



## Good4U

### Company address

Finisklin Industrial Estate, Sligo

### Contact details

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### Channel:

Foodservice

Online

Retail

Good4U is an award winning, family run business based in Sligo. It was founded by the Butler family in 2004 with the vision to become the world's most loved and trusted health food brand. More than a decade on, that vision is becoming a reality with Good4U products on the shelves of some of the largest retail chains in the world in both the sale of branded and private label snacks and ingredients. The company have stayed true to their mission of providing their community with clean, honest, nutritious and tasty snacks and ingredients at affordable prices. It all began when Good4U launched Super Sprouts after being

introduced to the sprouting phenomena. It is well documented that sprouts contain cancer-protective compounds and this was something the Butler family wanted to ensure was readily available to the market. Now market leaders in the UK and Ireland, Good4U sprouted seeds are on the shelves of over 2000 supermarkets. The company diversified into snacking in 2017 and now supply a wide range of healthy snacks for all the family which have been recognised with over 20 awards both nationally and internationally including Blas na hEireann, Sainsburys Top New Product, Free From Awards, The Grocer Award and Quality Awards to name a few. The ever-expanding product development team work continuously on developing innovative products to meet the shifting demands and trends of a dynamic and exploding market. Good4U have an array of product innovations on the horizon.



## Why Us

Good4U strive to empower people of all ages to live a healthier life with their nutritious foods and snacks. Passionate about making healthy eating accessible to everyone Good4U take a two-pronged approach;

1. We equip people with information that enables them to make better food and lifestyle choices through expert advice from nutritionists & dieticians and a digital platform for our community to learn, engage and share experiences.
2. We create and offer healthy, honest and nutritious snacks and ingredients at an affordable price

Good4U is revolutionising the health food and snacking space with a no compromise approach we believe that health foods can be honest, tasty, inclusive and affordable, whilst always placing product integrity at the heart of everything we do.

## Our product range



Energy Balls:

Cocoa & Orange

Mint & Cocoa

Banana & Cocoa

Kids Mini Energy Balls:

Strawberry

Banana

Super Shots:

Energise Cocoa & Orange

Focus Apple & Cinnamon

Recharge Coconut & Berry

Veggie Protein Smoky BBQ

Veggie Protein Tandoori Crunch

Veggie Protein Salt N' Pepper

Sprouts:

Super Sprouts

Quinoa Sprout Mix

Lentil Sprout Mix

Super Seed Pots:

Super Seed Sprinkles

Super Fruit & Seed Sprinkles

Coconut Super Seeds

Orange Super Seeds

Omega Super Seeds

Salad Super Seeds

## Markets

Europe

Middle East

UK & NI

## Durabilité

Origin Green Verified Member

## Our Accreditations

- BRC
- Origin Green Verified

## Our Awards

Free-From Food Awards 2017, Bronze - Energy Balls Cocoa & Orange

Sligo Business Awards 2017 - Winner "Best Family Business"

Irish Quality Food, Q Awards, 2016 'Highly Commended' - Orange Super Seed Pot