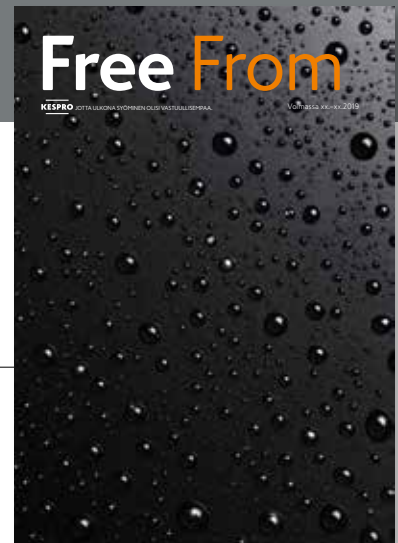


# Free From

## MEDIA SHEET 2020



### A publication on speciality foods

This publication makes it easier for kitchens to find the products they need. 'Free from' is an umbrella term for the foodservice market, created following an increase in food allergies and the popularity of speciality diets.

**NB. The publication comprises two sections.**

#### SECTION ONE:

This section lists Free From products by category, detailing which specialty labelling applies to each product. Labelling includes: free from lactose / dairy / gluten / eggs / nuts / soy / fish / sugar / salt / additives / shellfish.

Information on the products must be sent to Kespro's product manager, observing the schedule and using the excel template provided.

Suppliers are responsible for ensuring that the Free From information of the products they suggest is correct.

**Deivät**

15.10.2019	16.12.2019	9.1.2020	12.2.2020	15.3.2020	15.4.2020	15.5.2020	15.6.2020	15.7.2020	15.8.2020	15.9.2020	15.10.2020	15.11.2020	15.12.2020
21029420	La Bredagoric laipä	400,000 g tyypin pakkaus											
21029483	La Bredagoric laipä monimaja	400,000 g tyypin pakkaus											
21029425	La Bredagoric ciabattasimyyli	400,000 g tyypin pakkaus											
21029426	La Bredagoric foccialsimyyli	120,000 g tyypin pakkaus											
21029396	La Bredagoric hulkaito dillipatakki	300,000 g tyypin pakkaus											
21029393	La Bredagoric hamurilaisimyyli	400,000 g tyypin pakkaus											
21029407	La Bredagoric minisimyyli valkoinen	900,000 g tyypin pakkaus											
21029424	La Bredagoric allidiepa	1000,000 g tyypin pakkaus											
21029398	La Bredagoric premium hamurilaisimyyli	400,000 g tyypin pakkaus											
21029421	La Bredagoric tapakkoita crockit-aitia	900,000 g tyypin pakkaus											
21029388	La Bredagoric ciabattasimyyli	400,000 g tyypin pakkaus											
21029425	La Bredagoric ciabattasimyyli	400,000 g tyypin pakkaus											
21029425	La Bredagoric foccialsimyyli	120,000 g tyypin pakkaus											
21029396	La Bredagoric hulkaito dillipatakki	300,000 g tyypin pakkaus											
21029393	La Bredagoric hamurilaisimyyli	400,000 g tyypin pakkaus											
21029407	La Bredagoric minisimyyli valkoinen	900,000 g tyypin pakkaus											
21029424	La Bredagoric allidiepa	1000,000 g tyypin pakkaus											
21029398	La Bredagoric premium hamurilaisimyyli	400,000 g tyypin pakkaus											
21029421	La Bredagoric tapakkoita crockit-aitia	900,000 g tyypin pakkaus											
21029402	La Bredagoric tapakkoita crockit-aitia	900,000 g tyypin pakkaus											

### Schedule

Campaign product offers to product manager	16.12.2019
Advertisement materials	9.1.2020
Issue date	12.2.2020

### Kespro contact person

Marketing Planner Päivi Nykopp  
paivi.nykopp@kesko.fi

Suppliers are responsible for the product information being correct.

### Instructions for materials

Use the excel template provided by Kespro's product manager to submit information on products and their specialty labelling. Return the excel to the product manager observing the schedule. Email: [firstname.lastname@kesko.fi](mailto:firstname.lastname@kesko.fi)

#### Free from specifications include:

Free from lactose	Free from dairy	Free from gluten	Free from eggs	Free from nuts	Free from soy	Free from fish	Free from sugar	Free from salt	Free from additives	Free from shellfish	Other (specify)
									X		
	X										
				X							
								X			



# Free From

Recipes, inspiration, tips

## SECTION TWO:

Partners can submit A4 materials produced by them, containing recipes, inspiration and tips for speciality diets.

### Instructions for materials:

#### PRINT-READY MATERIALS

1/1 page: 210 x 297 mm + 5 mm bleed

Images: 300 dpi / CMYK  
(Paper: G-Print 90 g)

Print quality materials as a PDF file.  
Send to: [kespro.aineistot.fi/freefrom](mailto:kespro.aineistot.fi/freefrom)  
Advertising agency M1 / [kespro@m1.fi](mailto:kespro@m1.fi)

Print: PunaMusta Oy  
Instructions: [www.punamusta.fi](http://www.punamusta.fi)



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#### KOKEILE TÄTÄ!

##### Perunainen Burger

21570670 10 kpl SBS Potato Burger	200 g tomaattiviipaleita
10 kpl hampurilaispihvejä	100 g sipuliviipaleita
400 g perunasalaattia	50 g perunasalaattia
50 g sinappia	jääsalaatti
10 kpl cheddarviipaleita	

1. Paista pihvit pannulla, lisää päälle juustoviipale ja anna sen sulaa.
2. Lämmitä sämpylät pannulla, grillissä tai uunissa ja kokoa hampurilaiset.



21570670 SBS Potato Burger

KESPRO