

GOOD MESS

Weather forecast: rainy with a chance of cakes

Daily

BREAKING NEWS

We're on a mission to clean up the ingredient lists on supermarket shelves



and we're starting with the baking mix aisle. An aisle that has been stagnant for a long time and that is full of UPFs, although it really should not be.

EDITORIAL: It's a family affair

Hi! I'm Andrea. My life completely changed after I got seriously ill with an autoimmune disease at 29 years old.

After doing lots of research on what I could do to get better, I understood the importance of gut health and completely changed my diet. I started paying closer attention to the ingredients in my food and the more I read the labels of grocery store items, the more I realised how difficult it was to find simple, wholesome and healthy baked goods, which I was desperately craving.

But my mom got to work. She spent a year experimenting with her original recipes and recreated them using only healthy ingredients.

I was still too busy (read lazy) to bake from scratch, and this is how the idea for Good Mess was born. Delicious and healthy home baked goods, none of the mess.



Family picture taken by tourist

Dr. Mum

She put all her science skills into making the best recipes.

LITTLE BRO

For gender inclusivity, we had to swap my sister Johanna for a brother Joe. She's not thrilled about it.

Meet the family

GRANDMA

She still can't believe that healthy, grain free recipes, taste so good.

DAD

Always takes the last piece of cake - unhinged really.

ME

I had health issues but thanks to that, I can now bring you great baking mixes - You're Welcome.

Family caricature drawn by expert

OPINION

ONLY REAL, WHOLE FOODS

WE ONLY USE INGREDIENTS
A 5 YEAR OLD CAN
UNDERSTAND

GRAIN FREE

FOR SOME OF US
GRAIN FREE = PAIN FREE

VEGAN OPTIONAL

ALL OUR MIXES CAN BE
MADE VEGAN

REFINED SUGAR FREE

WE WANT TO BE KINDER TO
YOUR BLOOD SUGAR LEVELS

LESS IS MORE

WE USE AN AVERAGE OF 5
INGREDIENTS PER MIX

NOTHING ARTIFICIAL

WE NEVER USE
EMULSIFIERS,
THICKENERS, OR
ARTIFICIAL SWEETENERS

STRESS FREE

WE'RE TAKING THE MESS
OUT OF BAKING

DELICIOUS

WE'RE HERE TO SHOW THAT
HEALTHY CAN BE
DELICIOUS

Why We're so Good

Because one reason is never enough, we're giving you eight.

Why We're Better than the Rest

A lot of brands out there claim that they're 'healthy' and good for you but hide a bunch of not so good ingredients in their mixes.
We're not okay with this.

| | JUNK FOOD | CLAIMS IT'S HEALTHY (BUT IS NOT) | GOOD MESS |
|----------------------------------|-------------------|----------------------------------|-----------|
| GENUINELY CLEAN INGREDIENTS | X | X | ✓ |
| GRAIN FREE | X | SOMETIMES | ✓ |
| REFINED SUGAR FREE | X | SOMETIMES | ✓ |
| VEGAN OPTIONAL | X | X | ✓ |
| NOTHING ARTIFICIAL | X | X | ✓ |
| DELICIOUS | IT'S ALL RELATIVE | X | ✓ |
| AVERAGE # OF INGREDIENTS PER MIX | 15 | 15 | 5 |

Traditional cake mixes (junk food)

Claims it's healthy (but is not)

Truly healthy

And if you're still not convinced...

Here's a quick comparison of our ingredient list based on a chocolate brownie mix.
What is 'Sodium stearoyl-2-lactylate' you might ask? We don't even want to know.

ARTS AND ENTERTAINMENT

Recipes by Master Chef Dr. Mum.



PSA: some of us are impatient and have been burned more than once trying to eat the goodies while they were still pipping hot. Try to wait for them to cool down before digging in, but we won't blame you if you don't.



Our giant brownie cookie



Ingredients:

- 1 Good Mess brownie mix
- 1 egg (or a vegan alternative)
- 1 tsp of vanilla extract
- 1/4 cup of melted coconut oil



Method:

- In a big bowl, whisk the eggs and the vanilla.
- Add the coconut oil and the brownie mix and knead the dough, until you form a ball.
- Let it rest for 20 to 30 min, and preheat the oven to 170°C.
- On a baking sheet, flatten the dough in a big round shape as thin as cookies.
- Bake for 10 min then let it rest for 5 min so it harden.

Our delicious matcha pancakes



Ingredients:

- 1 Good Mess pancake, crêpes and waffle mix
- 4 eggs (or a vegan alternative)
- 2 tsp of vanilla extract
- 200 ml of the milk of your choice
- 1 tbsp of matcha powder



Method:

- In a large bowl, mix the eggs and the vanilla.
- Add the pancake mix and the matcha powder and mix.
- Add the milk and mix again.
- Cook the pancakes as usual: on a greased pan, pour a small amount of batter and cook for 2-3 min on the first side. Flip and cook for 2 min on the other side.



Our cinnamon swirl banana bread



Ingredients:

- 1 Good Mess banana bread mix
- 3 eggs (or a vegan alternative)
- 3 medium ripe bananas
- 1.5 tablespoons of oil or butter
- Mix 1/4 cup of coconut sugar and 1.5 tsp of ground cinnamon



Method:

- Preheat the oven to 170°C.
- Whisk the eggs, add the oil and the mashed bananas and mix.
- Add the banana bread mix and mix again.
- Pour half the batter in a tin (we use a 9"x4"). Sprinkle the coconut sugar & cinnamon on top of the batter.
- Pour the rest of the batter in the tin and bake for 45 min



And we've got plenty more recipes up our sleeves. Check them out!

If you have any baking questions, reach out to us on hi@eatgoodmess or on Instagram [@eatgoodmess](https://www.instagram.com/eatgoodmess) and we'll be happy to help!



BUSINESS AND MARKETS



The Brownie Mix

The Pancake, Crêpe & Waffle Mix

The Banana Bread Mix



- **Ingredients:** Almond flour, organic coconut sugar, unsweetened cocoa power, sea salt.
- **Size:** 205g.

- **Ingredients:** Almond flour, tapioca flour, cream of tartar, baking soda, sea salt.
- **Size:** 243g.

- **Ingredients:** Almond flour, tapioca flour, organic coconut sugar, organic Ceylon cinnamon, cream of tartar, baking soda, sea salt.
- **Size:** 216g.

EDITORIAL & CONTACT DETAILS

- FOR ANY QUESTIONS, PLEASE CONTACT **ANDREA**, ON HI@EATGOODMESS.COM. WE'D LOVE TO HEAR FROM YOU!
- WEBSITE: WWW.EATGOODMESS.COM

ADVERTORIAL

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