PRESS RELEASE

Well and Good Takes Gluten Free Innovation to PLMA Chicago

CHICAGO, NOVEMBER 2026

Australian food manufacturer **Well and Good** is heading to PLMA Chicago 2026 to show retailers and brands that gluten free food can be delicious, innovative and commercially exciting.

With decades of experience developing and manufacturing gluten free products, Well and Good is your trusted partner. We combine food science, creativity and manufacturing expertise to bring the best baking mixes, flours, and other dry mixes to market.

Quality You Can Trust

Innovation is important, but quality is non-negotiable. Well and Good is **Coeliac Australia Endorsed, SQF and HACCP certified**, with Kosher and Halal certifications. These credentials reflect our commitment to food safety and consistent quality.

Your Brand. Our Expertise.

Private label and contract manufacturing are at the heart of what we do. Whether it's developing a new product, refining a recipe or manufacturing for an established brand, Well and Good helps partners turn great ideas into products ready for retail shelves.

> "We believe gluten free food should be every bit as good as the real thing. Our passion is creating products people love, whether they're carrying our brand or yours."

Meet Shila at PLMA Chicago 2026 and discover what's possible when food innovation meets manufacturing know-how.

PLMA Location: Booth #1030 – Well & Good F1130