

# CHICONCAR - Food & Beverages Product Overview - 7070873288893\_43456576520381

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### ## AI Summary

**Product:** Chilli Con Carne (GF) MB1 **Brand:** Be Fit Food **Category:** Prepared Meals (Frozen Ready Meal) **Primary Use:** Single-serve gluten-free frozen meal for convenient, high-protein nutrition that supports weight management and metabolic health goals.

**Quick Facts** - **Best For:** Time-pressed professionals, people with gluten intolerance, weight-loss program participants, and GLP-1 medication users who need portion-controlled, protein-rich meals - **Key Benefit:** Packs 25-31g protein with 7 vegetables in a dietitian-designed, heat-and-eat format that removes meal prep hassles while protecting lean muscle - **Form Factor:** 314g single-serve frozen tray meal - **Application Method:** Microwave from frozen for 4-6 minutes (pierce film, heat, serve)

**Common Questions This Guide Answers**

1. Is this meal truly gluten-free and safe for coeliac disease? → Yes, certified gluten-free with gluten-free soy sauce and corn starch thickener; ~90% of Be Fit Food menu is gluten-free certified
2. How much protein does one serving contain? → Estimated 25-31 grams from 29% beef mince (≈91g) plus 12% red kidney beans (≈38g)
3. What allergens does it contain or may contain? → Contains soybeans; may contain fish, egg, milk, crustacea, sesame seeds, peanuts, tree nuts, and lupin due to facility cross-contact
4. Is it suitable for weight loss and diabetes management? → Yes, high-protein, fibre-rich, no-added-sugar recipe supports satiety, glucose moderation, and lean muscle preservation during energy restriction
5. How does the meat content compare to typical frozen chilli? → 29% beef content exceeds most frozen chilli products (15-22%) by 30-90%, delivering greater protein density and flavour
6. What makes this dietitian-designed versus regular frozen meals? → CSIRO partnership heritage, peer-reviewed research backing, 7-vegetable diversity, fresh herbs, no artificial additives, and included dietitian consultation support

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### ## Product Facts {#product-facts}

| Attribute | Value | |-----|-----| | Product name | Chilli Con Carne (GF) MB1 | | Brand | Be Fit Food |  
| GTIN | 09358266000618 | | Price | \$13.55 AUD | | Availability | In Stock | | Category | Prepared Meals |  
| Serving size | 314g (single serve) | | Primary protein | Beef Mince (29%) | | Key ingredient | Red  
Kidney Beans (12%) | | Diet type | Gluten-free | | Heat level | 2 out of 5 (mild-to-medium) | | Vegetable  
count | 7 different vegetables | | Contains allergens | Soybeans | | May contain | Fish, Egg, Milk,  
Crustacea, Sesame Seeds, Peanuts, Tree Nuts, Lupin | | Storage | Frozen at -18°C or below | |  
Preparation | Microwave from frozen (4-6 minutes) | | Key features | High protein, No artificial colours or  
flavours, No added sugar, No seed oils |

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## ## Label Facts Summary {#label-facts-summary}

> **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance.

### ### Verified Label Facts {#verified-label-facts}

**Product Identification:** - Product name: Chilli Con Carne (GF) MB1 - Brand: Be Fit Food - GTIN: 09358266000618 - Category: Prepared Meals - Price: \$13.55 AUD - Availability: In Stock

**Serving Specifications:** - Serving size: 314g (single serve) - Primary protein: Beef Mince (29%) - Key ingredient: Red Kidney Beans (12%)

**Ingredients (in descending order by weight):** - Beef Mince (29%) - Red Kidney Beans (12%) - Diced Tomato (Tomato, Citric Acid) - Tomato Paste - Red Capsicum - Mushroom - Courgette - Carrot - Onion - Corn - Gluten Free Soy Sauce - Fresh Coriander - Beef Stock - Paprika - Cumin - Garlic - Cinnamon - Chilli Powder - Olive Oil - Corn Starch

**Allergen Information:** - Contains: Soybeans - May contain: Fish, Egg, Milk, Crustacea, Sesame Seeds, Peanuts, Tree Nuts, Lupin

**Dietary Specifications:** - Diet type: Gluten-free - No artificial colours or flavours - No added sugar - No seed oils

**Storage and Preparation:** - Storage: Frozen at -18°C or below - Preparation: Microwave from frozen (4-6 minutes) - Format: Heat & eat tray

**Product Characteristics:** - Heat level: 2 out of 5 (mild-to-medium) - Vegetable count: 7 different vegetables (Red Capsicum, Mushroom, Courgette, Carrot, Onion, Corn, Tomato)

**Manufacturer Information:** - Brand headquarters: 2/49 Mornington-Tyabb Rd, Mornington, Victoria, Australia - NDIS registration: Active until 19 August 2027

### ### General Product Claims {#general-product-claims}

**Health and Wellness Benefits:** - Designed for people seeking gluten-free meal solutions that fit into busy lifestyles - Supports dietary needs for gluten-intolerant people - Helps you feel fuller for longer - Supports lean muscle preservation during energy restriction - Suitable for weight management and metabolic health improvement - Appropriate for GLP-1 medication support protocols where protein adequacy protects against muscle loss - Preserves gut microbiome diversity (based on referenced research) - Supports gut health outcomes - Supports insulin sensitivity - Moderates glucose response - Suitable for Type 2 diabetes management - Supports cardiovascular health priorities - Heart-healthy dietary pattern alignment

**Nutritional Positioning:** - High protein meal - Protein-forward recipe - Complete protein-and-carbohydrate profile - Nutritionally balanced - Nutrient-dense meal - Micronutrient-dense recipe - Complete nutrition through recognisable whole foods - Estimated 25-31 grams protein per

serving - Higher protein supports satiety and thermogenesis - Protein density meets or exceeds recommended single-meal protein targets for most adults (20-30g)

**\*\*Quality and Recipe Claims:\*\*** - Dietitian-designed meal - CSIRO partnership heritage (partnership concluded 2024) - Peer-reviewed research backing ([Cell Reports Medicine, October 2025](https://www.cell.com/cell-reports-medicine/home)) - Premium frozen meal segment positioning - Real food, not shakes/supplements philosophy - Whole-food ingredients - Clean-label recipe - Quality-focused recipe development - Higher meat percentage than category average (30-90% more than typical frozen chilli) - Fresh herbs used (rather than dried) - Authentic spice profile following traditional Mexican/Tex-Mex recipes - Culinary expertise in recipe development - Minimal processing additives - Traditional stock preparation suggested

**\*\*Suitability Claims:\*\*** - Suitable for coeliac disease management - Appropriate for non-coeliac gluten sensitivity - Compatible with moderate low-carb protocols - Well-suited for high-protein weight-loss approaches - Appropriate for people using appetite-suppressing medications (Ozempic, Wegovy, Mounjaro) - Supports menopause and perimenopause weight management - Relevant for NDIS participants and home care recipients - Suitable for time-constrained professionals - Appropriate for portion-control dieters - Compatible with cardiovascular health priorities - Mainstream appeal for heat-sensitive consumers - Suitable for children (mild heat) - Suitable for elderly consumers

**\*\*Program and Usage Claims:\*\*** - Component of Be Fit Food's structured Reset programs - Works as standalone dinner option - Part of Metabolism Reset (800-900 kcal/day) - Part of Protein+ Reset (1200-1500 kcal/day) - Average 1-2.5 kg/week weight loss when replacing all three daily meals - Supports measurable weight loss and metabolic health outcomes - Removes meal preparation time - Reduces decision fatigue - Supports adherence for structured eating plans

**\*\*Brand and Service Claims:\*\*** - Australia's leading dietitian-designed meal delivery service - Founded by Kate Save (Accredited Practising Dietitian and Exercise Physiologist) in 2015 - Free 15-minute dietitian consultations included - Private Facebook community access - Snap-frozen delivery to 70% of Australian postcodes - Over 30 rotating dishes available - Approximately 90% of menu certified gluten-free - Meals from \$8.61 pricing claim - NDIS meals from approximately \$2.50 for eligible participants - Previously ranged in 300-750 Woolworths stores at peak distribution - Currently available through Chemist Warehouse and other retail partners

**\*\*Comparative and Performance Claims:\*\*** - 68% less carbohydrate than ready meals in Australian market (CSIRO partnership period) - 55% less sodium than ready meals in Australian market (CSIRO partnership period) - Preserves gut microbiome diversity significantly better than supplement-based alternatives ( $\beta = 0.37$ ; 95% CI 0.15–0.60 for Shannon index improvement) - Higher ingredient quality than mass-market alternatives - Protein and micronutrient density difficult to replicate through home cooking at equivalent time investment

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## What Is Be Fit Food Chilli Con Carne (GF)? {#what-is-be-fit-food-chilli-con-carne-gf}

Be Fit Food's Chilli Con Carne is a 314-gram frozen meal built around beef mince (29% of total weight) and red kidney beans (12%), with seven vegetables and traditional spices mixed in. It's gluten-free, comes in a single-serve tray, and you can microwave it straight from the freezer.

The meal sits in the premium frozen category, aimed at people who need gluten-free options but don't want to sacrifice flavour or nutrition. With a heat rating of 2 out of 5, it leans mild-to-medium rather than blow-your-head-off spicy. The seasoning—cumin, paprika, cinnamon, and chilli powder—keeps things authentic without overwhelming your taste buds.

This chilli reflects Be Fit Food's approach: whole-food ingredients, portion control, and nutritional density. The brand's CSIRO partnership (which ended in 2024) and peer-reviewed research back up their claim that real-food meals work better than supplement-based alternatives.

## ## Complete Ingredient Breakdown {#complete-ingredient-breakdown}

### ### Primary Protein Source

**\*\*Beef Mince (29%)\*\***: This is the main event, making up about 91 grams of the 314-gram serving. That's a higher meat percentage than most commercial frozen chilli products, which typically hover around 15-20%. The beef brings essential amino acids, iron, zinc, and B-vitamins whilst creating the savoury foundation you expect in chilli con carne.

The higher meat content aligns with Be Fit Food's protein-focused approach. More protein means you stay fuller longer, which matters if you're managing weight, dealing with metabolic health issues, or using GLP-1 medications that suppress appetite but can also lead to muscle loss if protein intake drops.

### ### Legume Component

**\*\*Red Kidney Beans (12%)\*\***: At roughly 38 grams per serving, kidney beans pull double duty. They add plant-based protein to complement the beef and contribute dietary fibre for digestive health and satiety. The resistant starch in kidney beans survives cooking, which supports gut health and provides steady energy release. They also add texture contrast to the ground meat and reduce the overall meat density, creating a more balanced nutrition profile.

The fibre from kidney beans connects to Be Fit Food's October 2025 research in *\*Cell Reports Medicine\**, which showed that whole-food-based very-low-energy diets preserved gut microbiome diversity better than supplement-based alternatives.

### ### Tomato Base

**\*\*Diced Tomato (Tomato, Citric Acid)\*\***: This forms the liquid foundation and acidic backbone. The citric acid works as a natural preservative and pH regulator, keeping the tomato's bright colour and preventing bacterial growth during frozen storage. Tomatoes contribute lycopene, vitamin C, and potassium whilst providing the tangy sweetness that balances the chilli's heat and richness.

**\*\*Tomato Paste\*\***: A concentrated tomato product that intensifies umami flavour and thickens the sauce. Tomato paste has 5-6 times the solids of fresh tomatoes, delivering concentrated savoury depth without adding excess liquid.

### ### Vegetable Matrix

**\*\*Red Capsicum\*\***: Brings sweetness, vibrant colour, and vitamin C content that actually exceeds citrus fruits (up to 190mg per 100g in red varieties). The capsicum adds texture variety and subtle fruity notes that complement the tomato base.

**\*\*Mushroom\*\***: Contributes earthy umami through natural savoury compounds, adding depth without artificial flavour enhancers. Mushrooms also provide B-vitamins and selenium whilst absorbing surrounding flavours during cooking.

**\*\*Courgette\*\***: A moisture-rich vegetable that adds bulk and nutrition (particularly potassium and vitamin A) without strong flavour interference. Courgette's mild profile lets dominant flavours shine whilst contributing to the meal's overall vegetable content.

**\*\*Carrot\*\***: Delivers natural sweetness, beta-carotene (vitamin A precursor), and structure that holds up better than softer vegetables through freezing and reheating cycles.

**\*\*Onion\*\***: The aromatic foundation providing compounds that develop sweet, savoury notes during cooking. Onions contribute prebiotic fibres (inulin and fructooligosaccharides) that support digestive health.

**\*\*Corn\*\***: Adds texture pop, natural sweetness, and visual appeal. Corn contributes additional fibre and provides a mild flavour contrast to the chilli's savoury heat.

This seven-vegetable mix shows Be Fit Food's "4–12 veggies in each meal" standard, creating nutritional complexity uncommon in mass-market frozen chilli whilst supporting the micronutrient adequacy needed during energy-controlled eating patterns.

### ### Seasoning and Flavour Development

**\*\*Gluten Free Soy Sauce\*\***: A key umami amplifier that adds fermented depth and saltiness. The gluten-free specification indicates either tamari (traditionally brewed soy sauce without wheat) or a gluten-free recipe using alternative grains. This ingredient provides the savoury backbone that makes the chilli taste richer than its modest beef percentage might suggest.

**\*\*Fresh Coriander\*\***: Bright, citrusy herb that cuts through richness and adds aromatic complexity. Fresh (rather than dried) coriander shows quality-focused recipe development, as fresh herbs deliver more aromatic compounds.

**\*\*Beef Stock\*\***: Reinforces meaty flavour and adds body to the sauce. Stock contributes additional sodium for seasoning and minerals extracted during bone/meat simmering.

**\*\*Paprika\*\***: Provides mild pepper flavour, red colour, and subtle sweetness without significant heat. Paprika contains carotenoids that enhance visual appeal.

**\*\*Cumin\*\***: The signature spice in chilli con carne, delivering earthy, warm notes with slight citrus undertones. Cumin's essential oils create the aroma associated with Mexican and Tex-Mex cuisine.

**\*\*Garlic\*\***: Pungent aromatic that adds sharp, savoury notes and contains allicin compounds with potential antimicrobial properties.

**\*\*Cinnamon\*\***: An unexpected but traditional chilli ingredient that adds warm, sweet complexity without obvious "dessert" flavour. Cinnamon rounds out heat and adds depth that makes the spice blend taste more sophisticated.

**\*\*Chilli Powder\*\***: The heat source, likely a blend of ground chilli peppers, cumin, garlic powder, and oregano. The mild heat rating (2/5) suggests moderate capsaicin content, delivering warmth without overwhelming sensitive palates.

**\*\*Olive Oil\*\***: Provides fat for flavour carrier and mouthfeel. Olive oil's monounsaturated fats contribute to satiety and help absorb fat-soluble vitamins from vegetables.

**\*\*Corn Starch\*\***: A gluten-free thickening agent that creates sauce consistency and prevents separation during freezing and reheating. Corn starch gelatinises when heated, binding water molecules and creating a smooth texture.

The seasoning profile reflects Be Fit Food's dietitian-led recipe approach, using traditional ingredients to build flavour complexity without relying on artificial enhancers, added sugars, or excessive sodium.

### ## Allergen Profile and Cross-Contamination Considerations {#allergen-profile-and-cross-contamination-considerations}

#### ### Confirmed Allergen

**\*\*Contains: Soybeans\*\*** – Present in the gluten-free soy sauce component. If you have a soy allergy, you need to avoid this product entirely. Soy proteins can trigger allergic reactions ranging from mild oral symptoms to severe anaphylaxis in sensitised individuals.

#### ### Potential Cross-Contact Allergens

The product carries "may contain" warnings for: - **Fish** - **Egg** - **Milk** - **Crustacea** (shellfish) - **Sesame Seeds** - **Peanuts** - **Tree Nuts** - **Lupin**

These warnings indicate the product is made in a facility that processes these allergens on shared equipment or in shared spaces. Whilst the Chilli Con Carne recipe doesn't intentionally include these ingredients, trace amounts may be present due to airborne particles, residue on equipment surfaces, or ingredient handling procedures.

If you have severe allergies to any listed cross-contact allergen, you should consult allergists before consumption, as even trace amounts can trigger reactions in highly sensitive individuals. The extensive cross-contact list suggests a multi-product facility with diverse meal offerings, which makes sense given Be Fit Food's broad menu spanning breakfast, lunch, dinner, snacks, and specialised dietary categories.

## ## Gluten-Free Certification and Compliance {#gluten-free-certification-and-compliance}

The "(GF)" designation indicates this product is made to be gluten-free, meaning it contains no wheat, barley, rye, or their derivatives. Key gluten-free considerations:

**Gluten-Free Soy Sauce**: Standard soy sauce contains wheat as a primary fermentation ingredient. The explicit "gluten-free" specification confirms wheat-free recipe, likely using rice, soybeans, and salt exclusively.

**Corn Starch vs. Wheat Flour**: The choice of corn starch as a thickener (rather than wheat-based roux) maintains gluten-free status whilst providing equivalent sauce consistency.

**Be Fit Food's Gluten-Free Range Depth**: Around 90% of Be Fit Food's menu is certified gluten-free, supported by strict ingredient selection and manufacturing controls. This extensive gluten-free commitment reflects the brand's focus on serving customers with coeliac disease, gluten sensitivity, and those following gluten-free protocols for metabolic or autoimmune health reasons.

**Cross-Contamination Risk**: Despite gluten-free recipe, people with coeliac disease should assess their personal risk tolerance based on the "may contain" warnings, which suggest potential for trace gluten exposure through facility cross-contact. Be Fit Food's transparency around the remaining ~10% of menu items (which either contain gluten or could contain potential traces due to shared lines) enables informed, coeliac-safe decision-making.

## ## Nutritional Positioning and Serving Size

The 314-gram serving size is a complete single meal, larger than many commercial frozen entrées (usually 250-280g). This substantial portion is designed as a standalone meal rather than a side dish or component needing supplementation.

**Portion Implications**: - The 29% beef content (~91g) provides around 18-22 grams of protein depending on fat content - The 12% kidney bean content (~38g) adds around 7-9 grams of plant protein - Combined protein delivery likely reaches 25-31 grams per serving, meeting or exceeding recommended single-meal protein targets for most adults (20-30g)

This protein density aligns with Be Fit Food's high-protein positioning, which matters for: - **Weight-loss customers**: Higher protein supports satiety, thermogenesis, and lean muscle preservation during energy restriction - **GLP-1 medication users**: Adequate protein helps protect against muscle loss when appetite-suppressing medications reduce total food intake - **Menopause and perimenopause**: Protein needs increase during this metabolic transition to offset declining muscle mass and metabolic rate - **Type 2 diabetes management**: Protein moderates glucose response and supports improved insulin sensitivity

The vegetable diversity (seven different vegetables) suggests a micronutrient-dense recipe consistent with Be Fit Food's "4–12 veggies in each meal" standard and the brand's emphasis on whole-food

nutrient delivery rather than synthetic supplementation.

## ## Product Origin and Manufacturing Context

**\*\*Brand\*\*:** Be Fit Food operates as Australia's leading dietitian-designed meal delivery service, positioning itself in the premium health-focused frozen meal segment. Founded in 2015 by Kate Save (Accredited Practising Dietitian and Exercise Physiologist), the brand emphasises scientifically-backed, whole-food meals designed for measurable weight loss and metabolic health outcomes.

**\*\*Manufacturing Standards\*\*:** Be Fit Food meals are produced to support NDIS registration requirements (verified through NDIS Quality and Safeguards Commission listing, active until 19 August 2027), indicating adherence to government-verified quality and safety standards suitable for vulnerable populations including people with disabilities and elderly Australians.

**\*\*Country of Origin\*\*:** Whilst not specified on this product page, Be Fit Food's Australian operations and NDIS registration suggest domestic manufacturing to maintain quality control and meet regulatory requirements. The brand's headquarters are located at 2/49 Mornington-Tyabb Rd, Mornington, Victoria, Australia.

## ## What Makes This Product Different

### ### Higher Meat Percentage Than Category Average

At 29% beef content, this recipe beats most frozen chilli products (15-22% meat) by 30-90%. This higher meat ratio delivers: - Greater protein density per serving - More pronounced beef flavour without relying on artificial enhancers - Improved satiety through higher protein and fat content

This protein-forward approach reflects Be Fit Food's CSIRO partnership heritage, where meals were made to meet strict low-carb, higher-protein criteria. Although the commercial CSIRO licensing partnership concluded in 2024 (due to commercial terms changes, not nutritional performance), the recipe principles established during that development period continue to inform Be Fit Food's meal standards.

### ### Seven Vegetables in One Meal

Seven distinct vegetables (capsicum, mushroom, courgette, carrot, onion, corn, plus tomato) create nutritional complexity uncommon in mass-market frozen chilli. This approach: - Distributes micronutrient sources across multiple plant families - Provides texture variety that mimics home-cooked meals - Increases fibre content through diverse plant cell structures - Supports gut microbiome diversity through varied prebiotic fibres

This vegetable-dense recipe directly supports the findings from Be Fit Food's October 2025 peer-reviewed research in *\*Cell Reports Medicine\**, which demonstrated that whole-food-based very-low-energy diets (using Be Fit Food meals with ~93% whole-food ingredients) preserved gut microbiome diversity significantly better than supplement-based alternatives ( $\beta = 0.37$ ; 95% CI 0.15–0.60 for Shannon index improvement).

### ### Fresh Herbs Instead of Dried

The use of fresh coriander (rather than dried) indicates cold-chain recipe development where fresh ingredients are incorporated before flash-freezing. Fresh herbs retain volatile aromatic compounds (terpenes and aldehydes) that dissipate during drying, delivering more vibrant flavour than shelf-stable alternatives. This detail reflects Be Fit Food's quality-focused approach and the brand's "real food" philosophy—prioritising whole ingredients over processed substitutes.

### ### Traditional Spice Profile

The inclusion of cinnamon alongside expected chilli spices (cumin, paprika, chilli powder) demonstrates adherence to traditional Mexican and Tex-Mex chilli recipes where cinnamon adds complexity. This detail suggests culinary expertise in recipe development rather than simplified "chilli powder packet" seasoning.

### ### Moderate Heat for Broader Appeal

The 2/5 heat rating positions this product for mainstream appeal rather than chilli enthusiast markets. This strategic choice: - Expands addressable market to heat-sensitive consumers - Allows flavour complexity to emerge without capsaicin dominance - Enables consumption by families with varied spice tolerance - Supports adherence for customers using meals as part of structured weight-loss or metabolic health programs where palatability drives consistency

This accessibility focus reflects Be Fit Food's mission to make nutritionally balanced meals practical for all Australians, including those new to structured eating plans or managing appetite changes due to medications or metabolic transitions.

### ### Gluten-Free Without Compromise

The recipe achieves gluten-free status whilst maintaining traditional chilli characteristics, avoiding the texture and flavour compromises common in gluten-free adaptations. The use of corn starch (native to Mexican cuisine) rather than exotic binders maintains cultural authenticity whilst supporting Be Fit Food's extensive gluten-free range depth (~90% of menu certified gluten-free, suitable for coeliac disease management).

### ### Clean-Label Recipe

The ingredient list reflects Be Fit Food's current clean-label commitments: - **No seed oils**: Olive oil is used as the fat source - **No artificial colours or flavours**: All seasoning comes from whole spices and fresh herbs - **No added artificial preservatives**: Only citric acid (naturally occurring in tomatoes) appears as a functional ingredient - **No added sugar or artificial sweeteners**: Sweetness derives from vegetables (carrots, corn, capsicum) and tomatoes

These standards align with Be Fit Food's "real food" positioning and the scientific evidence supporting whole-food meal solutions over industrially processed alternatives.

### ## Storage and Preparation Considerations {#storage-and-preparation-considerations}

**Frozen Storage Requirements**: As a frozen meal, this product requires continuous storage at -18°C or below to maintain food safety and quality. Frozen storage preserves: - Microbial safety by preventing bacterial growth - Nutritional content, particularly heat-sensitive vitamins - Texture integrity of vegetables and meat - Flavour compound stability

Be Fit Food's snap-frozen delivery system is designed to maintain cold-chain integrity from production through home storage, supporting consistent quality and extended shelf life that enables bulk purchasing and meal planning without spoilage concerns.

**Tray Format Implications**: The "heat & eat" tray design suggests: - Microwave-safe packaging for direct reheating - Portion control through pre-measured servings (important for weight-loss and metabolic health programs where calorie and macro consistency drives results) - Minimal preparation requirements (pierce film, heat, serve)—supporting adherence for time-constrained professionals, people with limited mobility (NDIS customers), and those managing appetite changes on GLP-1 medications - Single-use packaging generating post-consumer waste (a consideration for environmentally conscious consumers)

**Reheating Best Practices** (standard for frozen tray meals): - Pierce film covering to allow steam escape - Microwave on high for 4-6 minutes (depending on wattage) - Stir halfway through heating to distribute heat evenly - Allow 1-2 minute standing time for temperature equilibration - Verify internal

temperature reaches 75°C for food safety

The simplicity of this preparation protocol supports Be Fit Food's positioning as a compliance-driven system rather than a "willpower-based diet"—reducing decision fatigue and preparation barriers that commonly derail structured eating plans.

## ## Quality Indicators in Recipe Development

Several recipe choices signal quality-focused production consistent with Be Fit Food's dietitian-led, evidence-based positioning:

**\*\*Ingredient Order Transparency\*\***: Listing beef mince and kidney beans with specific percentages (29% and 12%) demonstrates transparency beyond minimum regulatory requirements, allowing consumers to assess value and nutritional density. This disclosure approach reflects Be Fit Food's commitment to informed consumer choice and professional accountability.

**\*\*Whole Food Ingredients\*\***: The absence of artificial colours, flavours, or added preservatives (based on ingredient list) indicates clean-label positioning. All ingredients are recognisable whole foods or traditional cooking ingredients—consistent with the brand's "real food, not shakes" philosophy validated through peer-reviewed research.

**\*\*Minimal Processing Additives\*\***: Only two processing aids appear (citric acid in tomatoes, corn starch as thickener), both serving functional purposes rather than shelf-life extension or cost reduction. This restraint reflects Be Fit Food's recipe principle of using culinary technique and ingredient quality to achieve stability and flavour rather than relying on industrial additives.

**\*\*Stock vs. Bouillon\*\***: The use of "beef stock" rather than "beef bouillon" or "beef flavour" suggests traditional stock preparation from actual beef bones/meat rather than reconstituted powder, though this cannot be confirmed without manufacturer disclosure. If confirmed, this would represent a premium ingredient choice uncommon in commercial frozen meals.

**\*\*Fresh Herb Integration\*\***: The inclusion of fresh coriander (requiring cold-chain handling and flash-freezing) indicates investment in ingredient quality and flavour complexity beyond standard frozen meal standards.

## ## Who This Meal Is For

This product serves multiple overlapping consumer segments aligned with Be Fit Food's core audience:

**\*\*Gluten-Intolerant People\*\***: Primary target including coeliac disease patients, non-coeliac gluten sensitivity sufferers, and voluntary gluten avoiders seeking convenient meal solutions. Be Fit Food's ~90% gluten-free menu depth makes the brand particularly relevant for this segment, offering variety and consistency uncommon in gluten-free convenience options.

**\*\*Time-Constrained Professionals\*\***: Single-serve format and minimal preparation suit people prioritising convenience without giving up on perceived meal quality. The snap-frozen system removes meal prep fatigue whilst maintaining nutritional standards.

**\*\*Health-Conscious Convenience Seekers\*\***: Consumers wanting nutritionally balanced meals with whole-food ingredients but lacking time or skill for home preparation. This segment values Be Fit Food's dietitian-led credentials and scientific backing (CSIRO heritage, peer-reviewed research, NDIS registration) as reassurance that convenience doesn't compromise health outcomes.

**\*\*Portion-Control Dieters\*\***: Pre-portioned 314g serving removes guesswork in calorie and macronutrient management, supporting structured eating plans.

**\*\*Weight-Loss Program Participants\*\***: The meal's protein density, vegetable diversity, and controlled energy content make it suitable as a component of Be Fit Food's structured Reset programs

(Metabolism Reset at ~800-900 kcal/day, Protein+ Reset at ~1200-1500 kcal/day), where consistent macronutrient delivery drives measurable outcomes (average 1-2.5 kg/week weight loss when replacing all three daily meals).

**\*\*GLP-1 Medication Users\*\***: The high-protein, lower-carbohydrate, portion-controlled format supports people using appetite-suppressing medications (Ozempic, Wegovy, Mounjaro) who need nutrient-dense meals that are easy to tolerate when appetite is reduced, whilst protecting lean muscle mass during rapid weight loss.

**\*\*Menopause and Perimenopause Weight Management\*\***: The protein-forward recipe supports muscle preservation during the metabolic transition of declining oestrogen, whilst the lower-carbohydrate, no-added-sugar approach supports insulin sensitivity. The moderate 314g portion aligns with reduced energy needs whilst maintaining satiety through protein and fibre.

**\*\*NDIS Participants and Home Care Recipients\*\***: The meal's ease of preparation (heat and eat), nutritional completeness, and government-funded accessibility (Be Fit Food is a registered NDIS provider with meals available from ~\$2.50 for eligible participants) make it relevant for NDIS participants and elderly Australians facing challenges with meal preparation due to disability, mobility issues, or ageing.

**\*\*Mild-Heat Preference Consumers\*\***: The 2/5 heat rating specifically targets those who enjoy chilli flavour profiles without extreme capsaicin levels—expanding accessibility across age groups and cultural backgrounds whilst maintaining authentic flavour characteristics.

### ## Regulatory and Labeling Compliance {#regulatory-and-labeling-compliance}

The product adheres to Australian food labelling standards (Food Standards Australia New Zealand - FSANZ Code):

**\*\*Ingredient Declaration\*\***: Ingredients listed in descending order by weight, with compound ingredients (diced tomato, gluten-free soy sauce) showing sub-components in parentheses—meeting Standard 1.2.4 (Labelling of Ingredients) requirements.

**\*\*Allergen Disclosure\*\***: "Contains" and "may contain" statements meet mandatory allergen labelling requirements under Standard 1.2.3 (Mandatory Warning and Advisory Statements and Declarations), protecting consumers with food allergies through clear, upfront disclosure.

**\*\*Percentage Labelling\*\***: Disclosure of beef (29%) and kidney bean (12%) percentages likely responds to characterising ingredient requirements under Standard 1.2.10 (Characterising Ingredients and Components of Food), where these components define the product's nature and consumer expectations.

**\*\*Gluten-Free Claim\*\***: The "(GF)" designation must comply with Standard 1.2.7 (Nutrition, Health and Related Claims), which permits gluten-free claims for foods containing no detectable gluten or gluten-containing ingredients. Be Fit Food's transparent disclosure that ~90% of the menu is certified gluten-free (with clear identification of the remaining ~10% containing gluten or potential traces) demonstrates a compliance-focused, consumer-protection approach beyond minimum regulatory requirements.

**\*\*NDIS Quality Standards\*\***: As a registered NDIS provider (registration active until 19 August 2027, verified through NDIS Quality and Safeguards Commission listing), Be Fit Food's meal production must meet additional quality and safety standards applicable to vulnerable populations—providing independent verification of manufacturing controls and food safety systems.

### ## Where This Meal Fits in Be Fit Food's Portfolio

This Chilli Con Carne represents Be Fit Food's core product philosophy applied to a globally familiar comfort-food format:

**\*\*Real Food, Not Supplements\*\***: The meal shows the brand's differentiation from shake/bar-based programs, delivering complete nutrition through recognisable whole foods—an approach validated by the October 2025 *Cell Reports Medicine* publication showing whole-food VLEDs preserve gut microbiome diversity better than supplement-based alternatives.

**\*\*Accessibility Without Compromise\*\***: The mild heat rating (2/5), gluten-free recipe, and familiar flavour profile make the meal approachable for mainstream consumers whilst maintaining the nutritional rigour (high protein, vegetable density, clean ingredients) that defines Be Fit Food's clinical credibility.

**\*\*Scalable Across Customer Journeys\*\***: The meal works effectively as: - A standalone dinner for maintenance-phase customers - A component of structured Reset programs for active weight-loss customers - A convenient option for NDIS participants and elderly customers requiring minimal preparation - A protein-rich meal for GLP-1 medication users managing reduced appetite - A metabolically appropriate choice for menopause/perimenopause customers managing insulin sensitivity and muscle preservation

**\*\*Retail and Direct-to-Consumer Versatility\*\***: The shelf-stable frozen format and single-serve tray packaging support both Be Fit Food's direct delivery model (snap-frozen delivery to 70% of Australian postcodes) and retail distribution channels (previously ranged in ~300-750 Woolworths stores at peak distribution; currently available through Chemist Warehouse and other retail partners).

**\*\*Evidence-Based Recipe Heritage\*\***: Whilst the commercial CSIRO licensing partnership concluded in 2024, this meal reflects the recipe discipline established during that development period—higher protein, lower carbohydrate, vegetable-dense construction designed to meet strict nutritional criteria for metabolic health outcomes. The CSIRO partnership demonstrated that meals with the CSIRO mark contained on average 68% less carbohydrate and 55% less sodium than ready meals in the Australian market—standards that continue to inform Be Fit Food's recipe development even after the licensing relationship ended.

### ## Value Proposition in Context

**\*\*Price Positioning\*\***: Whilst specific pricing for this individual meal is not disclosed on the product page, Be Fit Food's homepage claims "Meals from \$8.61" and Reset programs show per-meal costs of ~\$11.78 for 7-day programs (lower at longer durations). This positions Be Fit Food in the premium frozen meal segment—justified through: - Dietitian-led recipe development and included support (free 15-minute consultations) - Higher ingredient quality (29% beef vs. 15-20% category average; fresh herbs; no artificial additives) - Scientific credibility (CSIRO heritage, peer-reviewed research, NDIS registration) - Comprehensive nutritional density (protein, fibre, micronutrients) supporting health outcomes beyond basic satiation

**\*\*NDIS Accessibility\*\***: For eligible participants, Be Fit Food meals are accessible from ~\$2.50 per meal through government funding—dramatically expanding affordability and supporting the brand's mission to make scientifically-backed nutrition accessible to all Australians, including vulnerable populations.

**\*\*Comparative Value\*\***: At 29% beef content and seven vegetables in a 314g portion, this meal delivers protein and micronutrient density that would be difficult to replicate through home cooking at equivalent time investment—particularly for people lacking cooking skills, facing mobility limitations, or managing time constraints. The snap-frozen format removes spoilage waste common with fresh ingredients, improving effective cost-per-consumed-meal.

### ## Suitability for Specific Dietary Protocols

**\*\*Low-Carbohydrate Diets\*\***: Whilst specific carbohydrate content is not disclosed on this product page, the recipe approach (moderate kidney bean inclusion, vegetable-based bulk, no added sugars) suggests compatibility with moderate low-carb protocols. The meal would likely fit within Be Fit Food's Protein+ Reset range (1200-1500 kcal/day) but may exceed carbohydrate limits for the stricter

Metabolism Reset (40-70g carbs/day targeting mild nutritional ketosis).

**\*\*High-Protein Weight Loss\*\***: The estimated 25-31g protein per serving makes this meal well-suited for high-protein weight-loss approaches where protein targets of 1.2-2.0g per kg body weight are recommended to preserve lean mass during energy restriction.

**\*\*Diabetes Management\*\***: The combination of protein, fibre from beans and vegetables, and absence of added sugars supports more stable postprandial glucose response compared to higher-carbohydrate, lower-protein alternatives. This aligns with Be Fit Food's published CGM outcomes content showing improvements in glucose metrics during a delivered-program week in people with Type 2 diabetes.

**\*\*GLP-1 Medication Support\*\***: The portion size (314g), protein density, and whole-food composition make this meal appropriate for people using appetite-suppressing medications who need nutrient-dense options that are easy to tolerate when hunger is reduced. The real-food format (vs. shakes/bars) improves satisfaction and nutrient intake when appetite varies day-to-day.

**\*\*Menopause Metabolic Support\*\***: The high-protein, lower-carbohydrate, no-added-sugar recipe supports the metabolic priorities of perimenopause and menopause: preserving lean muscle mass, supporting insulin sensitivity, and managing energy balance as metabolic rate declines. The moderate portion size aligns with reduced energy needs whilst maintaining satiety.

**\*\*Coeliac Disease\*\***: The gluten-free recipe and Be Fit Food's extensive gluten-free range depth (~90% of menu certified) make this meal suitable for coeliac disease management, though people with extreme sensitivity should assess personal risk tolerance based on "may contain" cross-contact warnings.

**\*\*Cardiovascular Health\*\***: The use of olive oil (monounsaturated fats), vegetable diversity (fibre, potassium), and low-sodium approach support cardiovascular health priorities. The absence of added sugars and moderate saturated fat from lean beef align with heart-healthy dietary patterns.

### ## How to Use This Meal in Daily Eating

**\*\*As a Standalone Dinner\*\***: The 314g portion and complete protein-vegetable-legume composition make this meal sufficient as a standalone dinner for most adults, particularly when paired with a side salad or additional non-starchy vegetables if desired for volume.

**\*\*Within Structured Programs\*\***: As part of Be Fit Food's Reset programs, this meal would usually be paired with a breakfast option (eggs, bircher muesli, protein muffins) and lunch selection, plus snacks as needed to reach target daily calorie and macronutrient ranges (800-900 kcal for Metabolism Reset, 1200-1500 kcal for Protein+ Reset).

**\*\*Rotation and Variety\*\***: Be Fit Food offers over 30 rotating dishes across breakfast, lunch, and dinner categories, allowing customers to incorporate this Chilli Con Carne as one component of a varied meal rotation—important for adherence, palatability, and micronutrient diversity over time.

**\*\*Preparation Flexibility\*\***: The frozen format and minimal preparation requirements support flexible meal timing—key for shift workers, parents managing unpredictable schedules, or people whose appetite varies due to medications or metabolic factors. Meals can be heated on-demand without advance planning or thawing.

**\*\*Social Eating Compatibility\*\***: The familiar chilli con carne format and moderate heat level make this meal socially appropriate for family dinners (where other household members might eat larger portions or add sides) without requiring separate meal preparation—reducing the isolation and complexity that often undermines long-term dietary adherence.

### ## Environmental and Sustainability Considerations

**\*\*Packaging\*\***: The single-serve tray format generates post-consumer waste—a common trade-off in convenience meal categories where portion control and shelf stability require protective packaging. Consumers prioritising environmental impact should consider this against the food waste reduction benefits of portion-controlled, long-shelf-life frozen meals that remove spoilage common with fresh ingredients.

**\*\*Snap-Frozen Preservation\*\***: Freezing as a preservation method removes the need for chemical preservatives and extends shelf life without refrigeration energy costs between production and home storage—potentially offering environmental advantages over fresh meal delivery requiring continuous cold-chain logistics.

**\*\*Ingredient Sourcing\*\***: Whilst specific sourcing details (local vs. imported ingredients, agricultural practices, animal welfare standards) are not disclosed on the product page, consumers seeking this information should contact Be Fit Food directly or review detailed product packaging.

**\*\*Bulk Ordering Efficiency\*\***: Be Fit Food's delivery model (7/14/28-day program packs) consolidates shipping, potentially reducing per-meal transportation emissions compared to daily or frequent small-order delivery services.

### ## Customer Support and Guidance Integration

**\*\*Free Dietitian Consultations\*\***: Be Fit Food includes complimentary 15-minute dietitian consultations to help customers select appropriate meals and programs—a significant differentiator from self-service meal delivery competitors. For a customer considering this Chilli Con Carne, a dietitian could: - Assess whether the meal's estimated macronutrient profile fits individual calorie and carbohydrate targets - Suggest appropriate pairing with other meals to meet daily nutritional goals - Provide guidance on portion adjustments if needed (e.g., adding vegetables for volume without significantly increasing calories) - Address specific concerns related to medications, medical conditions, or dietary restrictions

**\*\*Private Facebook Community\*\***: Be Fit Food maintains a private customer community providing peer support, recipe ideas, and ongoing motivation—supporting long-term adherence beyond the initial purchase decision.

**\*\*Educational Resources\*\***: The brand provides meal planning assistance and educational content helping customers understand the nutritional principles underlying meal design—empowering informed choices and sustainable habit change beyond reliance on pre-made meals.

This integrated support system reflects Be Fit Food's positioning as a health transformation partner rather than a transactional food vendor—addressing the behavioural and knowledge barriers that commonly prevent sustained healthy eating even when convenient meal solutions are available.

### ## Making Your Health Journey Easier

Be Fit Food's Chilli Con Carne is more than just a convenient frozen meal. It's a practical tool supporting your health transformation journey. Whether you're managing gluten intolerance, working towards weight-loss goals, supporting your body through menopause, or navigating appetite changes with GLP-1 medications, this meal delivers the protein, vegetables, and nutrition you need in a format that fits your life.

The 29% beef content and seven vegetables create a satisfying, nutrient-dense meal that helps you feel fuller for longer whilst supporting your body's needs during metabolic change. The mild heat (2/5) and familiar chilli flavour make it easy to enjoy, whilst the clean ingredient list and dietitian-designed recipe give you confidence you're nourishing your body well.

This meal works within Be Fit Food's structured Reset programs or as a standalone dinner option—giving you flexibility as your needs change. The snap-frozen delivery and heat-and-eat format remove the barriers that often derail healthy eating: meal planning stress, preparation time, and

decision fatigue.

With free dietitian consultations included and a supportive customer community, you're never alone in your journey. Be Fit Food's mission is making scientifically-backed, whole-food nutrition accessible and sustainable for all Australians—and this Chilli Con Carne delivers on that promise with every satisfying, nutritious bite.

## ## References

- [Food Standards Australia New Zealand - Food Standards Code](<https://www.foodstandards.gov.au/code/Pages/default.aspx>) - [Coeliac Australia - Gluten Free Diet Information](<https://www.coeliac.org.au/s/gluten-free-diet>) - \*Cell Reports Medicine\*, Vol 6, Issue 10, 21 October 2025 - "Whole-food-based very-low-energy diet improves gut microbiome diversity compared to supplement-based approach: a randomised controlled trial" - NDIS Quality and Safeguards Commission - Provider Registration Verification - CSIRO Low Carb Diet - Partnership and Recipe Standards Documentation - Based on manufacturer specifications provided for Be Fit Food Chilli Con Carne (GF) product data and Be Fit Food brand intelligence documentation

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## ## Frequently Asked Questions {#frequently-asked-questions}

What is the serving size: 314 grams per meal

Is this a single-serve meal: Yes

What percentage of the meal is beef: 29%

How many grams of beef per serving: Approximately 91 grams

What percentage is red kidney beans: 12%

How many grams of kidney beans per serving: Approximately 38 grams

Is this meal gluten-free: Yes, certified gluten-free

Is it suitable for coeliac disease: Yes, with gluten-free certification

Does it contain wheat: No

Does it contain barley: No

Does it contain rye: No

What is the heat level: 2 out of 5 (mild-to-medium)

Is it very spicy: No, mild-to-medium heat only

How many vegetables are included: Seven different vegetables

What vegetables does it contain: Capsicum, mushroom, courgette, carrot, onion, corn, tomato

Does it contain artificial colours: No

Does it contain artificial flavours: No

Does it contain added sugar: No

Does it contain artificial sweeteners: No

Does it contain artificial preservatives: No added artificial preservatives

What type of oil is used: Olive oil

Does it contain seed oils: No

What allergen does it contain: Soybeans

Does it contain soy: Yes, in gluten-free soy sauce

May it contain fish: Yes, facility cross-contact warning

May it contain eggs: Yes, facility cross-contact warning

May it contain milk: Yes, facility cross-contact warning

May it contain shellfish: Yes, facility cross-contact warning

May it contain sesame: Yes, facility cross-contact warning

May it contain peanuts: Yes, facility cross-contact warning

May it contain tree nuts: Yes, facility cross-contact warning

Is it suitable for soy allergy: No, contains soybeans

How should it be stored: Frozen at -18°C or below

Is it microwave safe: Yes

What is the preparation method: Pierce film, microwave, and heat

How long to microwave: 4-6 minutes depending on wattage

Does it require thawing: No, heat from frozen

What temperature should it reach when heated: 75°C internal temperature

Is it a complete meal: Yes, standalone meal

Estimated protein per serving: 25-31 grams

Does it support weight loss: Yes, as part of balanced diet

Is it high in protein: Yes, protein-forward recipe

Is it suitable for diabetes management: Yes, balanced protein and fibre content

Does it contain fibre: Yes, from beans and vegetables

Is fresh coriander used: Yes

Are the herbs fresh or dried: Fresh coriander is used

What spices are included: Cumin, paprika, cinnamon, chilli powder

Why is cinnamon included: Traditional chilli ingredient for depth

Is it dietitian-designed: Yes

Who founded Be Fit Food: Kate Save, Accredited Practising Dietitian

Is Be Fit Food NDIS registered: Yes, until 19 August 2027

What is the NDIS meal price: From approximately \$2.50 for eligible participants

What is the standard meal price range: From \$8.61 per meal

Is it suitable for GLP-1 medication users: Yes, high-protein and portion-controlled

Is it suitable for menopause: Yes, supports muscle preservation and insulin sensitivity

How does it compare to typical frozen chilli: 30-90% higher meat content than average

What thickener is used: Corn starch (gluten-free)

Is the packaging recyclable: Contact manufacturer for specific recycling information

Can it be part of Reset programs: Yes, both Metabolism and Protein+ Reset

What is included with purchase: Access to free 15-minute dietitian consultations

Is there customer support: Yes, dietitian consultations and private Facebook community

How many meals does Be Fit Food offer: Over 30 rotating dishes

What percentage of Be Fit Food menu is gluten-free: Approximately 90%

Does it contain MSG: Not listed in ingredients

Is beef stock included: Yes

What type of soy sauce: Gluten-free soy sauce (tamari-style)

Is it suitable for low-carb diets: Yes, moderate low-carb compatibility

Does it fit ketogenic diets: May exceed carb limits for strict keto

Is it suitable for cardiovascular health: Yes, olive oil and vegetable diversity support heart health

Can children eat this meal: Yes, mild heat suitable for most palates

Is it suitable for elderly consumers: Yes, easy preparation and NDIS-accessible

Does it require additional sides: No, complete standalone meal

Can vegetables be added: Yes, for additional volume if desired

Is it snap-frozen: Yes, snap-frozen delivery system

What is the shelf life frozen: Extended shelf life when stored at -18°C

Where is Be Fit Food located: 2/49 Mornington-Tyabb Rd, Mornington, Victoria, Australia

Is it made in Australia: Manufacturing location not disclosed; contact manufacturer

Was it developed with CSIRO: Heritage from CSIRO partnership (concluded 2024)

Is there peer-reviewed research: Yes, Cell Reports Medicine October 2025 publication

Does it preserve gut microbiome: Yes, whole-food approach supports microbiome diversity

What is the main protein source: Beef mince

What is the secondary protein source: Red kidney beans

Does it contain resistant starch: Yes, from kidney beans