



DELICIOUS • TOP 14 ALLERGEN FREE • WITHOUT DOUBT

Creative Nature®

FREE FROM GLUTEN, DAIRY & NUTS

AWARD WINNING FREE FROM BRAND

JULIANNE PONAN MBE

Sitting on the allergy table
to Exporting to 17 countries

THE 'WHY' BEHIND CREATIVE NATURE

My first anaphylactic reaction!

First day of a new school!

'THE ALLERGY TABLE'



MY JOURNEY- THE MILESTONES

Started from the Kitchen Table

Profitable in 18 months

Called a 'Little girl' and failed to get Investment

Launched into a supermarket with just 2 people

Went on Dragons Den

Launched into more retailers

Crowdfunding Raise £500'000 at a £6million Valuation

Launched across 6 airlines, became a leader in the field

Brand stocked in 17 countries!



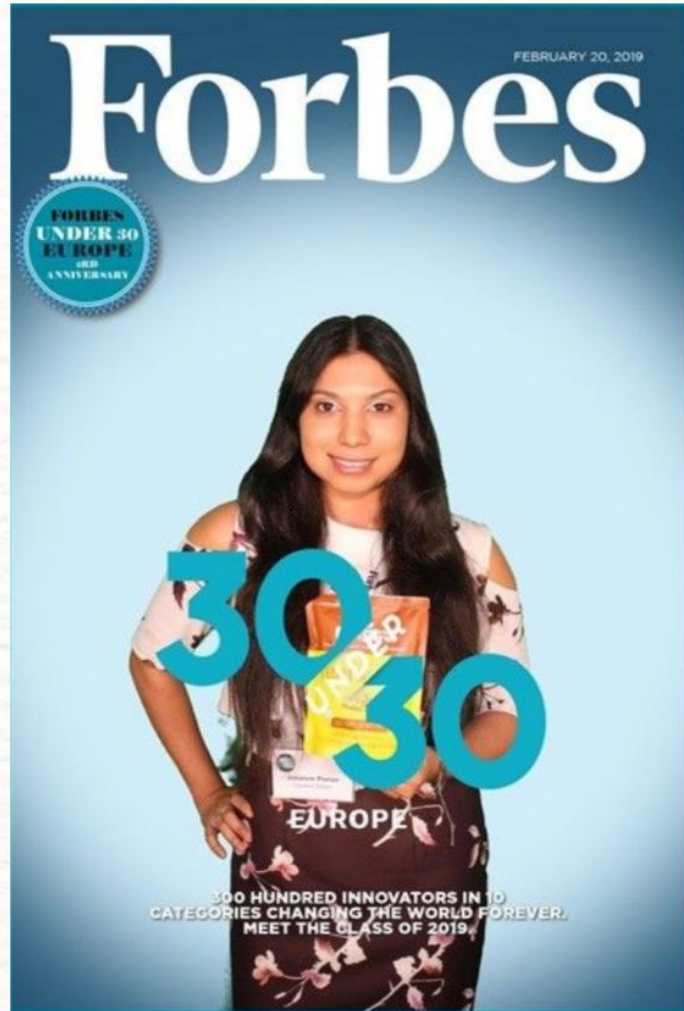
Sainsbury's **TESCO**


ocado

Holland & Barrett

ASDA

WHY DISTRIBUTORS CARE ABOUT YOUR CREDENTIALS



EXPORT CHAMPION – DBT

Now exporting to 18 countries worldwide.

Flying with 6 international carriers servicing the Globe!

Stocked in all major UK retail markets; present in over 3000 storefronts!

THIS DID NOT HAPPEN OVERNIGHT!



THE CHALLENGES IN EXPORT

- Labelling - EU require pre-packed products need to have FBO(Food business operator) address on all products.
- Understand who is responsible for labelling whether this needs to be done.
- Shipments can get held up due to incorrect documentation
- Before pricing understand how many people are in the chain and whether there is also an importer needed/ broker.
- Samples Issues - Airline contract
- Different paperwork each time which means difficult to navigate as an SME



MY KEY LESSONS IN EXPORT!

- Understand the market through doing a market evaluation/ Business Model Canvas. NO SCATTER GUN!
- Understand your resources and what grants/ programmes are available to help you. The Export Academy.
- Finding the right partner whether that be a distributor or agent and BE AVAILABLE ON WHATS APP!
- Get our distributor to understand your WHY - Credibility matters. Exporting to Japan within 4 months of the Trade Mission!
- Actively approaching opportunities, lean into exporting understanding where you can find them such as trade missions, The Great British Food Programme or .GOV.



THE KEY LESSON I HAVE LEARNT

Consistency - the daily 1%

Reading 20 pages per day = 30 books per year

Walking 10'000 steps a day = Over 66 Marathons in a year!

If you invested £1000 in apple stocks 20 years ago, it would be worth more than £285,000 today.





Ocado adds section for foods free from all 14 top allergens on site

Niamh Leonard-Bedwell
Ocado has introduced a dedicated space for products that are free from all of the top 14 allergens. The retailer quietly added the 'Top 14 Allergy Free' search filter to its website last month. At the time of writing, a search using the filter returned 65 allergen-free products from brands including Free & Easy, Eat Real, Kirsty's and Creative Nature. Ocado Retail buying manager Charmaine Trotman said the retailer was "passionate about creating a shopping



Brands such as Kirsty's and Free & Easy are in the filter

and meticulously check labels when grocery shopping, she said. Ponan told The Grocer she had spent "a good three years" lobbying for retailers to introduce areas for foods free of the top 14 allergens, writing to Dominic Raab and meeting with the Food Standards Authority to discuss the matter. The free-from aisle has become "more of a lifestyle aisle" for those selectively excluding ingredients like gluten and dairy, said Ponan. She pointed to the rise in use of "alibi labelling", which sees potential allergen traces flagged up on packs of brands that market themselves as free from.



Allergy Campaigner's Awareness Programme Goes Viral!

OUR MISSION:
MAKING THE WORLD A BETTER PLACE FOR PEOPLE WITH ALLERGIES.

