

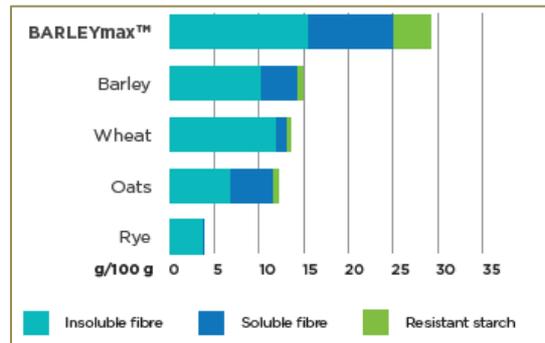
Freedom Foods Group in the top 5 most innovative companies in the world in the World Innovation Awards 2018

Freedom Foods Barley⁺ Seven Seeds Bars & Messy Monkeys Wholegrain Bites take out Finalist Positions in the 2018 World Innovation Awards

Barley⁺ Seven Seeds Bar was announced as the finalist for the 'Best' Snack category in the World Innovation Awards.



Barley⁺ is a breakfast muesli, flatbread wrap and muesli bar range launched recently by Australian Natural Foods company, [Freedom Foods](http://FreedomFoods.com.au) Group. The [Barley⁺](http://Barley.com.au) range is rich in a special high fibre, non-genetically modified barley whole grain called BARLEYmax™. This grain was developed by CSIRO using conventional plant breeding methods and is very high in resistant starch fibre, soluble fibre and insoluble fibre (see figure).



Sports professionals including *Rabbitohs*, *Waratahs*, *Victorian Amateur Football Association*, *Olympian Swimmer Leisel Jones* and high profile dieticians including *'The Fitness Dietician'*, *Leanne Ward* have incorporated Barley⁺ in their diets driven by the value of good gut health and it's fat loss benefits. Three of the Rabbitohs team undertook a pre-season gut reboot losing a combined 14.3kg.



Messy Monkeys Whole grain bites is one of the finalists in the children's nutrition range.



Kids snacking really can be healthy with Freedom Foods Messy Monkeys Whole grain bites containing only natural ingredients, these tasty Whole Grain Bites have no artificial colours, flavours or preservatives. You won't find any palm oil, MSG or other nasties in these either. Messy Monkeys is the perfect addition for any canteen or lunchbox, with a Health Star Rating of 4, so you can be assured your little one is getting all the good stuff.

Back to school meal planning for kids can be a daunting task for many parents, hassling to find the healthiest, and easiest snacks for kids that are both nutritious and delicious for them, and will fuel them through all the day's activities. According to Nutrition Advisor Dr Joanna McMillan "The new range of Messy Monkeys bites makes getting kids to eat a healthier diet a whole load easier".

After the success of launching Messy Monkeys wholegrain bites, Freedom Foods is about to launch new range extensions over the coming months.

If you would like to interview Dr Joanna McMillan or sample the please contact: Katy Moore, Polkadot Communications, 02 92814190 or katy@polkadotcomms.com.au

Notes to Editor

Trusted nutritionist and healthy lifestyle authority, Dr Joanna McMillan, is working with Freedom Foods as their Nutritional Advisor. Joanna's role is to review and assess all the company's products and offer an impartial and authoritative opinion to guide both Freedom Foods and Australians to boost their vitality and inner wellbeing.

About Freedom Foods Group:

Freedom Foods Group is a listed innovative FMCG company that has a mission of making food better. They make great tasting, high quality, healthy foods and beverages for Australia and overseas. For more information about Freedom Foods and their products, please visit: www.ffgl.com.au

