



Simply Good
Gluten-Free Food

The
Food Service
Collection



2023

We're a small food company with a big vision

Oh My Goodness! is a food company in Singapore specialising in making good gluten-free, dairy-free and refined sugar-free food more available, accessible and affordable in Asia Pacific to serve those suffering from food allergies, intolerances and sensitivities in the region. Or those who simply wish to eat better.

Oh My Goodness! is a Halal and ISO-22000-certified food company.

A 2017 recipient of the VentureforGood award, Oh My Goodness! is a social enterprise and member of raiSE, the Singapore Centre for Social Enterprise. Its production team is staffed by disadvantaged individuals including ex-offenders, low-income women and persons with intellectual disabilities (PWIDs).

The Founder


Oh My Goodness! was founded by Ramya Ragupathi in her ex-boss and friend's kitchen in Singapore in December 2015 as a passion project. Today, Oh My Goodness! is a food manufacturing company, an exporter, a social enterprise and quite simply, a dedicated provider of Goodness.

Ramya started baking when she was 16 and went on to love cooking and mixing cocktails – this was her 'thing' and the kitchen was her 'place'. Turning 30 sparked off a personal journey towards health and wellness in a bid to eliminate her chronic health issues once and for all. This led to a keen interest in food science driven by a profound appreciation of the notion that "you are what you eat."

Two years later, Ramya learnt that she could no longer consume wheat or dairy. Fast forward another two years and Oh My Goodness! was born. Indeed, Oh My Goodness! is the culmination of Ramya's own health and wellness journey resulting in an intrinsic understanding of her customers and their cravings and of course, a delectable range of products.





A wooden cutting board with a handle, resting on a dark blue textured mat. Five triangular cakes are arranged on a piece of crumpled parchment paper. The cakes vary in color and texture: one is dark brown, one is light brown with a pecan, one is very dark, one is medium brown, and one is light brown with a raspberry filling.

Pumpkin Spice Bread (Seasonal)

Decaf Mocha Cake
(No Longer Available)

Signature Dark Chocolate Cake

Vegan Lemon Raspberry Cake

Zucchini Banana Bread

Our Products

| | Gluten Free | Dairy Free | Refined Sugar Free | Grain Free | Vegan / Egg Free | Nut Free | Gum & Yeast Free | Source of Dietary Fibre | Source of Protein | Trans Fat Free | No Cholesterol |
|--|-------------|------------|--------------------|------------|------------------|----------|------------------|-------------------------|-------------------|----------------|----------------|
| Signature Dark Chocolate Cake | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | | ✓ | |
| Vegan Lemon-Raspberry Cake | ✓ | ✓ | ✓ | | ✓ | | ✓ | | | ✓ | ✓ |
| Zucchini-Banana Bread | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | |
| Pandan Cake | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | |
| Vegan Walnut Carrot Cake | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | ✓ |
| Pumpkin Spice Bread & Biscuits (Seasonal) | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | | ✓ | |
| Walnut Bread Rolls & Loaf | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Vegan Buckwheat Bread Loaf | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ |
| Vegan Gluten-Free Pizza Base | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| The Ultimate Breakfast Cookie | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | |
| Vegan Oat & Buckwheat Chocolate Chip Cookie & Cookie Dough | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ |
| Vegan Rosemary & Dark Chocolate Shortbread Cookie & Cookie Dough | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ |
| Date & Coconut Energy Balls | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | |
| Date & Cocoa Energy Balls | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | |

All our products have no trans fat and 25-45% less sugar than their more commonly available equivalents.
First order to be placed 10 working days in advance; subsequent orders to be placed 3 working days in advance.

Volume discounts, rebates, white label, co-branding and customised packaging options available - talk to us



Everything we make

is gluten-free, dairy-free
and refined sugar-free.

All at once. Not just one or the other.
This is the Oh My Goodness! trinity.

And this is our promise:

No gums.

No yeast.

No preservatives.

No nasties.

Simply unadulterated goodness.

Current partners

As a small and nimble food company, we're able to meet just about every one of your needs, from food service and ready-to-eat (RTE) to catering and custom projects*.

We know what you need and how you want it delivered.

Below is a sample of some of our satisfied partners.

Cafés | Hotels | Food Service



Supermarkets | Grocers | Specialty Stores



Corporates



* MOQ required

Vegan Oat & Buckwheat Chocolate Chip Cookie



Pandan Cake Slice

Sweets



Canapés

Signature Dark Chocolate Cake – FS001ST
 Vegan Lemon Raspberry Cake – FS007ST
 Vegan Walnut Carrot Cake – FS009ST
 Zucchini Banana Bread – FS004ST
 Pumpkin Spice Bread (Seasonal) – FSS002ST
 Pandan Cake – FS008ST

• 25pc | ~20g each | \$ 25.00 (RRP: NA)



Slices

Signature Dark Chocolate Cake – FS001S
 Vegan Lemon Raspberry Cake – FS007S
 Vegan Walnut Carrot Cake – FS009S
 Zucchini Banana Bread – FS004S
 Pumpkin Spice Bread (Seasonal) – FSS002S

• 10pc | ~80g each | \$ 38.00 (RRP: \$ 6.50 – \$ 6.90)

Pandan Cake – FS008S

• 10pc | ~55g each | \$ 32.50 (RRP: \$ 5.50 – \$ 5.90)

Raspberry Coulis only

(approx. 15g served per Signature Dark Chocolate Cake slice)

• 1 tub | ~180g | \$ 6.00 (RRP: \$ 7.50 – \$ 7.90)

Sweets



Cookies

The Ultimate Breakfast Cookie – FS005

- 12pc | ~65g each | \$ 32.40 (RRP: \$ 4.50 - \$ 4.90)

Vegan Oat & Buckwheat Chocolate Chip Cookie – FS013C

- 12pc | ~65g each | \$ 32.40 (RRP: \$ 4.50 - \$ 4.90)

Vegan Oat & Buckwheat Chocolate Chip Cookie – FS013CS

- 30pc | ~20g each | \$ 27.00 (RRP: NA)

Image
Coming
Soon

Energy Balls

Date & Cocoa Energy Balls – FS014

Date & Coconut Energy Balls – FS015

- 20pc | ~30g each | \$ 30.00
(RRP: \$ 2.75/each, \$ 5.00/pair)

Staples



Walnut Bread

Loaf - FS006S12

- 12pc | ~230g each | \$ 70.00 (RRP: NA)

Rolls - FS006R36

- 36pc | ~90g each | \$ 70.00 (RRP: NA)

Canapés - FS006BB

- 25pc | ~20g each | \$ 20.00 (RRP: NA)



Vegan Buckwheat Bread

Loaf - FS010L12

(Pre-sliced option available at additional 10% charge)

- 12pc | ~400g each | \$ 84.00 (RRP: NA)

Canapés - FS010BB

- 24pc | ~20g each | \$ 24.00 (RRP: NA)



Vegan Gluten-free 9" Pizza

Pizza base - FS011C

- 50pc | ~150g each | \$ 99.00 (RRP: NA)

The Fine Print

PRICING:

- All prices quoted are in SGD
- Products may not be priced below Recommended Retail Price (RRP) provided by Oh My Goodness! where applicable, unless marked for clearance sale
- Does not include logistics and transportation of goods; free delivery for orders of \$200 and above, flat rate of \$30 per location for orders under \$200

PAYMENT TERMS:

- Invoice will be issued upon receipt of PO
- Payment due within 30 days from date of invoice

LOGISTICS:

- Free delivery for orders of \$200 and above, flat rate of \$30 per location for orders under \$200
- Items may be picked up from the Oh My Goodness! factory located at 2 Mandai Link, 02-05A Mandai Link Logistics between 9am and 4pm on weekdays
- First order to be placed 10 working days in advance; subsequent orders to be placed 3 working days in advance
- To ensure best quality and maintain shelf-life of products, products must be kept frozen (-12C) during transportation
- All products to be placed in freezer (-18C) upon receipt
- All items may be stored frozen (-18C) for up to 6 months

RETURNS:

In alignment with our #towardszerowaste goal;

- No returns or exchanges
- Credit notes will be issued for any proven product defects



Get in touch

We'll come to you with samples of what we believe could work best for your location/set up.

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🌐 www.ohmygoodness.co