is definitely the best tasting granola here...

Customer  
FREE FROM FESTIVAL BRISTOL

"These flavours sound amazing... dark choc and orange 🍷🍷🍷"

@hrrorrisroe  
INSTA

"Lovely eye catching packaging"

@the hungryfoodmonsters  
INSTA



## Selling Advice

Obviously we know a lot about our products and are always ready to help you with any questions. We've also got specialists on board if there is specific advice you need, for example with Nutrition queries. Just get in touch using the contact details below.

## Ordering

We have a minimum order value to qualify for free delivery. If your order is below this, a P&P cost will be charged.

## Product Care

Although our products are ambient, like most other products they will not tolerate excessive heat, cold or humidity. Adverse storage conditions will impact on product quality and shelf life which isn't good for either of us.

## Prices & RRP

We provide a RRP for your guidance only, you can of course charge whatever you think is appropriate. If you have any questions or suggestions with regards to pricing or promotions do get in touch, we are always ready to listen.



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