

# TRADE BROCHURE

2021/22



# CONTENTS

Trade Brochure '21

01

BRAND INTRO



02

BCORP



03

DAIRY-FREE  
DRINKS



04

MEET OUR TEAM



05

CEREALS



06

SOURCING &  
PACKAGING



07

SNACKS



# 01

# HELLO!

Rude Health started around Nick and Camilla Barnard's kitchen table in 2005 with the Ultimate Muesli. Now we're found in fridges and cupboards all over the world. Our range is **bigger** but our approach to all our foods and dairy-free drinks remains the same. **Quality ingredients. Nothing artificial.**

- *On a mission to make the healthy choice a celebration, not a sacrifice*
- *Proud to be a B Corp*
- *24 Great Taste Awards*

Get ready to twist lids and tear into cereal boxes. Because when the **healthy choice** tastes this mind-bendingly **delicious**, it's always a **celebration**.

**V+** Vegan   **V** Vegetarian   **K** Kosher   **GF** Gluten Free





# WE'RE A BCORP!

For us that means continuing to do business the bright way. Supporting our team of glass-half-fullers, championing sustainability through our sourcing and packaging, all whilst leaving the planet, our team and everyone who enjoys our food and drinks in ruder health.

**100%**

Renewable electricity  
in our office.

**88%**

Of our packaging is  
made from recycled  
materials.

**5%**

Of our profit goes  
to charity.



# THE MILK ALTERNATIVES

Dairy-free, flavour full drinks, all made with natural ingredients



# THE CORE

Deliciously versatile dairy-free drinks for everyday use.  
All made with organic ingredients and no added anything.



## ALMOND

Made with organic, sun-soaked Sicilian almonds. One sip and you'll know why it's our best-seller.



1L x 6



## OAT

We use British gluten-free oats for a creamier, more delicious taste and less travel.



1L x 6



## SOYA

Made with straight up sustainable non-GM soya from Europe.



1L x 6



## COCONUT

A creamy, silky drink made with whole organic coconuts & no monkey business. Take your taste buds to the tropics.



1L x 6



# THE HARDCORE, WANT MORE

Rejoice in choice! Discover our range of flavour-first organic dairy-free drinks.



## ROASTED ALMOND OAT

The perfect blend of our two best sellers. We couldn't pick a favourite, so why should you?

K V+

1L x 6



## BROWN RICE

A velvety, subtly sweet drink with wholegrain rice. Try it in a cuppa.

K GF V+

1L x 6



## TIGER NUT

Tiger nuts aren't nuts, they're tubers, making this drink nut free. Creamy and delicious.

K GF V+

1L x 6



## CHOCOLATE OAT

Chocolate milk, but dairy-free. What's not to love?

K V+

1L x 6



## HAZELNUT

Made with tondo gentile hazelnuts, the best in the world. For luxury in a cup, try a hazelnut hot chocolate.

K GF V+

1L x 6

# THE CHILLED

Fill your fridge with flavour. Fridge-fresh drinks enriched with a natural source of calcium. All gluten-free.

## CHILLED OAT

Made with gluten-free oats grown in rain-rich Britain.

GF V+  
1L x 6

## CHILLED COCONUT

Crack open paradise. Deliciously creamy.

K GF V+  
1L x 6

## CHILLED ALMOND

Packed with sun-soaked Sicilian almonds for better taste and less water waste.

K GF V+  
1L x 6





# THE STRAIGHT UP

Pure and simple, organic drinks with less than 3 ingredients. Perfect for blending or baking.

# THE READY TO HEAT

Simply heat, stir and enjoy. Organic, delicious dairy-free drinks.



## ULTIMATE ALMOND

Mediterranean Almonds. Water. Nothing else.



1L x 6

new



## PEA OAT

Naturally high in protein thanks to organic chickpeas.



1L x 6



## CASHEW

Cashews. Sea salt. Water. That's it.



1L x 6



## OAT HOT CHOC

A comforting cup of dairy-free oat-based hot chocolate. Creamy and luxuriously chocolate-y.



1L x 6



## TURMERIC LATTE

Golden dairy-free milk, packed with warm spices. For all the flavour and none of the faff.



1L x 6

# THE BARISTA

Show your coffee machine who's boss. The ultimate range for caffeine connoisseurs. Ticks froth and flavour.



## BARISTA OAT

These oats were made for coffee. Creamy and comforting. Latte art approved.



1L x 6

## BARISTA SOYA

Organic, non-GMO European soya and coffee. The perfect pairing.



1L x 6



## BARISTA ALMOND

Mediterranean almonds blended with creamy oats for the perfect froth factor. Call us caffeine cupid.



1L x 6







**MINI ALMOND**

250ml of our best-selling Almond Drink.  
Ready to go with you anywhere.

**250ml x 10**



04

## MEET OUR TEAM

We're a gang of **45 glass-half-fullers**, all unashamedly addicted to the deliciousness of life. Every single one is in **rude health**, not a single one is rude.





# THE CEREALS

Say good morning to breakfast the bright way. Bold flavours toasted, roasted and puffed. So delicious, they'll blow your pyjamas off.



# THE GRANOLAS

Cluster-full, flavour-full granolas. One for every notch on the sweetness spectrum and all plant-based bar the Ultimate Granola.



## CHOCOLATE CRUNCH GRANOLA

Crunchy clusters and flakes coated in indulgent chocolate. Prepare to drink chocolate milk when the bowl is done.



400g x 6

## ULTIMATE GRANOLA

Packed with organic nuts, seeds, grains and sweetened with honey. There's a reason we call it the ultimate.



400g x 6

## LOW SUGAR GRANOLA

Joyfully packed with flavour, with less of the sweet stuff.



400g x 6

## CRUNCHY ALMOND GRANOLA

Fibre-full crunchy almonds make this a delicious way to start your day.



400g x 6

## CRUNCHY RAISIN GRANOLA

Juicy raisins combine with an assortment of nuts for the perfect blend of fruity and crunchy.



400g x 6

## CRUNCHY BERRY GRANOLA

A double fruity fix, with bite. Strawberries, raspberries, oh my. And, it's organic.



400g x 6



# THE MUESLIS

Pour yourself a bowl where every mouthful is different.  
All plant-based.



## ULTIMATE MUESLI

Our first ever cereal. 23 mouth-watering organic ingredients. Who said less is more?



400g x 6



## COCONUT MUESLI

No gluten, no problem. Gluten-free sunshine in a bowl.



400g x 6



## BIRCHER MUESLI

The most delicious overnight oats without the wait. Mix with your favourite Rude Health drink for an instant breakfast.



400g x 6

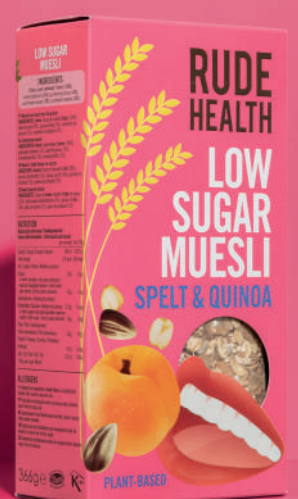


## CRISPY ALMOND MUESLI

If a granola and a muesli had a love child. The perfect mix of soft and crunch in this high fibre, nutty fix.



400g x 6



## LOW SUGAR MUESLI

Moreish muesli, low in sugar. A market first. Who says you can't have it all.



366g x 6

# THE PORRIDGES

Porridges packed with naturally flavourful and carefully sourced ingredients that taste as good as they are good for you.



## FRUITY DATE PORRIDGE

Porridge oats sweetened the natural way, with apricots, apples and dates. A world porridge championship winning recipe.



400g x 6



## SPROUTED PORRIDGE

What's more nutrient dense than an oat? A sprouted oat. Organic and gluten-free.



400g x 6



## DAILY OATS PORRIDGE

Pure and simple rolled porridge oats. Naturally high in fibre.



400g x 6



## 5 GRAIN 5 SEED PORRIDGE

Five delicious grains mixed with five delicious seeds. Taste and texture galore.



400g x 6

# THE PUFFS AND FLAKES

Searching for something simpler? These cereals are 100% grain and 100% delicious.



## PUFFED BROWN RICE

100% wholegrain rice.  
That's it.



225g x 4



## HONEY PUFFED OATS

Puffed oats, drizzled in honey.  
Light and golden.



240g x 4



## PUFFED OATS

100% wholegrain oats,  
puffed to perfection.



175g x 8



## SPELT FLAKES

Nothing but wholegrain spelt,  
flaked. High in fibre.  
Big on flavour.



300g x 8



## PUFFED SPELT

100% puffed spelt.  
High in fibre. Light on texture.



125g x 8



## PUFFED WHEAT

100% wholegrain puffed wheat,  
100% a whole lotta you.



125g x 8



# THE KIDS' CEREALS

Bounce-out-of-bed-able organic breakfast cereals for children. Naturally low in sugar.



COMING  
SOON

## CHOCOLATE VANILLA PUFFS

Vanilla and chocolate coated puffed rice.

175g x 8



## HONEY SPELT PUFFS

Perfectly puffed spelt, drizzled with honey.



175g x 8





## SHINING FROM THE INSIDE OUT

When it comes to **sustainability**, not all ingredients are equal. We're picky when it comes to **quality** and where they're sourced. Take our **organic almonds** – grown in sunny, rain-rich Sicily, or our **organic oats** from **home-grown fields**.

*Our harvests are small and our flavours are big.  
The bees think we're the knees.*

## PACKED WITH A PROMISE

We've got a can't-stop, won't-stop commitment to **sustainability**. That's why this is our most sustainable packaging yet. Why our dairy free drinks cartons are **100% recyclable**. Why, by **2022**, they'll be made from **100% renewable** materials. And why we won't stop until we've kicked **climate change** in the nuts.





# THE SNACKS

Cram your cupboards, and your pockets, with flavours that can't wait till lunch.



# THE OATYS

Baked wholegrain oatys, all high in fibre and made with Scottish oats and olive oil. Top 'em or dunk 'em any time of the day.



## SPELT OATY

Baked wholegrain spelt.

V+

200g x 12



## THE GINGER OATY

An oaty with zing.

V+

200g x 12



## RYE OATY

Think rye bread, but lighter. A nutty flavour and delicious texture.

V+

200g x 12



## THE OATY

The original oaty, wholegrain and delicious.

V+

200g x 12



# THE CRACKERS

Gluten-free, organic crackers to munch your way through.  
Pile 'em high, dip 'em low

## CORN CRACKERS

Puffed, popped and packed with taste.



130g x 5

## MULTIGRAIN CRACKERS

Five organic grains from five organic farms.



160g x 5

## CHICKPEA & LENTIL CRACKERS

Blended lentils and chickpeas make for a satisfyingly snappy cracker.



120g x 5

## BUCKWHEAT & CHIA CRACKERS

Pairing a pseudo-grain like buckwheat with chia seeds makes a cracker with texture.



150g x 5

## BUCKWHEAT & BLACK BEAN CRACKERS

Black beans and buckwheat go hand in hand to create this crispy and crunchy cracker.



120g x 5

## BLACK RICE AND TURMERIC CRACKERS

Opposites attract in this cracker. Spicy turmeric and smoky black rice.



100g x 5



## BROWN RICE CRACKERS

Thinner, crispier and more satisfying than your bog-standard rice cake.



130g x 5

# THE BARS

*A treasure trove of nuts, seeds and deliciousness. All sweetened with dates and gluten free. Also available in multipacks.*

---



## COCONUT BAR

*A tropical holiday in your mouth.*



35g x 18



## BERRY BAR

*Bursting with berries.*



35g x 18



## CACAO BAR

*Chocolate in your pocket.*



35g x 18



## BANANA BAR

*Fudgy, chewy bananas in a bar.*



35g x 18



## PEANUT BAR

*Filled to the brim with peanuts and seeds.*



35g x 18



# THE BAR MULTIPACKS

A trio of fudgy and delicious snack bars. All packed with nuts and seeds, sweetened with dates and gluten free. Also available in single bars.

---



## COCONUT BAR

Coconuts galore. Take your taste buds to the tropics.



35g x 3 x 12



## BANANA BAR

Banana bread step aside. All of the flavour, none of the baking.



35g x 3 x 12



## BERRY BAR

Sweet berries meet crunchy nuts and seeds in this delicious bar.



35g x 3 x 12



## PEANUT BAR

Peanuts, seeds, dates, oh my!



35g x 3 x 12

# THE CORNITAS

A delicious triangle of corn, black beans, lentils and olive oil.  
Popped, not fried. Gluten-free.



## CHICKPEA & LENTIL CORNITAS

A sprinkle of sea salt gives these puffed Cornitas their moreishness.



90g x 8

## BLACK BEAN CORNITAS

Speckled with black beans for a delicious bite.



90g x 8



# PURPOSEFUL PARTNERSHIPS

No company is an island, no matter how much Coconut Drink they glug. That's why at least **5%** of our **profit goes to charity**. And why we partner with **bold and brilliant** causes like **Chefs in Schools**, Fareshare, and Age UK. For a **brighter** future.





# THE FLOURS

Filling sieves with more flavour. Organic, nutritious and delicious.

## SPROUTED WHOLE SPELT FLOUR

An easy baking swap to make your cakes instantly more nutritious.

V+ K

500g x 5



## SPROUTED BUCKWHEAT FLOUR

Naturally gluten-free. Up your baking game instantly.

K GF V+

500g x 5



# MEET THE CAFE

We founded our cafe in **2016** because we wanted a **lunch spot** that served the sort of food we were excited about. **Fermented things. Organic things.** Porridge-that-got-you-out-of-bed-in-the-morning sort of things.

Today, it is a shining beacon of **delicious, nutritious** food in our corner of London. **Turmeric Lattés**, Cheese & Kimchi Toasties, the best BBQ in town.

*You're in rude health when... you always go back for seconds.*



# RUDE HEALTH

✉ *Be rude or nice to us:* [sales@rudehealth.com](mailto:sales@rudehealth.com)

📷 [@rudehealth](#)

🌐 [www.rudehealth.com](http://www.rudehealth.com)