Gosh! Heralding a New Era in Free-From for Everyone

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Gosh! is a new range of delicious and nutritious meals that heralds a new era in everyday free-from eating. Gosh! meals are convenient, simple and easy to prepare, and made from delicious ingredients that are bursting with natural flavour. Gosh! is a range that can be trusted and is free-from the 14 most common allergens; cereals containing gluten, eggs, milk, soya, nuts, peanuts, celery, mustard, sesame seeds, lupin, sulphur dioxide, crustaceans, fish & molluscs.

The Gosh! range is full of natural and superfood ingredients including chia, flax, kale, goji berries, puy lentils, pumpkin seeds, spinach and quinoa – all of which are respected for their nutritional properties and earthy goodness.

Convenience you can trust

More of us than ever are choosing to opt for a better diet and demanding unprocessed food with better quality ingredients. The Gosh! range is a gloriously natural riot of vegetables, pulses, herbs and spices that are minimally processed, nutritionally dense and packed with flavour. Nothing added and nothing taken away. What's more, Gosh! Is the first brand that is free-from all of the top allergens that can be found in the chiller cabinet, so it's easily located. The Gosh! range is quick to prepare, simply heat in the oven for 15 minutes and serve, delicious on its own or with an endless choice of accompaniments (check the Gosh! social media channels for delicious and innovative recipe suggestions).

Free from everything but taste

Gosh! takes you on a culinary journey, brimming with a new freedom in what was once a dry and 'samey' food category. Beetroot, kale and quinoa burgers burst onto the scene with dynamic colour and delicious flavour. Mixed seed, quinoa, carrot & coriander bakes with a minted pea centre are perfect for a lunchtime or evening meal; Sweetcorn & quinoa bites with a hint of harissa & paprika are lightly spiced and Chickpea, courgette & Moroccan spiced bakes, topped with harissa peppers excite the taste buds with a melange of popping flavours that leave you wanting more. Mushroom, puy lentil & butter bean burgers take the traditional veggie burger to new gastronomic heights. Gosh! is a range of meals so delicious that you will want to eat them every day!

Around 1 in 4 Of the British population suffer from a food allergy or intolerance. Gosh! is suitable for everyone with food allergies and intolerances including wheat, dairy, gluten, fish and shellfish, nuts and peanuts and is also suitable for vegetarians, vegans and coeliacs. Gosh! is fully accredited by the Vegan and Vegetarian Societies, and Coeliac UK.

Laura Southern, Nutritionist at Gosh! says

“This great new range from Gosh! gives a new hope to the many people in the UK with food allergies and intolerances who are looking for much more flavour but with added convenience, and also for the growing number of us those that are making better food choices. As our lives become ever busier and more stressful, the effects on our digestion can often be negative, and a range that contains nutritious ingredients that are not only packed full of taste but are also known to have health benefits is the way forward. I will be working with Gosh! to communicate the benefits of maintaining a balanced diet plus creating seasonal recipe suggestions for everyone to enjoy the Gosh! range. Gosh! is safe, and can be trusted.

The Gosh! range is available at selected Tesco stores and online for £2.50. A special promotion on vegetarian at 3 for £5 is currently running until 13th September. Gosh launches at selected Morrisons stores nationwide from mid-September.

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