



Lazy Day Foods



Dr. Sally Beattie and Emer Bustard



Introduction

Lazy Day Foods are a specialist company making unique range of free from products.



- ✓ Gluten free
- ✓ Wheat free
- ✓ Dairy free
- ✓ Egg free
- ✓ Vegan
- ✓ No hydrogenated fats
- ✓ Yummy!



Dr Sally Beattie

- Sally is a food scientist, receiving a PhD from Glasgow University in 1997.
- 6 years with multinational Kerry Foods in a senior product development role.
- Sally has several food intolerances herself and has direct experience of this sector.





Scientist and mum

- Finlay was diagnosed with a dairy intolerance at age 10 months











Emer Bustard

- Emer has a strong food technology background, and is qualified to MSc standard.
- 7 years with multinational Kerry Foods in a senior product development role.





Why Lazy Day Foods?

- The number of people affected by food intolerances and allergies is on the increase.
- One in 100 people in UK are diagnosed Coeliac (chronic allergy to wheat and gluten).
- Around one third of adults claim to have food intolerances (Mintel 2006).
- One in 5 children under the age of 5 are affected by food allergies.
- It is estimated that 3 million people with dairy intolerances exist within the UK.
- 3 million people are vegan and vegetarian.



Stirling Farmers' Market





Stirling Farmers' Market





Hand made with care....

- Lazy Day Foods products are all
 - **hand made**
 - **dedicated gluten-free production facility**
- Conform to new CODEX standards of <20ppm









Our Products

- Lazy Day Foods use high quality ingredients in an innovative way.
- Lazy Day Foods believe “free-from” should not mean free-from taste.
- And that everyone deserves a little luxury in life.



Lazy Day Foods - making it easy for people with food intolerances and those who cater for them!





Product Range

Belgian Dark Chocolate Tiffin

(Short-listed for the Scotland Food and Drink Excellence Awards 2008).



Millionaire's Shortbread



Product Range



Scottish Shortbread Range

Includes chocolate chip and fruit shortbreads, and seasonal varieties.



Chocolate and Plain Ginger Snaps





Recently launched

- **Rustic Savoury Biscuits**
 - A subtly flavoured crunchy biscuit with a coarse texture.
 - These have undergone consumer taste assessments and are proving to be very popular.
 - An ideal accompaniment to soup, dips or as a snack on their own.
 - Dairy free, but we are told it is great with cheese!
 - (Free-from gluten, wheat, dairy, eggs. Suitable for vegans).





New Products coming soon ...

- **Celebration Cakes and Brownies**
 - An exciting new range of celebration cakes and Brownies will soon be ready for launch.
 - Mouth watering flavours:- double chocolate, lemon drizzle, rich gingerbread and succulent fruit cake.
 - Light and moist - a truly luxurious treat for any occasion!
 - (Free-from gluten, wheat, dairy, eggs. Suitable for vegans. Contains soya).
- **Pastry**
 - **Deliciously light and crumbly shortcrust pastry.**
- **Scones**
 - **Fabulous texture**
- **Luxury Desserts**
 - **Tarte au Chocolat- A truly decadent treat!**



Testimonials

- *“Had a taste of your shortbread at the National Trust coffee shop in Charlotte Square, Edinburgh. Also took home a packet of the ginger biscuits to try. The BEST biscuits and shortbread I have tried so far in my Coeliac diet!”*
- Muriel Rintoul, Edinburgh (customer).
- *“Just to let you know that we purchased your biscuit range today, and my son thinks that your chocolate chip shortbread is the best biscuit he has ever tasted. Thank you.”* – Catherine Knowles (customer).
- *“Many customers are making special trips to the shop specifically for Lazy Day Foods products.”*
- Robin Wicks, Complementary Health Centre.
- *“We have been thrilled with the customer response. Sales have increased order on order. The products have really filled a gap in the market.”*
- Louise, Food Hall Manager.



Contact Us

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