



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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IS CARING**



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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 Flavours & Colours

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 Flavours & Colours

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 Flavours & Colours

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**

Performance



SHARING
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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 flavour 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.

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 ingredient sourcing, clean deck, manufacturing process and positive release testing we can, unlike the majority of manufacturers, have the confidence not to have “may contain” disclaimers that frustrate allergy sufferers worldwide.

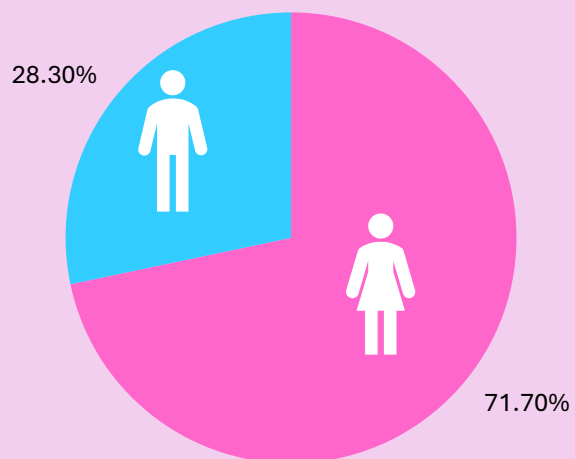




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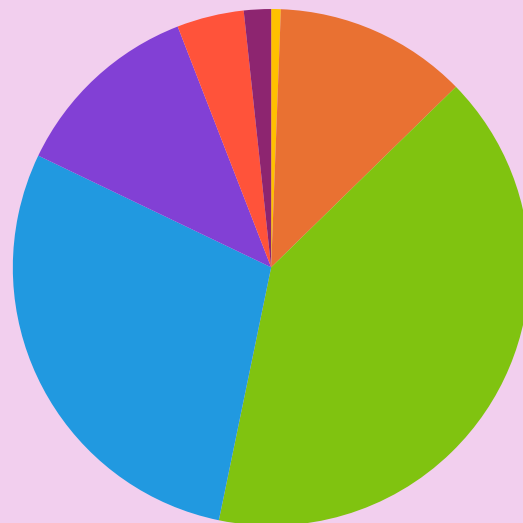
Our Consumer?

GENDER



Female Male

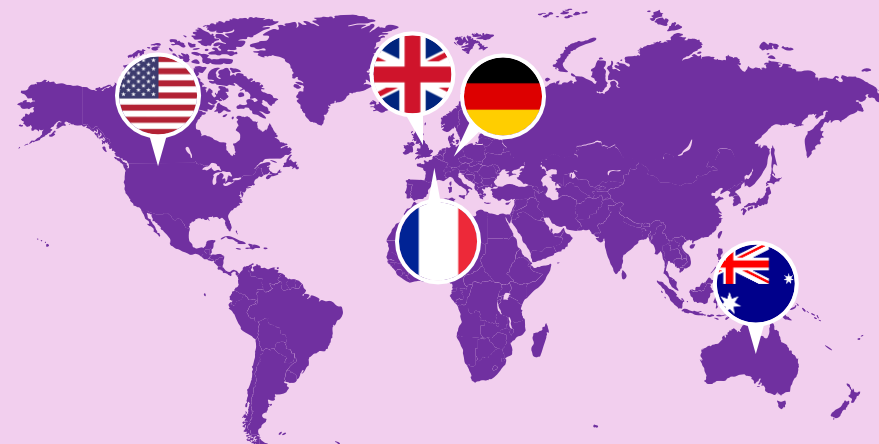
AGE



13-17% 18-24% 24-34% 45-44%

45-54% 55-64% 65+%

TOP 5 COUNTRIES





**SHARING
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OUR ETHOS

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

**SIMPLE &
SUSTAINABLE**

**CLEANEST/NATURAL
INGREDIENTS**

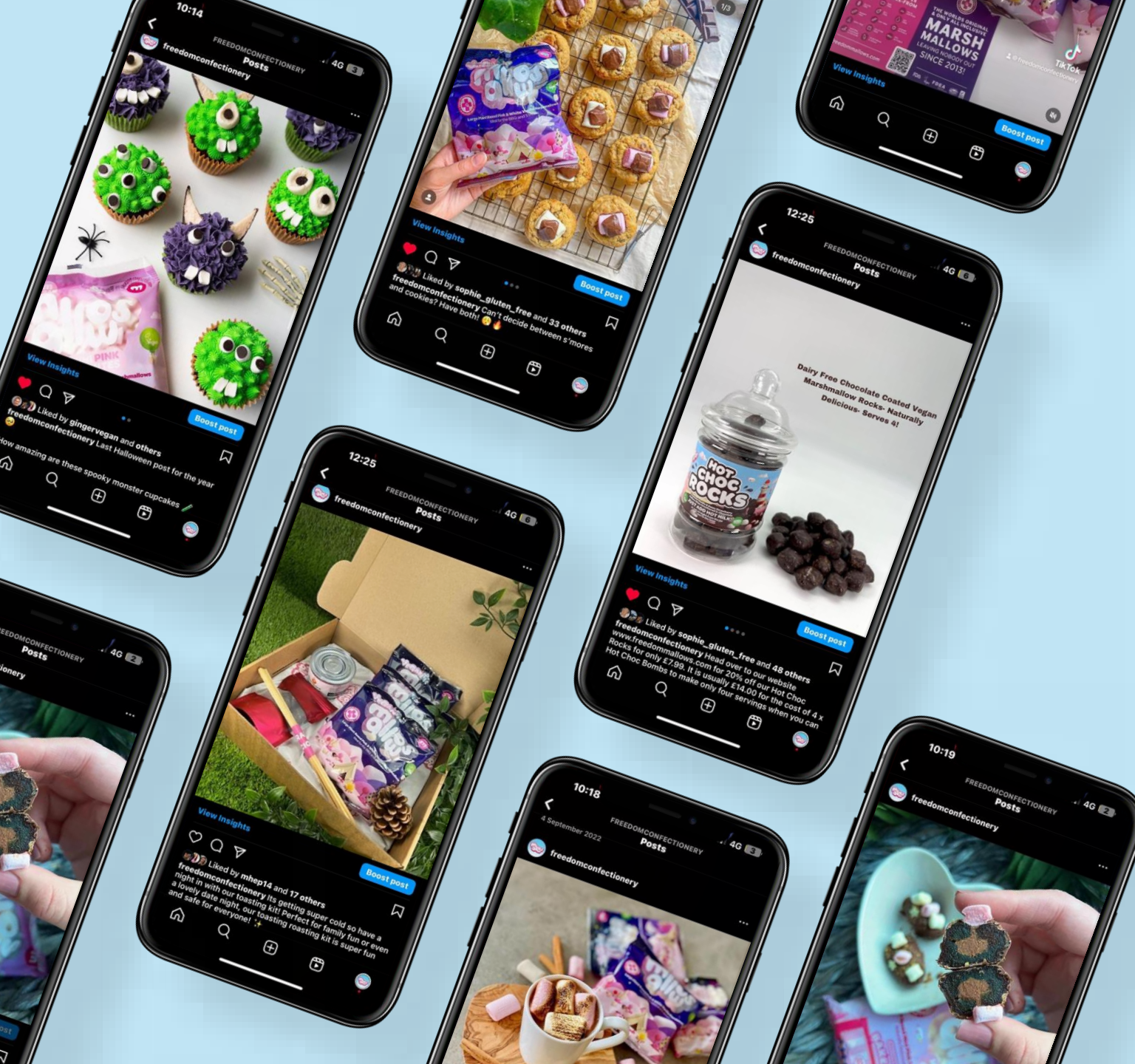
**SOURCING
QUALITY
INGREDIENTS**



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Social Media Presence





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Influencers



Mary McCartney

290,000

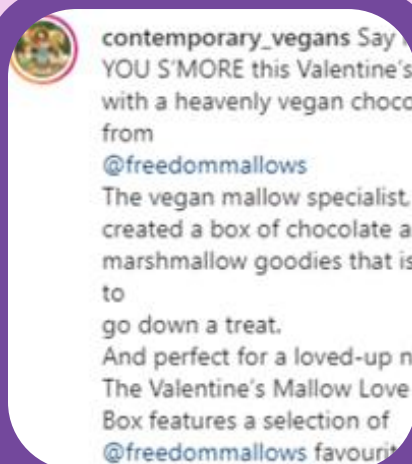
followers



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



FMCG
BUSINESS

Kennedy's
Confection



omyoga
& lifestyle



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

Lancashire Times
A VOICE OF THE NORTH

The Visitor

LANCASTER
GUARDIAN

OPERA
NEWS

Choice

SLOAN!
magazine

Be Inspired
Free Local Lifestyle Magazine

VeganLife

VegNews



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'



BUTTERMILK
treat yourself better

Orkla

Dawn
FOOD PRODUCTS, INC.

COCOBA
EAT. DRINK. LOVE. CHOCOLATE



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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

