



CHOICE HEALTHY FOODS

Guilt-Free Goodies

With products so delicious they are indistinguishable from regular gluten-filled foods, JUSTIN TSOUNG & Co. impose a disruptive influence on the industry.

Ifat Kafry Hindes initially sought to change her family's diet to remedy underlying health issues. In the process, she realized that her gluten-free alternatives could be developed into an enticing variety of pastries the wider public could enjoy, leading to the establishment of Choice Healthy Foods.

Gluten-free diet did not originate as a lifestyle choice. It initially catered to a growing group of people suffering gluten-related allergies, according to General Manager Justin Tsoung. Doctors and nutritionists later observed and came to understand the health benefits of decreasing or eliminating gluten intake, driving interest and market growth.

Choice products are prepared in a zero contamination, 100% gluten-free facility. The overall quality offered gives confidence and security to business customers and consumers, earning the brand the astute market's trust.

A Go-To Partner

All Choice products are handmade and made to order. The company makes extensive use of highest quality all natural (organic, non-GMO) ingredients. While gluten-free products already serve the more health-conscious niche, a number of Choice items are suitable to specialized diets, such as vegan and paleo. "We have managed to position ourselves as an expert of dealing with special dietary needs," says Tsoung. "While there are other companies that offer gluten-free foods, few can also boast that their products are compatible with other special diets and can be custom-made to comply with specific sets of requirements."

Rather than directly competing with catering companies and retail outlets carrying gluten-free food products, Choice instead works as an upstream supplier to these businesses. "The labor-intensive nature of gluten-free foods, difficulty in



Choice Healthy Foods Creative Director Melissa Cheung.

sourcing raw materials, and necessity of a non-contaminated production facility are all factors that allow us to assume this unique position in the marketplace.

"We are happy to collaborate with businesses of varying scale, from caterers to specialty stores and 5-star hotels, to provide their clientele with gluten-free alternatives. This allows our products to reach a wider market so that more people with particular needs can enjoy them without having to search for us specifically.

"Since making our products accessible, especially to those with specific dietary needs, is one of our primary concerns, it is imperative for prices to be reasonable. By choosing not to operate our own retail outlet, Choice is able to directly translate savings from rent and marketing into lower prices for our customers."

While competitors are undoubtedly looking to deliver value in similar ways, Tsoung is confident that the company's current direction and emphasis on delivering quality, accessibility and affordability give Choice a solid platform upon which to build a competitive edge.

What's Cooking

A busy year ahead awaits Choice Healthy Foods, with a number of major

projects already on its agenda. The company is looking to standardize and expand on its product offerings in order to appeal to a larger audience, while improving on its ability to service customers, often with varying individual dietary needs. Increased visibility on social media will help it introduce new products and disseminate the latest relevant information to the public, necessitating a more active online presence.

Last on its list is devising a logistic solution to significantly increase capacity while enabling daily food deliveries to homes and offices. Choice Healthy Foods remains heavily vested in giving flexible, affordable, quality options to its customers.

"We have utmost respect for the community of people with special dietary needs out there. Their persistence, creativity and openness have resulted in a treasure trove of information on this rather niche topic that is now available to all. Of course, they also represent the demographic that ultimately consume the products we make. It is their willingness to go through the extra trouble and spend the additional money to find culinary alternatives that enables businesses like us to have a foothold in the food services industry. ■

For additional information please visit www.choicehealthyfoods.com

