



The **delicious** solution

A new range of pasta and curry sauces market health food as a mainstream grocery item – and it's attracting customers for its taste ahead of its health benefits. **WORDS FOOD & WINE EDITOR DAVID SLY**

RONNIE AND MARTINE Banks are spirited, enthusiastic eaters, the types who plan their travels around where they want to dine. So it came as a jolt when Ronnie was diagnosed with Irritable Bowel Syndrome (IBS) many years ago. It means sticking to a strict regime – no onion, no garlic – that saw the couple working vigorously at home to prepare new recipes from scratch each night to fit the diet. It was painstaking work, but they continued to eat very well. Then, Ronnie mused about the convenience of having prepared jars that suited his diet, and their eureka moment arrived.

The Bankses have created a range of six sauces – two Thai curries, two Indian curries and two Mediterranean pasta sauces – that comply with the low FODMAP diet, which was designed at Monash University in Melbourne to aid those with IBS. Branded as SOME Foods (to represent that only some foods can be eaten within a low FODMAP diet), they have designed a business from their home at Clayton near the Murray Mouth. While this may seem isolated, they have tapped into a vibrant south coast foodie community offering great support and encouragement for their products.

SOME Foods' most ardent initial supporters include Stephen Schmitz and Peta Dougherty-Allandon of the burgeoning Jetty Food Store in Port Elliot. "These products tick all the

boxes," says Stephen. "They taste great, they look good in smart packaging and they stick to strict dietary requirements. It's everything a fresh food customer is looking for."

The Bankses also found a likeminded, ambitious food distribution company, E-West Group, which is getting SOME Foods sauces into mainstream supermarkets, especially Foodland – and this is the game changer for a small, specialised food product.

What is a FODMAP diet?

FODMAP is an acronym for a group of short-chain sugars (carbohydrates) found naturally in many foods that, when poorly absorbed in the small intestine, ferment in the large intestine and trigger Irritable Bowel Syndrome, resulting in increased gas and more water passing into the bowel.

Common examples of these sugars include:

- Oligosaccharides – onion, garlic, beetroot, artichoke, wheat, rye, legumes
- Disaccharides (lactose) – milk, cream, yoghurt, ice cream
- Monosaccharides – honey, pear, watermelon, mango
- Polyols – apple, apricot, prune, mushroom, cauliflower, celery, sweet corn

Planning an effective low FODMAP diet is complex, and best undertaken in consultation with an experienced dietitian, to ensure a balanced diet.

"For so long, products associated with diets were only found in health foods stores," says Ronnie Banks. "We want these to be mainstream products, because they don't taste different or lack flavour because they are aligned to a specific diet. This is why we have been actively giving taste demonstrations in Foodland stores, and found that people who sample the sauces are buying them on taste alone, ahead of health benefits – although consumers then consider this a great additional benefit."

The Bankses say that having a presence in mainstream supermarkets is also the best way to spread information about what they see as a significant and unspoken common dietary problem. IBS affects one in seven adults in Australia and is the second most common reason people have sick days from work and school.

To further promote their new sauces and a health message in tandem, they recently teamed with Weerona Surf Co. of Port Noarlunga to raffle five SOME Foods branded surfboards for customers. Their message that exercise and stress reduction aids a low FODMAP diet to counter IBS will be reinforced when they raffle branded stand-up paddle boards next summer.

SOME Foods is looking to continue growth – "We have more product ideas than you can imagine," says Ronnie – and is keen to build interstate sales early in 2015. 🍷

Details: somefoods.com.au