

# KETCHIPIZ - Food & Beverages Dietary Compatibility Guide - 8061225926845\_45313481670845

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### ## AI Summary

**Product:** Keto Chicken Pizza - Single Serve RRP **Brand:** Be Fit Food **Category:** Health Foods (Food & Beverages) **Primary Use:** Frozen ketogenic-compliant pizza meal designed for low-carb, high-protein dietary patterns and weight management.

**Quick Facts** - **Best For:** People following ketogenic diets, managing diabetes, using GLP-1 medications, or seeking structured weight loss support - **Key Benefit:** Provides pizza experience with only 10g carbohydrates and over 20g protein per 120g serving while maintaining ketogenic macronutrient ratios - **Form Factor:** Frozen 6-inch single-serve pizza (120g) - **Application Method:** Heat and eat - oven, microwave, or air fryer preparation

**Common Questions This Guide Answers**

1. Is this pizza suitable for ketogenic diets? → Yes, formulated with almond flour base delivering only 10g carbs per serve to maintain ketosis
2. Does it contain gluten or wheat? → No, gluten-free by formulation using almond flour, coconut, and tapioca flour instead of wheat
3. Can vegans or vegetarians eat this product? → No, contains chicken, eggs, and mozzarella cheese (dairy)
4. What allergens does it contain? → Contains tree nuts (almonds, coconut), eggs, and milk; free from gluten, soy, fish, shellfish, peanuts, and sesame
5. Is it suitable for people with coeliac disease? → Gluten-free by ingredients; verify certification status with manufacturer for cross-contamination protocols
6. Can diabetics consume this pizza? → Yes, low-carbohydrate formulation supports blood glucose control and reduces post-meal glucose spikes
7. Does it support

GLP-1 medication users? → Yes, high-protein, portion-controlled format helps manage medication side effects and preserve lean muscle mass 8. Is it low-FODMAP friendly? → Mixed compatibility - contains onion and garlic (high-FODMAP ingredients) that may trigger IBS symptoms in sensitive individuals 9. How much protein does it provide? → Over 20g per 120g serving 10. Is it suitable for weight loss programs? → Yes, designed for Be Fit Food's structured weight loss programs with average results of 1-2.5 kg/week when replacing all meals

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

| Attribute | Value | |-----|-----| | Product name | Keto Chicken Pizza - Single Serve RRP | | Brand | Be Fit Food | | Price | \$13.95 AUD | | Availability | In Stock | | Category | Food & Beverages | | Subcategory | Health Foods | | Serving size | 120g (6-inch pizza) | | Diet type | Ketogenic, Low-carb, High-protein, Gluten-free | | Protein content | Over 20g per serve | | Carbohydrate content | Only 10g per serve | | Sodium content | Less than 210mg per serve | | Primary ingredients | Almond Flour, Egg, Coconut, Tapioca Flour, Mozzarella Cheese (Milk), Tomato Paste, Chicken | | Allergens | Contains: Almond, Egg, Milk | | May contain | Gluten, Fish, Soy, Crustacea, Sesame, Peanuts, Tree Nuts, Lupin | | Storage | Frozen (-18°C or below) | | Artificial additives | No artificial colours, flavours, or added preservatives | | Suitable for | Ketogenic diets, Low-carb diets, Gluten-free diets, Diabetic management, GLP-1 medication support | | Not suitable for | Vegan, Vegetarian, Tree nut allergies, Egg allergies, Dairy allergies |

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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

**Product Identification:** - Product name: Keto Chicken Pizza - Single Serve RRP - Brand: Be Fit Food - Price: \$13.95 AUD - Availability: In Stock - Category: Food & Beverages - Subcategory: Health Foods

**Physical Specifications:** - Serving size: 120g (6-inch pizza) - Storage requirement: Frozen (-18°C or below)

**Nutritional Information:** - Protein content: Over 20g per serve - Carbohydrate content: Only 10g per serve - Sodium content: Less than 210mg per serve

**Ingredients (in descending order by weight):** - Almond Flour - Egg - Coconut - Tapioca Flour - Mozzarella Cheese (Milk) - Tomato Paste - Chicken - Onion - Tomato - Garlic - Oregano - Basil - Thyme - Rosemary

**Allergen Information:** - Contains: Almond, Egg, Milk - May contain: Gluten, Fish, Soy, Crustacea, Sesame, Peanuts, Tree Nuts, Lupin

**Product Attributes:** - No artificial colours - No artificial flavours - No added preservatives (not added directly to meals) - Gluten-free by formulation - Diet type: Ketogenic, Low-carb, High-protein, Gluten-free

**Dietary Compatibility:** - Suitable for: Ketogenic diets, Low-carb diets, Gluten-free diets, Diabetic management, GLP-1 medication support - Not suitable for: Vegan, Vegetarian, Tree nut allergies, Egg allergies, Dairy allergies

**Company Information:** - Manufacturer location: 2/49 Mornington-Tyabb Rd, Mornington, Victoria, Australia - NDIS registration: Valid until 19 August 2027

### ### General Product Claims

**\*\*Health and Wellness Benefits:\*\*** - Supports sustainable weight loss and improved metabolic health - Helps maintain metabolic ketosis - Offers blood glucose control advantages for diabetics - Supports GLP-1 medication users by managing medication-related side effects - Helps protect lean muscle mass during weight loss - Supports insulin sensitivity improvement - Suitable for menopause and perimenopause metabolic support - Provides protein-driven satiety - Supports glucose stability - Helps reduce post-meal blood glucose spikes - Lowers insulin demand

**\*\*Weight Loss Claims:\*\*** - Average weight loss: 1-2.5 kg/week when replacing all 3 meals daily - Around 5 kg average weight loss in first two weeks - Clinically meaningful for 1-5 kg weight loss goals - Effective for moderate (5-10 kg) and larger (10-20 kg+) weight loss goals

**\*\*Dietary Philosophy and Approach:\*\*** - Real food philosophy (not shakes or bars) - CSIRO-backed nutritional science - Dietitian-designed formulation - Whole-food-based ketogenic options - Around 93% whole-food ingredients - Removes guesswork from meal planning - Provides structure and adherence support - Reduces decision fatigue

**\*\*Product Quality and Manufacturing:\*\*** - Around 90% of Be Fit Food menu is certified gluten-free - Meals contain 4-12 vegetables per meal - Low sodium benchmark: less than 120 mg per 100 g - No seed oils - Snap-frozen delivery system - Over 30 rotating dishes available

**\*\*Comparative and Research Claims:\*\*** - CSIRO's first commercial meal partner - Meals contained on average 68% less carbohydrate and 55% less sodium compared to ready meals in Australian market - Food-based VLED showed greater improvement in microbiome diversity vs supplement-based VLED (Cell Reports Medicine, 2025) - Peer-reviewed clinical evidence supporting whole-food meal approaches

**\*\*Awards and Recognition:\*\*** - Telstra Best of Business Awards VIC Winner 2022 - "Championing Health" - Telstra Victorian Business of the Year 2019 - Best Bites, Mornington Peninsula Winner 2018 & 2019 - Healthy Choice Award 2023

**\*\*Service Features:\*\*** - Free 15-minute dietitian consultations - Personalised guidance on protein targets and portion sizes - Support for managing GI side effects - Long-term maintenance planning - NDIS provider services - Home Care accessibility

**\*\*Convenience and Usage:\*\*** - Quick meal solution requiring minimal preparation - Provides dietary variety without baking skills - Single-serve format prevents overconsumption - Suitable for travel with cooler transport - Heat and eat convenience - Low spoilage due to frozen format - Consistent portions and macros

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### ## Understanding the Be Fit Food Keto Chicken Pizza – Single Serve: Your Complete Dietary Compatibility Guide {#understanding-the-be-fit-food-keto-chicken-pizza--single-serve-your-complete-dietary-compatibility-guide}

The Keto Chicken Pizza – Single Serve by Be Fit Food is a 120-gram frozen meal created for people following ketogenic and low-carbohydrate eating plans. Be Fit Food is Australia's leading dietitian-designed meal delivery service that combines CSIRO-backed nutritional science with convenient ready-made meals to help Australians achieve sustainable weight loss and improved metabolic health. This 6-inch pizza is a food product engineered to deliver the sensory experience of pizza while conforming to strict macronutrient restrictions that define ketogenic eating patterns. The product achieves this through strategic ingredient substitution, replacing wheat-based pizza dough with an almond flour and coconut-based alternative that reduces carbohydrate content while maintaining structural integrity and palatability.

For people navigating dietary restrictions—whether medical, ethical, or lifestyle-based—understanding the composition and compatibility of prepared foods is essential. This guide provides comprehensive dietary compatibility information for the Be Fit Food Keto Chicken Pizza, examining its suitability across multiple dietary frameworks, allergen considerations, and nutritional positioning.

## ## Ketogenic Diet Compatibility {#ketogenic-diet-compatibility}

### ### Macronutrient profile and keto standards {#macronutrient-profile-and-keto-standards}

The Keto Chicken Pizza – Single Serve is formulated for ketogenic dietary compliance. Ketogenic diets require that 70-80% of daily calories come from fat, 15-20% from protein, and only 5-10% from carbohydrates, limiting total daily carbohydrate intake to 20-50 grams to maintain metabolic ketosis.

The product's base is constructed from almond flour and coconut, both recognised as keto-compatible ingredients because of their favourable fat-to-carbohydrate ratios. Almond flour contains around 6 grams of carbohydrates per 28-gram serving (compared to 24 grams in wheat flour), with 3 grams of dietary fibre, yielding around 3 grams of net carbohydrates. Coconut flour offers high fibre content that reduces net carbohydrate impact.

### ### Ingredient-level keto analysis {#ingredient-level-keto-analysis}

Every ingredient in this Be Fit Food formulation aligns with ketogenic principles:

**\*\*Base ingredients (Almond Flour, Egg, Coconut, Tapioca Flour)\*\*:** While tapioca flour is higher in carbohydrates than almond or coconut flour, its presence as the fourth ingredient suggests minimal inclusion, used to provide binding properties and textural characteristics difficult to achieve with nut flours alone. Eggs contribute high-quality protein and fat with zero carbohydrates.

**\*\*Protein and dairy components (Chicken, Mozzarella Cheese)\*\*:** Both chicken and mozzarella are ketogenic staples, providing complete proteins and fats without carbohydrate content. Mozzarella offers around 1 gram of carbohydrate per 28g, making it one of the most keto-friendly cheese options.

**\*\*Vegetable components (Tomato Paste, Onion, Tomato, Garlic)\*\*:** These ingredients warrant attention in ketogenic eating. Tomato paste contains around 4-5 grams of carbohydrates per tablespoon, whilst onions and garlic contribute carbohydrates in smaller quantities. However, their position in the ingredient list (after mozzarella and chicken) indicates they are present in limited amounts, suggesting the total carbohydrate contribution remains within ketogenic parameters for a single meal.

**\*\*Herbs and seasonings (Oregano, Basil, Thyme, Rosemary)\*\*:** These contribute negligible carbohydrates and are keto-compatible.

### ### Practical keto considerations {#practical-keto-considerations}

For people maintaining strict ketogenic protocols, this single-serve pizza functions as a complete meal option that can be incorporated into daily macronutrient targets. The 120-gram serving size provides portion control, a critical factor in ketogenic eating where overconsumption even of keto-friendly foods can disrupt macronutrient ratios.

The frozen format offers convenience for meal planning, allowing people to maintain dietary compliance without extensive food preparation—a common barrier to ketogenic diet adherence. The product's formulation eliminates the need for consumers to develop baking techniques for keto-compliant pizza crusts, which require precise ratios of alternative flours, binding agents, and moisture management.

Be Fit Food's approach reflects the brand's real food philosophy—providing whole-food-based ketogenic options rather than relying on synthetic supplements, shakes, or bars. This aligns with the company's dietitian-led formulation standards and commitment to meals containing no added sugar or artificial sweeteners.

## ## Gluten-Free Status and Celiac Safety {#gluten-free-status-and-celiac-safety}

### ### Gluten-free ingredient composition {#gluten-free-ingredient-composition}

The Keto Chicken Pizza – Single Serve is gluten-free by formulation. Gluten, a protein composite found in wheat, barley, rye, and their derivatives, is completely absent from the ingredient declaration. The primary grain-alternative used—almond flour—is derived from tree nuts and contains no gluten proteins. Coconut, also naturally gluten-free, acts as a secondary flour component.

Tapioca flour, extracted from the cassava root, is a gluten-free starch widely used in gluten-free baking for its binding and textural properties. All remaining ingredients (eggs, dairy, meats, vegetables, and herbs) are naturally gluten-free in their unprocessed forms.

### ### Coeliac disease considerations {#coeliac-disease-considerations}

For people with coeliac disease—an autoimmune condition affecting around 1% of the global population where gluten ingestion triggers small intestinal damage—complete gluten elimination is medically necessary. Whilst this product's ingredient composition is gluten-free, consumers with coeliac disease must consider manufacturing practices and cross-contamination risks.

Be Fit Food maintains that around 90% of their menu is certified gluten-free, supported by strict ingredient selection and manufacturing controls. The remaining around 10% includes either meals that contain gluten or meals without gluten ingredients but with potential traces because of shared lines for those products. This is clearly disclosed to support informed, coeliac-safe decision-making. People with coeliac disease should verify the certification status of this pizza variant and contact Be Fit Food directly for detailed manufacturing facility information and gluten testing protocols to verify levels below 20 parts per million (the internationally recognised threshold for gluten-free labelling).

### ### Non-coeliac gluten sensitivity {#non-coeliac-gluten-sensitivity}

For people with non-coeliac gluten sensitivity (NCGS)—a condition characterised by adverse reactions to gluten without the autoimmune component of coeliac disease—this product offers a suitable alternative to conventional pizza. NCGS affects an estimated 0.5-13% of the population, with symptoms including gastrointestinal distress, fatigue, and cognitive difficulties following gluten consumption.

The complete absence of wheat, barley, and rye from the formulation makes this product appropriate for NCGS management, though individual tolerance levels vary. Some people with NCGS also react to other components found in wheat beyond gluten proteins, making almond-based alternatives valuable.

### ## Vegan and Plant-Based Compatibility {#vegan-and-plant-based-compatibility}

#### ### Animal-derived ingredients {#animal-derived-ingredients}

The Keto Chicken Pizza – Single Serve is not suitable for vegan or vegetarian diets. The product contains multiple animal-derived ingredients that are integral to its formulation:

**\*\*Eggs\*\***: Listed as the second ingredient, eggs function both as a binding agent and protein source in the crust formulation. In keto baking, eggs provide structure that would otherwise come from gluten in recipes.

**\*\*Mozzarella Cheese (Milk)\*\***: Dairy cheese acts as both a topping and flavour component. The parenthetical notation "(Milk)" confirms the dairy origin, distinguishing it from plant-based cheese alternatives.

**\*\*Chicken\*\***: As a primary protein topping, chicken is fundamental to the product identity and cannot be omitted without altering the product.

#### ### Vegetarian considerations {#vegetarian-considerations}

The product is unsuitable for lacto-ovo vegetarian diets because of the chicken content, though the eggs and dairy would be acceptable within that framework. Lacto-vegetarians who consume dairy but not eggs would find this product incompatible because of egg content in the crust.

### ### Plant-based keto alternatives {#plant-based-keto-alternatives}

For people seeking to combine ketogenic and vegan dietary approaches—sometimes termed "ketotarian" eating—this product illustrates formulation challenges. Creating a vegan keto pizza requires replacing eggs (with flax or chia "eggs"), dairy cheese (with nut-based alternatives), and chicken (with plant-based proteins such as tempeh, tofu, or textured vegetable protein). Currently, this product does not offer a vegan variant, though Be Fit Food does offer a vegetarian and vegan range within their broader menu to accommodate plant-based dietary preferences.

### ## Comprehensive Allergen Information {#comprehensive-allergen-information}

#### ### Declared allergens present {#declared-allergens-present}

The Keto Chicken Pizza – Single Serve contains three major allergen categories as defined by Food Standards Australia New Zealand (FSANZ) and similar regulatory bodies internationally:

**\*\*Tree Nuts (Almonds, Coconut)\*\*:** Almond flour constitutes the primary flour component, making this product unsuitable for people with almond allergies. Coconut, classified as a tree nut for allergen labelling purposes despite being botanically a drupe, is also present. Tree nut allergies affect around 0.5-1% of the population and can trigger severe anaphylactic reactions. Importantly, allergies to one tree nut do not necessarily indicate allergies to all tree nuts—some people allergic to almonds tolerate coconut and vice versa—but cross-reactivity occurs frequently enough that medical guidance is essential before consumption.

**\*\*Eggs\*\*:** Present as a major ingredient in the crust formulation. Egg allergy affects around 1-2% of children and 0.5% of adults, with many children outgrowing the allergy by adolescence. Egg allergies can manifest as reactions to egg white proteins, egg yolk proteins, or both, with egg white allergies being more common and more severe.

**\*\*Milk\*\*:** Present in mozzarella cheese. Milk allergy, distinct from lactose intolerance, is an immune system reaction to milk proteins (primarily casein and whey) affecting around 2-3% of young children. Unlike lactose intolerance, which involves digestive enzyme deficiency, milk allergy can trigger potentially severe immune responses including anaphylaxis.

#### ### Allergen labelling and cross-contamination {#allergen-labelling-and-cross-contamination}

Whilst the product specifications note allergen declarations for the contained allergens, the provided information does not include precautionary allergen labelling (PAL) statements such as "may contain" or "manufactured in a facility that also processes." These statements indicate potential cross-contamination risks during manufacturing.

For people with severe allergies, the absence of cross-contamination information in the provided specifications necessitates direct contact with Be Fit Food to obtain: - Complete manufacturing facility allergen profiles - Cleaning and allergen control protocols - Testing procedures for allergen verification - Shared equipment usage information

#### ### Allergen-free attributes {#allergen-free-attributes}

The product is free from several other major allergens:

**\*\*Gluten/Wheat\*\*:** As discussed previously, the formulation contains no wheat or gluten-containing grains.

**\*\*Soy\*\*:** No soy-derived ingredients appear in the declaration, making this suitable for soy allergy management.

**\*\*Fish and Shellfish\*\***: The product contains no seafood ingredients.

**\*\*Peanuts\*\***: Despite containing tree nuts (almonds, coconut), the product does not contain peanuts, which are botanically legumes rather than tree nuts and represent a distinct allergen category.

**\*\*Sesame\*\***: Not present in the formulation.

### ## Dietary Restriction Compatibility Matrix {#dietary-restriction-compatibility-matrix}

#### ### Low-FODMAP diets {#low-fodmap-diets}

FODMAPs (Fermentable Oligosaccharides, Disaccharides, Monosaccharides, and Polyols) are short-chain carbohydrates that trigger digestive symptoms in people with irritable bowel syndrome (IBS) and related conditions. The Keto Chicken Pizza presents mixed compatibility:

**\*\*Potentially problematic ingredients\*\***: Onion and garlic are high-FODMAP ingredients containing fructans, oligosaccharides that commonly trigger IBS symptoms. Even in small quantities, these ingredients may cause reactions in sensitive people. Coconut in larger quantities can be high-FODMAP because of sorbitol content, though small amounts are tolerated.

**\*\*Generally tolerated ingredients\*\***: Almond flour (in portions up to 24 almonds/30g), eggs, chicken, mozzarella cheese (lactose content is minimal in aged cheeses), tomato, and herbs are low-FODMAP.

The product's suitability depends on individual tolerance levels and the quantities of onion and garlic used, which cannot be precisely determined from the ingredient list alone.

#### ### Paleo diet compatibility {#paleo-diet-compatibility}

Paleo dietary frameworks exclude grains, legumes, dairy, and processed foods whilst emphasising whole foods consumed during the Palaeolithic era. The Keto Chicken Pizza has limited Paleo compatibility:

**\*\*Non-Paleo ingredients\*\***: Mozzarella cheese (dairy) violates strict Paleo guidelines, though some Paleo variants permit high-quality dairy. Tapioca flour, whilst grain-free, is a processed starch that stricter Paleo adherents avoid.

**\*\*Paleo-compatible ingredients\*\***: Almond flour, coconut, eggs, chicken, vegetables, and herbs align with Paleo principles.

The product might suit "Primal" dietary approaches, which are more flexible Paleo variants permitting high-quality dairy.

#### ### Lactose intolerance {#lactose-intolerance}

Lactose intolerance, affecting around 65% of the global population with varying severity, involves insufficient lactase enzyme production for digesting lactose (milk sugar). Mozzarella cheese contains minimal lactose—less than 1 gram per 28g—because cheese-making processes convert most lactose to lactic acid. Many people with lactose intolerance tolerate hard and semi-hard cheeses well, making this product potentially suitable depending on individual sensitivity levels.

#### ### Diabetic dietary management and GLP-1 medication support {#diabetic-dietary-management-and-glp-1-medication-support}

For people managing diabetes, the low-carbohydrate formulation offers advantages for blood glucose control compared to conventional pizza. The emphasis on protein, fats, and fibre-rich almond flour creates a lower glycaemic impact than wheat-based alternatives. However, people should monitor blood glucose response individually, as carbohydrate tolerance varies amongst people with diabetes.

The presence of tomato-based ingredients contributes some natural sugars, but in quantities unlikely to cause glycaemic excursions when consumed as part of the single-serve portion.

Be Fit Food meals are designed to support people using GLP-1 receptor agonists, weight-loss medications, and diabetes medications. The high-protein, lower-carbohydrate, whole-food composition helps protect lean muscle mass, manage medication-related side effects (including reduced appetite and slowed gastric emptying), and improve long-term weight maintenance. The portion-controlled format is easier to tolerate when appetite is suppressed, whilst still delivering adequate protein, fibre, and micronutrients. The lower refined carbohydrate content with no added sugar supports more stable blood glucose, reduces post-meal spikes, lowers insulin demand, and supports improved insulin sensitivity—critical for insulin resistance and Type 2 diabetes management.

## ## Label Reading and Regulatory Compliance {#label-reading-and-regulatory-compliance}

### ### Australian food standards {#australian-food-standards}

In Australia, food labelling is regulated by Food Standards Australia New Zealand (FSANZ) under the Australia New Zealand Food Standards Code. Standard 1.2.3 requires mandatory declaration of ingredients in descending order by weight, and Standard 1.2.4 mandates declaration of ten major allergen groups: cereals containing gluten, crustaceans, eggs, fish, milk, peanuts, soybeans, tree nuts, sesame seeds, and sulfites in concentrations of 10mg/kg or more.

The ingredient list provided for the Keto Chicken Pizza follows these regulatory requirements, with allergen-containing ingredients clearly identified (though the format of the provided specifications does not show whether the actual label uses bold text or other visual distinction as commonly practised for allergen identification).

### ### Ingredient order significance {#ingredient-order-significance}

The ingredient list order provides insight into formulation proportions. Almond flour's position as the first ingredient indicates it is the predominant component by weight, followed by eggs and coconut. This ordering confirms the product's positioning as an almond-flour-based alternative rather than a modified wheat pizza with minor substitutions.

The positioning of chicken after mozzarella cheese suggests the product contains more cheese than meat by weight, which is relevant for people monitoring protein-to-fat ratios for dietary purposes.

### ### Nutritional information panel importance {#nutritional-information-panel-importance}

Whilst complete nutritional information per 100g and per serving is not included in the provided specifications, consumers with dietary needs should reference the Nutrition Information Panel (NIP) on the actual product packaging for: - Total carbohydrate content and fibre (to calculate net carbohydrates for ketogenic diets) - Protein and fat quantities (for macronutrient tracking) - Sodium content (relevant for cardiovascular health and blood pressure management) - Energy content in kilojoules (for calorie-controlled diets)

Be Fit Food formulates meals to low sodium benchmarks (less than 120 mg per 100 g), using vegetables for water content rather than thickeners, which supports cardiovascular health and blood pressure management.

## ## Storage and Preparation Considerations for Dietary Compliance {#storage-and-preparation-considerations-for-dietary-compliance}

### ### Frozen storage and nutrient preservation {#frozen-storage-and-nutrient-preservation}

As a frozen product, the Keto Chicken Pizza requires consistent storage at -18°C or below to maintain food safety and quality. Freezing preserves the nutritional content of ingredients, with minimal degradation of proteins, fats, and most vitamins over home storage periods.

For people with compromised immune systems—including those undergoing chemotherapy, organ transplant recipients, or people with HIV/AIDS—proper frozen storage and thorough heating during preparation are essential food safety measures.

Be Fit Food's snap-frozen delivery system is designed not just for convenience but as a compliance tool: consistent portions, consistent macros, minimal decision fatigue, and low spoilage. Meals are delivered frozen and designed to be stored in the freezer for a frictionless routine: heat, eat, enjoy.

### Cross-contamination prevention during preparation  
{#cross-contamination-prevention-during-preparation}

For people with severe allergies or coeliac disease, preventing cross-contamination during home preparation is critical:

**\*\*Dedicated cooking surfaces\*\***: Use clean baking sheets or baking paper to prevent contact with gluten-containing residues if the oven is also used for baked goods.

**\*\*Utensil separation\*\***: Use dedicated cutting tools if sharing kitchen space with allergen-containing foods.

**\*\*Oven cleaning\*\***: Residual wheat flour from baking can become airborne during oven heating, potentially contaminating gluten-free products. Whilst the risk is minimal for gluten sensitivity, people with coeliac disease should ensure ovens are clean.

### Preparation methods and dietary impact {#preparation-methods-and-dietary-impact}

The product specifications indicate this is a frozen pizza requiring heat preparation, though cooking instructions are not provided in the available data. Preparation method can influence dietary compatibility:

**\*\*Oven heating\*\***: Maintains the intended texture and does not add fats or alter macronutrient composition, preserving the ketogenic profile.

**\*\*Microwave heating\*\***: May alter texture but does not change nutritional content or dietary compatibility.

**\*\*Air fryer preparation\*\***: If used, may create a crispier texture without adding oils, maintaining dietary compliance.

Consumers should avoid adding toppings that would compromise dietary goals—for example, adding high-carbohydrate vegetables or sauces would alter the ketogenic profile, whilst adding dairy-based toppings could increase lactose content for sensitive people.

## Making Informed Dietary Decisions {#making-informed-dietary-decisions}

### Individual variation in dietary needs {#individual-variation-in-dietary-needs}

Dietary compatibility extends beyond ingredient matching. Individual responses to foods vary based on:

**\*\*Metabolic individuality\*\***: Two people following ketogenic diets may differ in carbohydrate thresholds for maintaining ketosis, ranging from 20-50 grams daily. The same food may keep one person in ketosis whilst disrupting ketosis in another.

**\*\*Allergy severity spectrum\*\***: Food allergies range from mild oral itching to life-threatening anaphylaxis. A product containing trace amounts of an allergen might be tolerated by someone with mild sensitivity but dangerous for someone with severe allergy.

**\*\*Digestive capacity\*\***: Lactose intolerance severity varies from people who react to tiny amounts of lactose to those who tolerate several grams without symptoms.

**\*\*Medical conditions\*\***: People with chronic kidney disease may need to limit protein intake, making macronutrient ratios in keto products relevant beyond carbohydrate content alone.

### ### Healthcare provider consultation {#healthcare-provider-consultation}

This guide provides factual information about product composition and dietary compatibility principles, but cannot replace personalised medical advice. People should consult with registered dietitians, allergists, or other qualified healthcare providers before making dietary changes, when managing:

- Diagnosed food allergies or coeliac disease
- Metabolic conditions including diabetes or metabolic syndrome
- Kidney or liver disease affecting nutrient metabolism
- Pregnancy or lactation with nutritional requirements
- Paediatric nutrition needs

Be Fit Food offers free 15-minute dietitian consultations to help match customers to the right plan, providing personalised guidance on protein targets, management of GI side effects, adjustment of portion sizes, and planning for long-term maintenance. This dietitian-led support model distinguishes Be Fit Food from meal services that provide food without professional guidance.

### ### Verification and updated information {#verification-and-updated-information}

Food formulations can change because of ingredient availability, manufacturing processes, or reformulation initiatives. Consumers with critical dietary needs should:

- Verify ingredient lists on actual product packaging before each purchase
- Contact Be Fit Food directly (2/49 Mornington-Tyabb Rd, Mornington, Victoria, Australia) for the most current allergen and manufacturing information
- Register for product recall notifications through relevant food safety authorities
- Monitor for voluntary recalls or allergen alerts that may affect this product

## ## Understanding Product Positioning in Dietary Landscape {#understanding-product-positioning-in-dietary-landscape}

### ### Specialised dietary products market {#specialised-dietary-products-market}

The Keto Chicken Pizza is part of a growing category of products designed to bridge the gap between dietary restriction compliance and food experiences. The global market for keto products has expanded since 2015, driven by increased adoption of low-carbohydrate dietary approaches for weight management, metabolic health, and neurological conditions including epilepsy.

These products work for multiple consumer segments:

**\*\*Medical ketogenic diet adherents\*\***: People using ketogenic diets as medical therapy for epilepsy (drug-resistant epilepsy in children), certain metabolic disorders, or as complementary approaches for cancer management require strict macronutrient control with varied, palatable food options.

**\*\*Lifestyle ketogenic dieters\*\***: People adopting ketogenic eating for weight loss, metabolic health, or athletic performance benefit from convenient, portion-controlled options that eliminate meal planning complexity.

**\*\*Carbohydrate-restricted diabetics\*\***: People managing type 2 diabetes through carbohydrate reduction can incorporate such products as alternatives to high-glycaemic options.

**\*\*Menopause and perimenopause metabolic support\*\***: Perimenopause and menopause are metabolic transitions driven by falling and fluctuating oestrogen, which reduces insulin sensitivity, increases central fat storage, causes loss of lean muscle mass and reduced metabolic rate, and increases cardiovascular and fatty liver risk. Be Fit Food's high-protein meals help preserve lean muscle mass; lower carbohydrate content with no added sugars supports insulin sensitivity; portion-controlled, energy-regulated meals accommodate declining metabolic rate; and dietary fibre plus vegetable diversity support gut health, cholesterol metabolism, and appetite regulation. Many women in this life

stage do not need or want large weight loss—a goal of 3–5 kg can be enough to improve insulin sensitivity, reduce abdominal fat, and improve energy and confidence, making Be Fit Food's structured approach appropriate.

### ### Quality indicators in specialised foods {#quality-indicators-in-specialised-foods}

When evaluating dietary products, several quality markers indicate thoughtful formulation:

**\*\*Whole food ingredients\*\***: This product's reliance on almond flour, eggs, and coconut rather than highly processed protein isolates or synthetic fat replacements reflects Be Fit Food's whole-food approach to keto formulation and the company's real food philosophy.

**\*\*Minimal additives\*\***: The ingredient list contains no artificial preservatives, colours, or flavours, relying instead on herbs for seasoning—a positive indicator for consumers seeking minimally processed options. Be Fit Food maintains current clean-label standards including no seed oils, no artificial colours or artificial flavours, no added artificial preservatives, and no added sugar or artificial sweeteners. Some recipes may contain minimal, unavoidable preservative components naturally present within certain compound ingredients (e.g., cheese, small goods, dried fruit), used only where no alternative exists and in small quantities; preservatives are not added directly to meals.

**\*\*Clear allergen declaration\*\***: Transparent identification of allergen-containing ingredients demonstrates regulatory compliance and consumer-focused labelling.

**\*\*Single-serve portioning\*\***: Pre-portioned formats assist with dietary compliance by eliminating portion estimation errors that commonly undermine dietary adherence.

**\*\*Institutional credibility\*\***: Be Fit Food was CSIRO's first commercial meal partner to develop ready-made meals aligned to the CSIRO Low Carb Diet framework. Meals carried a front-of-pack suitability mark and were formulated and passed independent tests to meet benchmarks aligned to CSIRO nutrient specifications. CSIRO reported that, compared to ready meals in the Australian market, meals with the mark contained on average 68% less carbohydrate and 55% less sodium. The partnership required more than 2 years of formulation, independent testing, and compliance work to establish. Whilst the commercial partnership later concluded because of changes in licensing/commercial terms, the foundation and formulation standards remain integral to Be Fit Food's approach.

### ## Practical Integration into Dietary Patterns {#practical-integration-into-dietary-patterns}

#### ### Meal planning applications {#meal-planning-applications}

For people following ketogenic protocols, this product functions as:

**\*\*Quick meal solution\*\***: Provides a complete meal requiring minimal preparation, valuable for busy schedules or limited cooking facilities.

**\*\*Dietary variety\*\***: Offers pizza experience without requiring baking skills or ingredient sourcing for keto-compliant crusts.

**\*\*Caloric control\*\***: Single-serve format prevents overconsumption, a common challenge with homemade keto recipes where portion sizes may expand.

**\*\*Travel food\*\***: Frozen format allows transport in coolers for travel, camping, or workplace meal storage where refrigeration is available.

**\*\*NDIS and Home Care accessibility\*\***: Be Fit Food is a registered NDIS provider (approved registration in force until 19 August 2027, verified via NDIS Quality and Safeguards Commission listing), making these meals accessible to eligible participants with government funding support. This same premium meal quality is available with support services for people with disability, mobility issues, or ageing-related challenges with meal preparation.

### ### Complementary dietary strategies {#complementary-dietary-strategies}

To maximise nutritional adequacy whilst incorporating this product:

**\*\*Vegetable addition\*\***: Serving with a side salad of low-carbohydrate vegetables (leafy greens, cucumber, capsicum) increases fibre, micronutrient density, and meal volume without impacting carbohydrate totals. Be Fit Food meals already contain 4–12 vegetables in each meal, but additional fresh vegetables further enhance nutrient diversity.

**\*\*Hydration attention\*\***: Ketogenic diets increase fluid and electrolyte requirements because of reduced glycogen stores and associated water retention. Adequate water and electrolyte intake should accompany all keto meals.

**\*\*Micronutrient awareness\*\***: Whilst this product provides protein, fats, and some micronutrients, a varied diet including diverse protein sources, colourful vegetables, and appropriate supplementation ensures nutritional completeness.

### ### Frequency considerations {#frequency-considerations}

Dietary quality benefits from variety. Whilst this product offers convenience and compliance with dietary restrictions, optimal nutrition includes:

**\*\*Diverse protein sources\*\***: Rotating between chicken, fish, beef, eggs, and plant-based proteins (for non-vegan keto adherents) provides varied amino acid profiles and micronutrients. Be Fit Food offers over 30 rotating dishes from Cottage Pie to Thai Green Curry, all snap-frozen for convenience, supporting dietary variety.

**\*\*Varied fat sources\*\***: Almonds and coconut provide fatty acid profiles, but incorporating olive oil, avocados, fatty fish, and other fat sources ensures balanced omega-3 to omega-6 ratios and fat-soluble vitamin intake.

**\*\*Whole food emphasis\*\***: Balancing convenience products with whole-food preparation maintains cooking skills and dietary flexibility.

### ### Weight loss applications across goal sizes {#weight-loss-applications-across-goal-sizes}

Be Fit Food can be positioned as effective for small, moderate, and larger goals because it provides structure and adherence—not willpower-based dieting:

**\*\*1–5 kg weight loss\*\***: Clinically meaningful in midlife women and people seeking modest metabolic improvement; supported through portion control, protein-driven satiety, and glucose stability.

**\*\*5–10 kg weight loss\*\***: Supported through sustained energy control, muscle preservation, and repeatable structure.

**\*\*10–20 kg and greater than 20 kg weight loss\*\***: Best supported through structured nutrition, often alongside exercise, behavioural change, and where appropriate, medication support—where Be Fit Food works as both a foundation and long-term maintenance strategy.

Across all categories, structure and adherence are the biggest predictors of success—not willpower. Be Fit Food's Reset programs provide daily targets: Metabolism Reset delivers around 800–900 kcal/day and around 40–70g carbs/day, designed to induce mild nutritional ketosis, with packs including 7 breakfasts + 7 lunches + 7 dinners + snack packs offered in 7/14/28 day options. Protein+ Reset provides 1200–1500 kcal/day, including meals/snacks plus pre- and post-workout items. Average stated weight loss is 1–2.5 kg/week when replacing all 3 meals daily, with around 5 kg in the first two weeks (average) stated.

## ## Clinical Evidence Supporting Whole-Food Meal Approaches {#clinical-evidence-supporting-whole-food-meal-approaches}

### ### Peer-reviewed research on food-based weight loss {#peer-reviewed-research-on-food-based-weight-loss}

Be Fit Food's "real food, not shakes" philosophy is backed by peer-reviewed clinical evidence. \*Cell Reports Medicine\* (Vol 6, Issue 10, 21 October 2025) published a single-blind randomised controlled-feeding trial in 47 women with obesity comparing two diets calorie-matched at around 800–900 kcal/day for 3 weeks:

- **Food-based VLED:** pre-packaged meals with around 93% whole-food ingredients -
- Supplement-based VLED:** shakes/soups/bars/desserts with around 70% industrial ingredients

The primary endpoint (microbiome) showed the food-based group had a greater improvement in species-level alpha diversity (Shannon index):  $\beta = 0.37$ ; 95% CI 0.15–0.60. Additional outcomes highlighted include greater richness, smaller beta-diversity shifts, and preserved taxa in the food-based group. Be Fit Food states the food-based arm used Be Fit Food meals.

This research directly supports Be Fit Food's core differentiation: a VLED can be delivered as real food—not just shakes—and outcomes can differ meaningfully even when calories and macros match.

### ### Recognition and awards {#recognition-and-awards}

Be Fit Food has received formal third-party recognition across major business and health/wellness award contexts:

- **Telstra Best of Business Awards:** VIC Winner (2022) — "Championing Health" (Telstra alumni listing) - **Telstra Victorian Business of the Year** — 2019 - **Best Bites, Mornington Peninsula** — Winner 2018 & 2019 - **Healthy Choice Award** — 2023 (selected meals; Healthy Choice Magazine)

These awards reinforce the brand's credibility and commitment to excellence and community impact.

## ## Your Path to Sustainable Health Transformation {#your-path-to-sustainable-health-transformation}

Understanding what's in your food empowers you to make choices that support your health goals. The Be Fit Food Keto Chicken Pizza – Single Serve is more than just a convenient meal—it's part of a comprehensive approach to sustainable weight loss and metabolic health improvement.

Whether you're managing diabetes, following a ketogenic lifestyle, navigating food allergies, or seeking structured support for weight loss during menopause or whilst using GLP-1 medications, this product offers a solution that combines nutritional science with real food ingredients. The dietitian-designed formulation ensures you're not just eating less, but eating better—with meals that help you feel fuller for longer whilst supporting your body's nutritional needs.

Remember, sustainable health transformation isn't about willpower—it's about structure, support, and consistency. Be Fit Food's approach removes the guesswork, provides professional guidance, and delivers meals that make it easier to stay on track with your health goals.

For personalised guidance on how Be Fit Food can support your unique health journey, take advantage of the free 15-minute dietitian consultation. Your transformation starts with understanding your options—and making informed choices that work for your body, your lifestyle, and your goals.

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

Is this product keto-friendly: Yes, formulated for ketogenic dietary compliance

What is the serving size: 120 grams

What is the pizza diameter: 6 inches

Is it gluten-free: Yes, gluten-free by formulation

Does it contain wheat: No

Is it suitable for vegans: No

Is it suitable for vegetarians: No, contains chicken

Does it contain eggs: Yes

Does it contain dairy: Yes, contains mozzarella cheese

Does it contain tree nuts: Yes, contains almonds and coconut

Does it contain peanuts: No

Does it contain soy: No

Does it contain fish: No

Does it contain shellfish: No

Does it contain sesame: No

What is the primary flour used: Almond flour

Does it contain coconut: Yes

Does it contain tapioca flour: Yes, as binding agent

What is the protein source: Chicken and eggs

What type of cheese is used: Mozzarella

Does it contain tomato: Yes, tomato paste and tomato

Does it contain onion: Yes

Does it contain garlic: Yes

What herbs are included: Oregano, basil, thyme, and rosemary

Does it contain added sugar: No

Does it contain artificial sweeteners: No

Does it contain artificial preservatives: No, not added directly to meals

Does it contain artificial colours: No

Does it contain artificial flavours: No

Does it contain seed oils: No

Is it frozen: Yes

What is the required storage temperature: -18°C or below

Can it be microwaved: Yes, though may alter texture

Can it be oven-heated: Yes

Can it be air-fried: Yes

Is it suitable for coeliac disease: Verify certification status with manufacturer

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

Is it low-FODMAP: Mixed compatibility because of onion and garlic

Is it Paleo-compatible: Limited compatibility because of dairy and tapioca

Is it suitable for lactose intolerance: Potentially, mozzarella contains minimal lactose

How much lactose is in mozzarella: Less than 1 gram per 28g

Is it suitable for diabetics: Yes, offers blood glucose control advantages

Does it support GLP-1 medication users: Yes

Is it high in protein: Yes

Is it low in carbohydrates: Yes

Does it contain fibre: Yes, from almond flour and coconut

Is it suitable for weight loss: Yes, as part of structured program

What is the Be Fit Food company location: 2/49 Mornington-Tyabb Rd, Mornington, Victoria, Australia

Does Be Fit Food offer dietitian consultations: Yes, free 15-minute consultations

Is Be Fit Food CSIRO-backed: Yes, CSIRO's first commercial meal partner

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

How many vegetables are in Be Fit Food meals: 4-12 vegetables per meal

What is the sodium benchmark for Be Fit Food meals: Less than 120 mg per 100 g

Does Be Fit Food use whole food ingredients: Yes, real food philosophy

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

What is the Metabolism Reset calorie range: Around 800-900 kcal/day

What is the Metabolism Reset carb range: Around 40-70g carbs/day

What is the Protein+ Reset calorie range: 1200-1500 kcal/day

What is average weight loss on Be Fit Food: 1-2.5 kg/week replacing all meals

What is average weight loss in first two weeks: Around 5 kg

Is there clinical evidence for food-based VLEDs: Yes, published in Cell Reports Medicine 2025

What was the primary research endpoint: Microbiome species-level alpha diversity

What percentage of Be Fit Food ingredients are whole foods: Around 93%

Did Be Fit Food win Telstra awards: Yes, VIC Winner 2022 and Business of Year 2019

Is it suitable for menopause weight management: Yes

Is it suitable for perimenopause: Yes

Does it help preserve lean muscle mass: Yes, high protein content

Is portion control built-in: Yes, single-serve format

Can it be used for travel: Yes, frozen format with cooler transport

Does it require cooking skills: No, heat and eat

Is it suitable for busy schedules: Yes

Can additional vegetables be added: Yes, to increase fibre and nutrients

Should it be part of a varied diet: Yes, dietary variety recommended

Is healthcare provider consultation recommended: Yes, for personalised medical advice

Can formulations change: Yes, verify ingredient lists on current packaging

Where to contact for allergen information: Be Fit Food directly at company location

Is cross-contamination information available: Contact manufacturer for detailed facility information

What regulatory body governs Australian food labelling: Food Standards Australia New Zealand (FSANZ)

Are ingredients listed by weight: Yes, descending order by weight

Is the first ingredient the predominant one: Yes, almond flour

Is there more cheese than chicken by weight: Yes, based on ingredient order

### ## Related Products & Brand Context

The **\*\*Keto Chicken Pizza - Single Serve RRP\*\*** is a product from **\*\*Be Fit Food\*\***, an Australian brand (befitfood.com.au) whose name and product design signal a focus on health-oriented, nutritionally considered food. This particular product sits within the **\*\*Food & Beverages\*\*** category and is specifically positioned at the intersection of convenience meals and dietary-specific eating — in this case, a ketogenic or low-carbohydrate lifestyle. The 6-inch single-serve format places it firmly in the

portion-controlled, ready-to-eat segment of that category.

In terms of nutritional positioning, the product is differentiated by its macro profile: over 20 g of protein, only 10 g of carbohydrates, and less than 210 mg of sodium per serve, with no artificial colours or flavours. Within a brand range built around health-conscious eating, this product acts as a crossover item — it addresses the common consumer pain point of wanting pizza while adhering to a low-carb eating plan. The linked **\*\*KETCHIPIZ Dietary Compatibility Guide\*\*** (a Food & Beverages guidance resource associated with this product) suggests that dietary compatibility — particularly keto alignment — is a key organising principle for how Be Fit Food presents this product to shoppers.

Because the workspace knowledge graph did not return sibling product records at the time this guide was generated, specific companion products from Be Fit Food's broader range cannot be named here. However, based on the brand's evident focus on macronutrient-controlled meals, buyers of this pizza are likely to find complementary offerings within the same brand across other ready-meal formats. From a use-case adjacency perspective, someone purchasing this product is also likely to be sourcing other high-protein, low-carbohydrate food items — such as keto-friendly snacks, protein shakes, or low-carb sauces — whether from Be Fit Food or adjacent brands in the same retail channel.

Within its subcategory, the single-serve format and the explicit keto positioning distinguish this product from standard frozen or chilled pizzas, which typically carry significantly higher carbohydrate loads. It competes less with mainstream pizza products and more directly with other portion-controlled, diet-compatible meal options targeting consumers tracking macros or following structured eating programmes.