

GOOD FOOD THAT TASTES NAUGHTY

New delicious Vegan + Free-From home baking kits from HEAVEN + HELLTHY

HH

HEAVEN

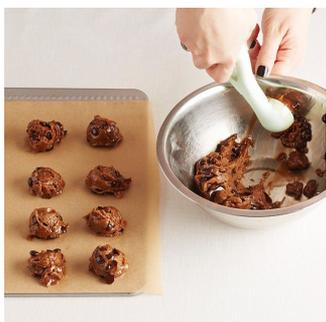
+

HELLTHY

HEAVEN + HELLTHY is on a mission to make home-baking easy for the 21 million adults in the UK who suffer from at least one allergy (Mintel, 2016) and the 12% of people in the UK who are vegetarian and vegan (Mintel, 2014). Having just launched in July 2016, their revolutionary all-in-one home baking kits are now available to buy online and coming to UK stores soon.

Most baking kits on the market either require one to purchase extra ingredients, or do not have suitable ingredients or substitutes for the 10 million adults who have multiple allergies (Mintel, 2016). HEAVEN + HELLTHY kits have every ingredient included, are free-from all the 14 major allergens such as nuts, dairy, gluten, soya and eggs and are registered with The Vegan Society. Everything comes pre-measured and mixed to make baking very simple and child friendly. Louise Bromby, Director of The YP Collective, London, UK said *'The beauty of these recipe boxes is that they come with everything perfectly measured, with fascinating ingredients, and a very good set of instructions that even a baking numpty like me can understand.'*

The kits themselves come with a non branded box printed with a bespoke vegetable ink design collaboration done with London artist, Alchem8or. The boxes can be reused or become an instant gift when the kit is baked and cookies are put back in the box



HEAVEN + HELLTHY was founded in 2013 by Athena Simpson. Athena herself has multiple allergies and is vegan, and was frustrated by the lack of available products. She states *'As a child with allergies I remember how heartbroken I was when I couldn't enjoy party treats. I spent years 'hacking' traditional recipes so I didn't feel like I was missing out. I wanted to make it easy for anyone to enjoy baking without an end result of tasteless cardboard and frustration.'* In February 2016 that Athena decided it was time to quit her much loved marketing job and focus on HEAVEN + HELLTHY, fulfilling her dream in giving delicious peace of mind and satisfaction to those that are often overlooked and stigmatised.

The first product from HEAVEN + HELLTHY is a chocolate chip cookie baking kit which includes everything you need to make 16 delicious chocolate chip cookies, with more products to follow soon.

END

Editor's Notes:

HEAVEN + HELLTHY : Vegan + Free-From Chocolate Chip Cookie Home Baking Kit comes in a 541g box. RRP £12.95 and are available to buy on www.heavenandhellthy.com

For further press information or images contact Athena:

athena@heavenandhellthy.com

07766531053

Twitter : @heavennhellthy

Instagram : @heavenandhellthy

Facebook : /heavenandhellthy