



Sleaford Quality Foods Ltd to launch exciting new 'free from and vegan friendly' Foodservice range.

- **Our Earth products will focus on traceability back to source and 'Free From' claims.**
- **The exciting new range will deliver unbeatable flavour from sustainable ingredients as part of a balanced diet for both conventional and vegan diets.**

Sleaford Quality Foods (SQF), a leading cross-category supplier to the foodservice and catering industry, is set to launch a new range in the UK with sustainability at its heart.

SQF's new Our Earth range includes products providing full traceability back to source, offering natural ingredients and sustainability without ever compromising on flavour.

Our Earth will launch on July 29th across the UK with a range of on trend products including gluten-free, dairy-free, palm oil-free, vegan, Halal and Kosher diet suitable options.

Initial product launch range includes Gravy Mixes, Bouillons, Stuffing's, Yorkshire Pudding Mixes and Jelly Crystals delivering unbeatable flavour as part of a balanced diet.

Tracey Siddy, Head of Innovation & Marketing at Sleaford Quality Foods commented: "The Our Earth range is the latest move from Sleaford Quality Foods to continually improve sustainability in the food industry with products that can be traced back to source, while providing meal solutions for a range of dietary preferences"

"All Our Earth products will be lovingly made and blended in our state-of-the-art production facility in Lincolnshire"

The news comes after SQF unveiled a pledge in February to ensure all its packaging is recyclable or compostable by 2022.

SQF has recently changed the colour of its plastic packaging from black to white to become more environmentally friendly, all packaging used for the Our Earth brand will be 100% recyclable.

Tracey added: "We really care about our customers, the planet, and the welfare of everyone involved in the supply chain. The Our Earth brand is a reflection of our commitment to a sustainable future"

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