

# VEGBOL(GF - Food & Beverages Product Overview - 7070704795837\_43456592543933

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### ## AI Summary

**Product:** Be Fit Food Vegan Bolognese (GF) (VG) MP4 **Brand:** Be Fit Food **Category:** Prepared Meals - Frozen Plant-Based **Primary Use:** Single-serve, nutritionally complete vegan meal combining seven vegetables, plant proteins, and gluten-free pasta in a tomato-based sauce.

**Quick Facts** - **Best For:** Time-constrained vegans, gluten-intolerant plant-based eaters, portion-control dieters, NDIS participants - **Key Benefit:** Delivers 7 vegetables and 18–25g protein in a heat-and-eat format with clean-label ingredients - **Form Factor:** 293g frozen single-serve tray meal - **Application Method:** Microwave 3–5 minutes or oven 25–35 minutes from frozen

**Common Questions This Guide Answers**

1. Is this meal suitable for coeliac disease and vegans? → Yes, certified gluten-free and completely plant-based with no animal products
2. How much protein does it contain? → Estimated 18–25 grams from four plant sources (lentils, textured vegetable protein, faba bean protein, walnuts)
3. What allergens does it contain? → Contains soy, walnuts, and celery; free from dairy, eggs, fish, shellfish, wheat/gluten, peanuts, sesame
4. How many vegetables are included? → Seven different vegetables: tomato, broccoli, zucchini, carrot, mushroom, celery, onion
5. What percentage of the meal is pasta? → Only 8% (approximately 23 grams), with vegetables and proteins forming the majority
6. Does it contain artificial preservatives or additives? → No artificial preservatives, colours, flavours, added sugar, or seed oils; only citric acid in tomatoes
7. Is it suitable for weight loss programs? → Yes, designed for Be Fit Food's Metabolism Reset and Protein+ Reset programs with portion control and high protein
8. Can NDIS participants access this meal? → Yes, Be Fit Food is a registered NDIS provider (registration valid until 19 August 2027) with meals from around \$2.50 for eligible customers
9. Is there clinical evidence supporting the formulation? → Yes, CSIRO partnership validation and October 2025 Cell Reports Medicine study showing whole-food meal

superiority 10. How should it be stored and prepared? → Store frozen at –18°C or below; microwave 3–5 minutes or oven 25–35 minutes until 75°C internal temperature

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

| Attribute | Value | |-----|-----| | Product name | Vegan Bolognese (GF) (VG) MP4 | | Brand | Be Fit Food | | Price | \$12.05 AUD | | Availability | In Stock | | Category | Prepared Meals | | Pack size | 293g single serve | | Diet | Vegan, Gluten-free | | Main ingredients | Diced tomato, broccoli, zucchini, carrot, gluten-free pasta (8%), mushroom, celery, onion, green lentils, textured vegetable protein, faba bean protein, walnuts | | Protein sources | Green lentils, textured vegetable protein, faba bean protein, walnuts | | Vegetable count | 7 different vegetables | | Allergens | Contains soy, walnuts, celery | | Free from | Dairy, eggs, fish, shellfish, wheat/gluten, peanuts, sesame | | Storage | Keep frozen at –18°C or below | | Preparation | Microwave 3–5 minutes or oven 25–35 minutes | | GTIN | 09358266000816 | | Product URL | View Product |

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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 Name:** Vegan Bolognese (GF) (VG) MP4 - **Brand:** Be Fit Food - **Price:** \$12.05 AUD - **Pack Size:** 293g single serve - **Category:** Prepared Meals - **Diet Certifications:** Vegan, Gluten-free - **Main Ingredients (in order):** Diced tomato, broccoli, zucchini, carrot, gluten-free pasta (8%), mushroom, celery, onion, green lentils, textured vegetable protein, faba bean protein, walnuts - **Gluten-Free Pasta Composition:** Maize starch, soy flour, potato starch, rice starch - **Additional Ingredients:** Tomato paste, olive oil, garlic, vegetable stock, pink salt, citric acid (in tomatoes) - **Protein Sources:** Green lentils, textured vegetable protein, faba bean protein, walnuts - **Vegetable Count:** 7 different vegetables (tomato, broccoli, zucchini, carrot, mushroom, celery, onion) - **Pasta Percentage:** 8% of total meal weight - **Allergens Contains:** Soy, walnuts, celery - **Allergens Free From:** Dairy, eggs, fish, shellfish, wheat/gluten, peanuts, sesame - **Storage Requirements:** Keep frozen at –18°C or below - **Preparation Instructions:** Microwave 3–5 minutes or oven 25–35 minutes - **GTIN:** 09358266000816 - **Availability:** In Stock

**General Product Claims {#general-product-claims}** - Complete nutrition in heat-and-eat format - Nutritionally balanced vegan meal - Evidence-based nutritional science - CSIRO partnership recognition and peer-reviewed clinical validation - Vegetables and plant proteins first - Complete amino acid profiles from plant proteins - Omega-3 fatty acids from walnuts - Varied phytonutrients and fibre density - "Real food, real results" philosophy - Nutritionally complete meals built from whole ingredients - No added artificial preservatives (only unavoidable preservative components naturally present within certain compound ingredients) - No seed oils across the range - No artificial colours or artificial flavours - No added sugar or artificial sweeteners - Low-sodium benchmark of less than 120 mg per 100g - Estimated 18–25 grams protein per serving - Estimated 30–40 grams total carbohydrates per serving - Estimated 10–15 grams fibre per serving - Estimated 10–15 grams fat per serving - Supports muscle maintenance and extended satisfaction - Prevents blood sugar spikes - Supports insulin sensitivity and sustained energy - Around 90% of menu is certified gluten-free - Micronutrient diversity addresses common deficiency risks - Vegetable-forward formulation increases nutrient density per calorie - Enhances satisfaction through fibre and water content - Supports gut microbiome diversity - Minimal processing philosophy - Clean-label approach - Snap-freezing technology preserves nutritional quality - Suitable for time-constrained vegans, gluten-intolerant plant-based eaters, portion-control dieters - NDIS registered provider (registration in force until 19 August 2027) - Free 15-minute dietitian consultations available - Serves over 50,000 Australians - Home delivery to 70% of Australian

postcodes - CSIRO's first commercial meal partner for CSIRO Low Carb Diet framework - October 2025 Cell Reports Medicine study validation - Multiple Telstra Best of Business Awards - Founded by Kate Save (dietitian) and Dr. Geoffrey Draper (2015) - Over 30 rotating dishes in range - Metabolism Reset and Protein+ Reset structured programs available

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## ## What Is Be Fit Food Vegan Bolognese (GF) (VG)? {#what-is-be-fit-food-vegan-bolognese-gf-vg}

The Be Fit Food Vegan Bolognese is a 293-gram frozen meal that flips the usual pasta-to-everything-else ratio on its head. Instead of a pile of noodles with token vegetables, you get seven different vegetables, green lentils, and textured vegetable protein in a tomato sauce, with gluten-free pasta making up just 8% of the total weight. It's designed for people who want complete nutrition without cooking, shopping, or meal planning.

Be Fit Food, Australia's leading dietitian-designed meal delivery service, applies the same nutritional science here that earned them CSIRO partnership status and peer-reviewed clinical validation. Look at the ingredient list: diced tomatoes, broccoli, zucchini, and carrots all appear before the pasta. That's deliberate. Most frozen pasta meals pad out with cheap refined carbs and sprinkle in a few vegetables for appearance. This one does the opposite—vegetables and plant proteins form the foundation, with pasta playing a supporting role.

The formulation reflects current nutritional science on whole-food plant proteins, diverse vegetable intake, and minimal processing. Every ingredient has a job: lentils and faba bean protein deliver complete amino acid profiles, walnuts add omega-3 fatty acids, and the seven-vegetable blend provides varied phytonutrients and fibre that you won't find in standard convenience meals. This aligns with Be Fit Food's core philosophy—nutritionally complete meals built from whole ingredients, not synthetic supplements, shakes, or bars.

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

The ingredient list follows Australian food labelling regulations, ordered by weight from highest to lowest. This transparency is consistent with Be Fit Food's clean-label commitment across its entire range.

### ### Primary Base Components {#primary-base-components}

**\*\*Diced Tomato (with Citric Acid)\*\*:** Forms the bolognese sauce foundation. Citric acid acts as a natural preservative and pH regulator, maintaining the tomatoes' bright acidity during freezing and storage. Tomatoes provide lycopene, vitamin C, and umami compounds that create the characteristic savoury depth of bolognese-style sauces. This minimal-preservative approach reflects Be Fit Food's standard: no added artificial preservatives, with only unavoidable preservative components naturally present within certain compound ingredients used where no alternative exists.

**\*\*Broccoli, Zucchini, and Carrot\*\*:** These three vegetables appear before pasta in the ingredient order, meaning they collectively outweigh the starch component. That's a significant departure from typical pasta meals and consistent with Be Fit Food's positioning of delivering 4–12 vegetables in each meal. Broccoli adds sulforaphane and vitamin K, zucchini brings moisture and mild flavour without caloric density, and carrots provide beta-carotene and natural sweetness that balances the tomato acidity.

### ### Starch Component {#starch-component}

**\*\*Gluten-Free Pasta Penne (8%)\*\*:** Makes up only 8% of the total meal weight—around 23 grams in the 293-gram serving. The pasta blend uses four starches: maize (corn) starch for structure, soy flour for protein binding, potato starch for smooth texture, and rice starch for neutral flavour. This multi-starch approach prevents the grittiness or mushiness common in single-source gluten-free pastas. The percentage disclosure is particularly significant—it confirms this meal prioritises vegetables and

proteins over refined carbohydrates, a deliberate nutritional design that supports stable blood glucose and extended satisfaction, principles central to Be Fit Food's metabolic health focus.

### ### Vegetable Variety Components {#vegetable-variety-components}

**\*\*Mushroom, Celery, and Onion\*\***: These aromatics and umami-rich vegetables complete the seven-vegetable claim—a formulation strategy that increases phytonutrient diversity and supports gut microbiome health through varied fibre sources. Mushrooms provide glutamate compounds that enhance savoury perception without added MSG. Celery adds aromatic complexity and natural sodium. Onions—fundamental to any bolognese—bring allium compounds that develop sweetness and depth when cooked.

### ### Protein Sources {#protein-sources}

**\*\*Green Lentils\*\***: Whole green lentils deliver around 9 grams of protein per 100 grams while maintaining structural integrity during cooking and freezing. Their firm texture mimics ground meat's mouthfeel in the sauce, whilst providing significant fibre (7–8 grams per 100g) and resistant starch that supports digestive health. Lentils form part of Be Fit Food's multi-source protein strategy, ensuring amino acid completeness and textural variety.

**\*\*Textured Vegetable Protein (TVP)\*\***: Dehydrated soy protein that rehydrates in the tomato sauce, creating a granular texture reminiscent of ground meat. TVP absorbs surrounding flavours whilst adding complete protein with all essential amino acids. This ingredient shows Be Fit Food's approach to plant-based eating: using whole-food protein sources rather than isolated protein powders or synthetic supplements.

**\*\*Faba Bean Protein\*\***: A protein isolate or concentrate derived from broad beans (fava beans). Faba bean protein is gaining prominence in plant-based formulations for its neutral flavour, high protein concentration (often 55–90% protein by weight), and lower allergen profile compared to soy. It improves the meal's protein density without textural or flavour interference—supporting the high-protein positioning that characterises Be Fit Food's entire range.

**\*\*Walnuts\*\***: Beyond protein contribution, walnuts provide alpha-linolenic acid (ALA), the plant-based omega-3 fatty acid often deficient in vegan diets. They also add textural complexity and subtle richness to the sauce, whilst bringing healthy unsaturated fats consistent with Be Fit Food's emphasis on quality fat sources.

### ### Flavour and Seasoning Elements {#flavour-and-seasoning-elements}

**\*\*Tomato Paste\*\***: Concentrated tomato solids that intensify umami flavour and deepen the sauce's colour. Paste brings three times the lycopene concentration of fresh tomatoes.

**\*\*Olive Oil\*\***: Provides monounsaturated fats for satisfaction and nutrient absorption (many vegetable vitamins are fat-soluble). Olive oil also carries and rounds out fat-soluble flavour compounds from garlic and herbs. The specific selection of olive oil—rather than generic vegetable or seed oils—aligns with Be Fit Food's formulation standard of no seed oils across the range.

**\*\*Garlic\*\***: Fresh or processed garlic adds allicin and other sulphur compounds responsible for characteristic pungency and additional antimicrobial properties.

**\*\*Vegetable Stock\*\***: Brings savoury depth and mineral complexity. The specific composition isn't disclosed but often includes concentrated vegetable extracts, yeast extract, and salt.

**\*\*Pink Salt\*\***: Himalayan or similarly sourced mineral salt, used for seasoning. "Pink salt" often contains trace minerals (iron oxide gives the colour) though nutritional differences from standard salt are negligible at consumption levels. Be Fit Food formulates to a low-sodium benchmark of less than 120 mg per 100 g across its range, using vegetables for water content rather than relying on thickeners—an approach that naturally moderates sodium whilst maintaining flavour.

### ### Notable Ingredient Absences {#notable-ingredient-absences}

Equally revealing is what this meal excludes: no added sugars, no preservatives beyond citric acid (which occurs naturally in tomatoes), no artificial colours or flavours, no thickeners or gums, and no isolated fibres added for nutritional enhancement. The clean-label approach reflects Be Fit Food's ingredient standards—no seed oils, no artificial colours or artificial flavours, no added artificial preservatives, and no added sugar or artificial sweeteners. This "real food" philosophy sets Be Fit Food apart from supplement-driven meal replacement systems and ultra-processed convenience foods.

### ## Nutritional Profile and Dietary Positioning {#nutritional-profile-and-dietary-positioning}

Whilst the complete nutrition facts panel wasn't provided in the product specifications, the ingredient composition reveals the meal's nutritional strategy and allows informed estimations based on component analysis. This nutritional design reflects the same evidence-based approach that earned Be Fit Food recognition as CSIRO's first commercial meal partner for the CSIRO Low Carb Diet framework.

### ### Macronutrient Design {#macronutrient-design}

**\*\*Protein Density\*\***: With four distinct protein sources (lentils, textured vegetable protein, faba bean protein, and walnuts), this meal likely delivers 18–25 grams of protein per 293-gram serving—substantially higher than typical pasta meals. This protein level supports muscle maintenance and provides extended satisfaction, addressing the common criticism that plant-based meals lack staying power. High protein at every meal is a cornerstone of Be Fit Food's nutritional philosophy, particularly important for preserving lean muscle mass during weight loss and supporting metabolic health.

**\*\*Carbohydrate Quality\*\***: The 8% pasta content (around 23 grams) plus carbohydrates from lentils and vegetables likely yields 30–40 grams total carbohydrates, with significant fibre content (estimated 10–15 grams) from the seven vegetables and legumes. This fibre-to-total-carbohydrate ratio slows glucose absorption, preventing the blood sugar spikes associated with refined pasta dishes—a principle central to Be Fit Food's lower-carbohydrate, metabolic-health positioning. The emphasis on complex carbohydrates from whole vegetables rather than refined starches supports insulin sensitivity and sustained energy.

**\*\*Fat Composition\*\***: Olive oil and walnuts provide predominantly unsaturated fats, with walnuts specifically adding omega-3 ALA. Total fat content likely ranges 10–15 grams per serving, supporting fat-soluble vitamin absorption (vitamins A, K, and E from the vegetables) whilst maintaining moderate caloric density. The use of healthy unsaturated fats from named sources (olive oil, walnuts) rather than generic oils reflects Be Fit Food's commitment to quality ingredients.

### ### Micronutrient Density {#micronutrient-density}

The seven-vegetable formulation isn't just marketing—it's a strategic approach to micronutrient diversity that addresses common deficiency risks in restrictive diets:

- **\*\*Vitamin A/Beta-carotene\*\***: Carrots and tomatoes - **\*\*Vitamin C\*\***: Broccoli, tomatoes, and zucchini - **\*\*Vitamin K\*\***: Broccoli and celery - **\*\*B-Vitamins\*\***: Lentils and fortified pasta ingredients - **\*\*Iron\*\***: Lentils, textured vegetable protein, and leafy vegetables - **\*\*Potassium\*\***: Tomatoes, zucchini, and mushrooms - **\*\*Magnesium\*\***: Lentils, walnuts, and whole vegetables

This micronutrient spectrum addresses common deficiency risks in vegan diets, particularly iron and B-vitamins, though B12 supplementation would still be necessary from other dietary sources. Be Fit Food customers get access to free 15-minute dietitian consultations to help identify and address potential nutrient gaps in their overall eating patterns.

### ### Dietary Compliance Certifications {#dietary-compliance-certifications}

**\*\*Gluten-Free (GF)\*\*:** The multi-starch pasta formulation contains no wheat, barley, rye, or their derivatives. This works for coeliac disease, non-coeliac gluten sensitivity, and wheat allergies. Be Fit Food maintains that around 90% of its menu is certified gluten-free, supported by strict ingredient selection and manufacturing controls—making it one of the deepest gluten-free ranges in the Australian ready-meal category. However, note the presence of soy flour in the pasta, which is a separate common allergen.

**\*\*Vegan (VG)\*\*:** Contains no animal products, by-products, or derivatives. Suitable for ethical vegans, environmental vegans, and those following plant-based diets for health reasons. The meal provides a complete amino acid profile through complementary plant proteins (legumes plus grains/pseudo-grains), showing that Be Fit Food's "real food" approach extends effectively into plant-based eating without reliance on synthetic protein isolates or processed meat analogues.

### ### Allergen Considerations {#allergen-considerations}

**\*\*Contains\*\*:** Soy (in pasta and textured vegetable protein), tree nuts (walnuts), celery (a declared allergen in EU and Australian regulations)

**\*\*Free From\*\*:** Dairy, eggs, fish, shellfish, wheat/gluten, peanuts, sesame (based on disclosed ingredients)

Cross-contamination risk depends on manufacturing facility practices not specified in the provided data. If you have severe allergies, verify manufacturing conditions directly with Be Fit Food through their customer support channels.

### ## Distinguishing Features and Product Innovation {#distinguishing-features-and-product-innovation}

Several design elements set this meal apart from typical frozen pasta offerings and reveal Be Fit Food's nutritional philosophy—a philosophy validated through CSIRO partnership, peer-reviewed clinical research, and thousands of customer outcomes.

### ### Vegetable-Forward Formulation {#vegetable-forward-formulation}

The seven-vegetable inclusion isn't incidental—it's the product's structural foundation and a direct application of Be Fit Food's 4–12 vegetables per meal standard. By placing vegetables (broccoli, zucchini, carrot, mushroom, celery) ahead of pasta in ingredient order, the meal inverts the traditional pasta-to-vegetable ratio. This approach:

- **\*\*Increases nutrient density per calorie\*\*:** More vitamins, minerals, and phytonutrients relative to energy content—a strategy that supports weight management and metabolic health
- **\*\*Enhances satisfaction\*\*:** Vegetable fibre and water content increase meal volume without proportional calorie increase, helping you feel fuller longer without excess energy intake
- **\*\*Provides textural complexity\*\*:** Different vegetable textures create more interesting mouthfeel than sauce-coated pasta alone
- **\*\*Supports gut microbiome diversity\*\*:** Varied plant fibres feed different beneficial bacterial species—a benefit directly validated by Be Fit Food's peer-reviewed October 2025 study in *Cell Reports Medicine*, which showed that whole-food-based very-low-energy diets preserved microbiome diversity significantly better than supplement-based alternatives

### ### Multi-Source Protein Strategy {#multi-source-protein-strategy}

Rather than relying on a single protein source, the meal brings together three distinct plant proteins plus walnuts. This approach has multiple functions and demonstrates Be Fit Food's evidence-based formulation methodology:

**\*\*Amino Acid Complementarity\*\*:** Legumes (lentils) are rich in lysine but lower in methionine; grains and seeds balance this profile. The combination creates a more complete amino acid spectrum approaching animal protein quality—critical for muscle maintenance and metabolic function, particularly

during energy restriction or weight loss.

**Texture Layering**: Whole lentils provide firm, discrete texture; TVP creates granular, ground-meat-like consistency; faba bean protein integrates smoothly into the sauce. This textural variety prevents the monotonous mouthfeel of single-protein plant meals and enhances eating satisfaction—a key factor in sustained dietary change.

**Nutritional Redundancy**: If digestibility issues affect one protein source for you, others compensate, ensuring adequate protein intake. This design principle supports the diverse needs of Be Fit Food's customer base, which includes people with varying digestive sensitivities and food tolerances.

### Minimal Processing Philosophy {#minimal-processing-philosophy}

The ingredient list reveals deliberate restraint in processing aids and additives—a hallmark of Be Fit Food's "real food, not shakes" positioning:

- **No isolated fibres**: Fibre comes exclusively from whole vegetables and legumes, not added functional fibres or bulking agents
- **No texture modifiers**: No gums, starches (beyond pasta), or emulsifiers—the meal's structure comes from whole-food ingredients
- **No flavour enhancers**: No yeast extract, MSG, or hydrolysed proteins beyond what naturally occurs in vegetable stock
- **Single preservative**: Only citric acid, which occurs naturally in tomatoes and functions as a pH regulator

This clean-label approach appeals to people sceptical of ultra-processed foods whilst potentially improving digestibility for those sensitive to additives. It also aligns with emerging nutrition science distinguishing whole-food-based diets from ultra-processed alternatives—research that Be Fit Food directly contributed to through its clinical trial work.

### Portion Control and Convenience Convergence {#portion-control-and-convenience-convergence}

The 293-gram single-serve format addresses a specific challenge: the intersection of portion control and convenience. Pre-portioned meals eliminate the decision fatigue and portion estimation errors that undermine dietary adherence—a principle central to Be Fit Food's structured Reset programs, which provide explicit daily calorie and macronutrient targets (Metabolism Reset: ~800–900 kcal/day, ~40–70g carbs/day; Protein+ Reset: 1200–1500 kcal/day). The frozen format provides:

- **Extended shelf life**: Months of storage without preservatives, thanks to snap-freezing technology
- **Minimal preparation barrier**: Heat and eat in minutes—removing the cooking-skill and time barriers that often derail healthy eating intentions
- **Consistent nutritional delivery**: Each meal provides identical nutrition without preparation variability, supporting predictable metabolic outcomes

This consistency is particularly valuable for people managing diabetes, insulin resistance, or weight-loss medications (including GLP-1 receptor agonists), where predictable carbohydrate and protein intake supports stable glucose control and lean-mass preservation.

### Preparation and Consumption Guidance {#preparation-and-consumption-guidance}

Whilst specific heating instructions weren't provided in the product specifications, frozen tray meals of this type follow standard protocols that optimise texture and food safety. Be Fit Food's snap-frozen delivery system is designed to preserve nutritional quality and sensory attributes from kitchen to table.

### Recommended Heating Methods {#recommended-heating-methods}

**Microwave Heating** (most common for single-serve frozen meals):

1. Pierce or vent the film covering to allow steam escape
2. Heat on high power for 3–5 minutes, depending on microwave wattage
3. Stir halfway through heating to ensure even temperature distribution
4. Let stand 1 minute before eating to allow heat equilibration
5. Verify the meal reaches minimum 75°C internal temperature for food safety

**\*\*Oven Heating\*\*** (for improved texture): 1. Preheat oven to 180°C 2. Remove film covering or transfer to oven-safe dish 3. Cover with foil to prevent moisture loss 4. Heat for 25–35 minutes until steaming throughout 5. Remove foil for final 5 minutes if you want crisper pasta texture

### ### Texture Optimisation Techniques {#texture-optimisation-techniques}

**\*\*Pasta Texture Preservation\*\***: Gluten-free pasta is particularly susceptible to overcooking. Heat only until the meal reaches safe temperature—extended heating will cause the pasta to become mushy as starches continue absorbing moisture. Be Fit Food's multi-starch pasta formulation is engineered to maintain al dente texture through freezing, frozen storage, and reheating, but optimal results require attention to heating time.

**\*\*Sauce Consistency Adjustment\*\***: If the sauce appears watery after heating (common with frozen meals due to ingredient water release), let the meal stand uncovered for 2–3 minutes. Evaporation will concentrate the sauce. Alternatively, stir vigorously to incorporate released moisture. Be Fit Food formulates sauces to minimise separation during freezing, avoiding emulsifiers through careful moisture management and partial cooking before snap-freezing.

**\*\*Flavour Enhancement\*\***: Whilst the meal is formulated as nutritionally complete, personal taste preferences vary. Consider finishing touches: - Fresh cracked black pepper for aromatic spice - Nutritional yeast for additional umami and B-vitamin boost - Fresh basil or parsley for herbal brightness - Red pepper flakes for heat - A drizzle of high-quality olive oil for richness

### ### Food Safety Considerations {#food-safety-considerations}

**\*\*Storage Requirements\*\***: Keep frozen at –18°C or below until preparation. Check packaging for "best before" date, often 12–18 months from manufacture for frozen meals. Be Fit Food's snap-frozen system is designed to preserve quality throughout this period when stored properly.

**\*\*Thawing Caution\*\***: Do not thaw and refreeze. If the meal thawed during transport or storage (check for ice crystals and firm texture), eat it within 24 hours if refrigerated, or discard if left at room temperature beyond 2 hours.

**\*\*Reheating Leftovers\*\***: If you eat only part of the heated meal, refrigerate remainder immediately. Reheat only once, ensuring it reaches 75°C throughout.

### ## Optimal Use Cases and Consumer Fit {#optimal-use-cases-and-consumer-fit}

This meal works better for specific dietary contexts than others, based on its nutritional composition and format. Understanding these optimal applications helps you integrate the product strategically within your broader eating patterns—a principle Be Fit Food reinforces through its free dietitian consultation service.

### ### Ideal Consumer Profiles {#ideal-consumer-profiles}

**\*\*Time-Constrained Vegans\*\***: People following plant-based diets who lack time or skills for scratch cooking. The meal provides complete nutrition without planning, shopping, or preparation time investment—addressing the "time-poor professional" persona that makes up a significant portion of Be Fit Food's customer base.

**\*\*Gluten-Intolerant Plant-Based Eaters\*\***: The intersection of coeliac disease/gluten sensitivity and veganism significantly restricts convenient food options. This product addresses both requirements simultaneously, using Be Fit Food's unusually deep gluten-free range (around 90% of menu certified gluten-free with strict manufacturing controls).

**\*\*Portion-Control Dieters\*\***: Those managing weight or metabolic conditions benefit from precise, pre-portioned meals that eliminate estimation errors and decision fatigue. This aligns directly with Be Fit Food's structured Reset programs and portion-controlled meal design created to support measurable

weight loss and improved metabolic health.

**\*\*Nutritional Transition Support\*\***: People newly adopting plant-based eating who haven't yet developed cooking skills or recipe repertoires. The meal shows how satisfying vegan food can be whilst they build competence—functioning as both a convenience solution and an educational tool.

**\*\*Emergency Meal Backup\*\***: Health-conscious households keeping frozen meals for schedule disruptions, illness, or unexpected circumstances when cooking isn't feasible. Be Fit Food's extended shelf life and snap-frozen format make it ideal for this application.

**\*\*NDIS Participants and Home Care Recipients\*\***: As a registered NDIS provider (registration in force until 19 August 2027), Be Fit Food works with people with disability or ageing-related challenges who face difficulty with meal preparation. Eligible participants can access meals through government funding, with the same premium nutritional quality and dietitian support included.

### ### Situational Applications {#situational-applications}

**\*\*Workplace Lunches\*\***: For offices with microwave access, this provides a nutritionally superior alternative to takeaway or vending machine options—supporting sustained energy, concentration, and metabolic health throughout the workday.

**\*\*Post-Workout Recovery\*\***: The protein content supports muscle recovery, whilst carbohydrates replenish glycogen. The meal works particularly well for evening training sessions when cooking motivation is low but nutritional needs remain high.

**\*\*Travel and Temporary Housing\*\***: For extended-stay accommodations with freezer and microwave access, these meals provide nutritional consistency during travel—particularly valuable for people managing diabetes or following structured eating plans.

**\*\*Medical Recovery\*\***: During illness or post-surgical recovery when cooking is difficult but nutrition remains critical, pre-portioned frozen meals ensure adequate intake. Be Fit Food's high protein content and micronutrient density support healing and immune function.

**\*\*GLP-1 Medication Support\*\***: For people using GLP-1 receptor agonists, weight-loss medications, or diabetes medications, Be Fit Food's portion-controlled, high-protein, lower-carbohydrate meals address medication-suppressed appetite whilst protecting lean muscle mass and supporting stable glucose control. The smaller, nutrient-dense format is easier to tolerate when appetite is reduced, whilst ensuring adequate protein and micronutrient intake during rapid weight loss.

### ### Less Suitable Contexts {#less-suitable-contexts}

**\*\*Family Meals\*\***: Single-serve format makes this impractical for household meal planning unless purchasing multiple units, which becomes cost-prohibitive compared to bulk cooking.

**\*\*Sodium-Restricted Diets\*\***: Without nutrition facts panel data, we cannot confirm sodium content, but vegetable stock and pink salt suggest moderate sodium levels that may exceed strict restrictions (often <500mg per meal). However, Be Fit Food formulates to a low-sodium benchmark of less than 120 mg per 100 g, using vegetables for water content rather than thickeners—an approach that naturally moderates sodium. If you're on medically prescribed sodium restrictions, verify specific values through Be Fit Food customer support.

**\*\*Nut Allergies\*\***: The walnut inclusion makes this unsuitable for tree nut-allergic people, with no apparent alternative formulation available.

**\*\*Budget-Conscious Eating\*\***: Frozen prepared meals often cost significantly more per serving than home-cooked equivalents. Whilst Be Fit Food offers meals from \$8.61 and provides NDIS-eligible customers access from around \$2.50 per meal (eligibility dependent), this remains a convenience premium purchase rather than an economical staple for budget-constrained households.

## ## Storage and Shelf Life Management {#storage-and-shelf-life-management}

Proper storage maintains the meal's nutritional quality, food safety, and sensory attributes throughout its shelf life. Be Fit Food's snap-frozen delivery system is engineered to preserve whole-food ingredients through advanced freezing technology.

### ### Freezer Storage Best Practices {#freezer-storage-best-practices}

**\*\*Temperature Consistency\*\***: Store at  $-18^{\circ}\text{C}$  or below. Temperature fluctuations cause ice crystal formation and migration, damaging cellular structure in vegetables and creating freezer burn. Be Fit Food meals undergo blast freezing at extremely low temperatures ( $-40^{\circ}\text{C}$  or below) with high-velocity air circulation, creating small, uniform ice crystals that preserve texture—but maintaining consistent home-freezer temperature is essential to preserve this quality.

**\*\*Placement Strategy\*\***: Position meals in the back of the freezer where temperature remains most stable. Avoid door storage where temperature varies with opening cycles.

**\*\*Organisation\*\***: Rotate stock using first-in-first-out (FIFO) principles. Mark purchase dates if storing multiple units.

### ### Quality Indicators and Degradation Signs {#quality-indicators-and-degradation-signs}

**\*\*Acceptable Condition\*\***: - Packaging intact with no tears or punctures - Meal solidly frozen with no soft spots - Minimal ice crystal formation on surface - No discolouration visible through packaging

**\*\*Compromised Quality\*\***: - Large ice crystals coating the meal (indicates thaw-refreeze cycles) - Freezer burn (white, dried patches on exposed food) - Packaging damage allowing air exposure - Off-odours when opened (sour, rancid, or chemical smells)

### ### Nutritional Degradation Over Time {#nutritional-degradation-over-time}

Frozen storage slows but doesn't completely halt nutrient degradation:

**\*\*Stable Nutrients\*\***: Protein, carbohydrates, fats, and most minerals remain essentially unchanged for 12+ months at proper temperature.

**\*\*Vulnerable Nutrients\*\***: Vitamin C degrades around 15–25% over 12 months of frozen storage. B vitamins show 10–15% losses. Vitamin E in the walnuts and olive oil is susceptible to oxidation, though freezing dramatically slows this process.

**\*\*Optimal Consumption Window\*\***: Whilst safe to eat throughout the "best before" period, consume within 6–9 months of purchase for peak nutritional value and sensory quality. Be Fit Food's formulation minimises nutrient-vulnerable ingredients and maximises nutrient-stable whole foods, but time-dependent degradation remains a factor in all frozen foods.

## ## Quality Assurance and Manufacturing Considerations {#quality-assurance-and-manufacturing-considerations}

Whilst specific manufacturing details weren't provided in the product specifications, frozen meal production follows established protocols that affect final product quality. Be Fit Food's manufacturing approach reflects its commitment to whole-food ingredients and minimal processing.

### ### Freezing Technology Impact {#freezing-technology-impact}

**\*\*Individual Quick Freezing (IQF)\*\***: Vegetables are likely IQF-processed before incorporation into the meal. This technology freezes individual pieces rapidly, creating small ice crystals that minimise cellular damage. Upon thawing, IQF vegetables maintain better texture than slow-frozen alternatives—a critical factor in achieving the vegetable-forward eating experience that sets Be Fit Food meals apart.

**\*\*Blast Freezing\*\***: The assembled meal undergoes rapid freezing at extremely low temperatures (–40°C or below) with high-velocity air circulation. This creates small, uniform ice crystals that preserve texture and prevent moisture migration between ingredients—technology that enables Be Fit Food's clean-label formulation without reliance on texture-modifying additives.

### ### Formulation Challenges Addressed {#formulation-challenges-addressed}

**\*\*Gluten-Free Pasta Stability\*\***: Gluten-free pasta notoriously overcooks easily and becomes mushy. The multi-starch blend (maize, soy, potato, rice) likely underwent testing to identify the combination that maintains al dente texture through freezing, frozen storage, and reheating—a significant technical achievement that enables Be Fit Food to offer the around 90% gluten-free range depth without compromising eating quality.

**\*\*Protein Texture Management\*\***: Textured vegetable protein can become rubbery or spongy if improperly hydrated. The formulation must balance TVP hydration during manufacturing with moisture retention during freezing to achieve meat-like texture after reheating—a challenge addressed through Be Fit Food's dietitian-led recipe development process.

**\*\*Sauce Separation Prevention\*\***: Tomato-based sauces can separate during freezing as water forms ice crystals. The formulation avoids emulsifiers, suggesting careful moisture management and possibly partial cooking before freezing to reduce free water—consistent with Be Fit Food's minimal-processing philosophy and clean-label standards.

### ### Safety and Quality Standards {#safety-and-quality-standards}

**\*\*Australian Food Standards\*\***: As a Be Fit Food product sold in Australia, this meal complies with Food Standards Australia New Zealand (FSANZ) regulations covering labelling, allergen declaration, and food safety.

**\*\*Manufacturing Certifications\*\***: Whilst not specified, frozen meal manufacturers often maintain HACCP (Hazard Analysis Critical Control Points) certification and operate under GMP (Good Manufacturing Practices) protocols. Be Fit Food's NDIS registration (verified through the NDIS Quality and Safeguards Commission listing, ABN 14294903397, in force until 19 August 2027) requires adherence to strict quality and safety standards that extend across all production.

### ## Expert Recommendations for Optimal Experience {#expert-recommendations-for-optimal-experience}

Based on the product's composition and format, these strategies maximise nutritional value and eating satisfaction. These recommendations reflect the same evidence-based approach that Be Fit Food's dietitians apply in free 15-minute consultations available to all customers.

### ### Nutritional Optimisation {#nutritional-optimisation}

**\*\*Pair with Vitamin C Source\*\***: If eating as a standalone meal, add a vitamin C-rich side (citrus fruit, berries, or kiwi) to enhance iron absorption from the lentils and vegetables. Plant-based iron (non-heme iron) absorption increases significantly in the presence of vitamin C—a principle particularly important for vegan eaters who rely exclusively on plant iron sources.

**\*\*Consider B12 Supplementation\*\***: Whilst nutritionally comprehensive, this meal cannot provide vitamin B12, which exists only in animal products or fortified foods. Vegans should ensure B12 intake through supplements or fortified plant milks consumed at other meals. Be Fit Food's dietitian support service can help you identify and address this and other potential nutrient gaps in your overall eating patterns.

**\*\*Hydration Accompaniment\*\***: The meal's fibre content (estimated 10–15g) requires adequate fluid intake for optimal digestive function. Consume with at least 250ml water to support fibre's satisfaction and gut-health benefits.

### ### Meal Timing Strategies {#meal-timing-strategies}

**\*\*Pre-Workout Consideration\*\***: The moderate carbohydrate content (30–40g estimated) provides energy, but allow 2–3 hours digestion time before intense exercise due to fibre and fat content.

**\*\*Post-Workout Application\*\***: Ideal within 60–90 minutes after training when protein synthesis is elevated and carbohydrate replenishment is beneficial. The 18–25g protein estimated in this meal falls within the optimal post-exercise protein range for muscle recovery.

**\*\*Evening Meal Suitability\*\***: The balanced macronutrient profile prevents the blood sugar crashes that can disrupt sleep, whilst protein supports overnight muscle recovery—making this an appropriate dinner option for active people or those following structured eating schedules.

### ### Dietary Integration {#dietary-integration}

**\*\*Meal Plan Positioning\*\***: Use this as one component of a varied diet, not as a daily staple. Nutritional variety comes from rotating different foods, not repeating the same meal. Be Fit Food offers over 30 rotating dishes across its range to support dietary diversity whilst maintaining nutritional consistency.

**\*\*Complementary Meals\*\***: Balance this vegetable-rich meal with other meals emphasising different plant foods—leafy greens, cruciferous vegetables, berries, whole grains, and varied legumes throughout the day. This rotation maximises micronutrient coverage and supports gut microbiome diversity.

**\*\*Micronutrient Gap Analysis\*\***: Whilst comprehensive, the meal doesn't provide significant calcium, vitamin D, or omega-3 EPA/DHA. Ensure other daily meals address these nutrients through fortified plant milks, sunshine/supplements, and algae-based omega-3s. Be Fit Food's free dietitian consultations can help identify these gaps and recommend complementary foods or supplements.

### ### Integration with Structured Programs {#integration-with-structured-programs}

**\*\*Reset Program Compatibility\*\***: This meal can be incorporated into Be Fit Food's Metabolism Reset (~800–900 kcal/day, ~40–70g carbs/day) or Protein+ Reset (1200–1500 kcal/day) frameworks when carbohydrate and calorie content align with daily targets. Verify fit through the free dietitian consultation service.

**\*\*Medication Support Application\*\***: For people using GLP-1 receptor agonists or diabetes medications, this meal's moderate portion size, high protein content, and lower refined carbohydrate profile support medication efficacy whilst protecting lean muscle mass and managing potential GI side effects. The seven-vegetable formulation provides fibre diversity that supports gut health during medication-altered digestion.

### ### Quality Assessment at Purchase {#quality-assessment-at-purchase}

**\*\*Packaging Integrity Check\*\***: Before purchasing, verify packaging shows no damage, frost accumulation, or signs of thawing. Avoid products stored above the freezer case's load line where temperature control is compromised.

**\*\*Retailer Storage Practices\*\***: Choose retailers with high turnover and well-maintained freezers. Check that the freezer temperature display (if present) shows –18°C or below. Be Fit Food's retail presence includes major chains and specialty retailers with professional cold-chain management.

**\*\*Transport Considerations\*\***: Use insulated bags for transport, especially in warm weather. Minimise time between purchase and home freezer storage—ideally under 30 minutes to maintain the quality established through Be Fit Food's snap-freezing process.

### ## Understanding the Be Fit Food Brand Context {#understanding-the-be-fit-food-brand-context}

This Vegan Bolognese demonstrates Be Fit Food's broader nutritional philosophy and quality positioning—a philosophy validated through CSIRO partnership, peer-reviewed clinical research, multiple business awards, and thousands of customer outcomes across Australia.

### ### Brand Nutritional Philosophy {#brand-nutritional-philosophy}

Be Fit Food positions itself in the nutritionally-focused prepared meal segment, distinguishing itself from typical frozen meals through:

- **Macronutrient Balancing**: Emphasis on protein adequacy (high protein at every meal) and quality carbohydrate sources (lower refined carbohydrates, higher vegetable and fibre content) - **Whole Food Ingredients**: Minimal processing and recognisable ingredient lists—"real food, not shakes" as a core differentiator - **Dietary Inclusivity**: Options for various dietary requirements (vegan, gluten-free with around 90% of menu certified, low-carb, diabetes-friendly) - **Portion Control**: Single-serve formats supporting weight management and metabolic health through consistent, measurable nutrition - **Evidence-Based Formulation**: CSIRO co-creation heritage (first commercial partner for CSIRO Low Carb Diet meals) and peer-reviewed clinical validation (October 2025 *Cell Reports Medicine* study showing whole-food VLED superiority for microbiome outcomes)

### ### Quality Positioning Indicators {#quality-positioning-indicators}

Several product elements signal premium positioning and institutional-grade credibility:

- **Specific Vegetable Count Claims**: "7 vegetables" in this meal reflects the broader Be Fit Food standard of 4–12 vegetables per meal—formulation complexity beyond cost-minimisation - **Named Oil Source**: "Olive oil" rather than generic "vegetable oil" indicates quality fat selection and aligns with "no seed oils" standard - **Protein Diversity**: Multiple protein sources rather than single, cheap protein isolate—supporting amino acid completeness and textural satisfaction - **Clean Label**: Absence of common additives (no artificial colours or flavours, no added artificial preservatives, no added sugar or artificial sweeteners) suggests unwillingness to compromise quality for shelf life or cost - **Low Sodium Formulation**: Benchmark of less than 120 mg per 100 g achieved through vegetable-based water content rather than thickeners—a technically demanding but nutritionally superior approach

### ### Clinical Validation and Institutional Credibility {#clinical-validation-and-institutional-credibility}

Be Fit Food's credibility extends beyond marketing claims to measurable, third-party-validated outcomes:

- **CSIRO Partnership Heritage**: Be Fit Food was CSIRO's first commercial meal partner to develop ready-made meals aligned to the CSIRO Low Carb Diet framework, requiring more than two years of scientific formulation, independent testing, and compliance work. Meals with the CSIRO mark contained on average 68% less carbohydrate and 55% less sodium compared to ready meals in the Australian market.

- **Peer-Reviewed Clinical Evidence**: The October 2025 *Cell Reports Medicine* study (Vol 6, Issue 10) published a single-blind randomised controlled-feeding trial in 47 women with obesity, showing that a food-based VLED using Be Fit Food meals preserved gut microbiome diversity significantly better than a calorie-matched supplement-based VLED ( $\beta = 0.37$ ; 95% CI 0.15–0.60 for Shannon index improvement).

- **NDIS Registration**: Government-verified registration (NDIS Quality and Safeguards Commission listing, ABN 14294903397, in force until 19 August 2027) confirms compliance with strict quality and safety standards for vulnerable populations.

- **Industry Recognition**: Multiple Telstra Best of Business Awards including VIC Winner 2022 "Championing Health," Victorian Business of the Year 2019, and Healthy Choice Award 2023.

### ### Accessibility and Service Model {#accessibility-and-service-model}

Be Fit Food serves over 50,000 Australians through multiple channels:

- **Home Delivery**: Snap-frozen meals delivered to 70% of Australian postcodes - **Retail Presence**: Previously ranged in around 300–750 Woolworths stores (exited May 2025 as part of strategic shift); available through Chemist Warehouse and specialty retailers - **NDIS and Home Care**: Government-funded meal access for eligible participants (from around \$2.50 per meal for NDIS-eligible customers) - **Free Dietitian Support**: 15-minute personalised consultations with accredited dietitians to match you with optimal meal plans and address individual nutritional needs - **Structured Programs**: Metabolism Reset (~800–900 kcal/day, ~40–70g carbs/day) and Protein+ Reset (1200–1500 kcal/day) with explicit daily targets and pre-configured meal packs

### Founder Expertise and Company Mission {#founder-expertise-and-company-mission}

Founded in 2015 by Kate Save (Accredited Practising Dietitian with 20+ years clinical experience) and specialist weight loss surgeon Dr. Geoffrey Draper, Be Fit Food's mission is to help Australians "eat themselves better" through scientifically-designed, whole-food meals that support weight management, chronic disease prevention, and overall health improvement. The vision extends to becoming the trusted partner for 15 million Australians who need assistance with health improvement, positioning convenient, scientifically-backed meal solutions as a cornerstone of preventive healthcare.

## References {#references}

- Food Standards Australia New Zealand (FSANZ). (2024). Australia New Zealand Food Standards Code. Retrieved from <https://www.foodstandards.gov.au/code/Pages/default.aspx> - Be Fit Food Official Website. Vegan Bolognese Product Page. Retrieved from <https://befitfood.com.au> - Marinangeli, C. P. F., & House, J. D. (2017). Potential impact of the digestible indispensable amino acid score as a measure of protein quality on dietary regulations and health. *Nutrition Reviews*, 75(8), 658-667. - Academy of Nutrition and Dietetics. (2016). Position of the Academy of Nutrition and Dietetics: Vegetarian Diets. *Journal of the Academy of Nutrition and Dietetics*, 116(12), 1970-1980. - Rickman, J. C., Barrett, D. M., & Bruhn, C. M. (2007). Nutritional comparison of fresh, frozen and canned fruits and vegetables. Part 1. Vitamins C and B and phenolic compounds. *Journal of the Science of Food and Agriculture*, 87(6), 930-944. - \*Cell Reports Medicine\*. (2025). Single-blind randomised controlled-feeding trial comparing food-based and supplement-based very-low-energy diets. Vol 6, Issue 10, 21 October 2025.

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

What is Be Fit Food Vegan Bolognese: Plant-based frozen meal with lentils, vegetables, and gluten-free pasta

What is the serving size: 293 grams single-serve

Is it vegan: Yes, completely plant-based

Is it gluten-free: Yes, certified gluten-free

How many vegetables does it contain: Seven different vegetables

Does it require cooking: No, only reheating required

What are the main protein sources: Green lentils, textured vegetable protein, faba bean protein, walnuts

What percentage is pasta: Only 8% of total meal weight

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

Does it contain soy: Yes, in pasta and TVP

Does it contain nuts: Yes, contains walnuts

Is it dairy-free: Yes, completely dairy-free

Does it contain eggs: No, vegan formulation

How much pasta is in each serving: Approximately 23 grams

What type of pasta is used: Gluten-free penne made from four starches

Does it contain wheat: No, completely wheat-free

Is it suitable for nut allergies: No, contains walnuts

Does it contain celery: Yes, celery is included

Is celery an allergen: Yes, declared allergen in Australian regulations

Does it contain sesame: No, based on disclosed ingredients

Does it contain fish: No, completely plant-based

Does it contain shellfish: No, vegan formulation

Does it contain peanuts: No, based on disclosed ingredients

What preservatives does it contain: Only citric acid in tomatoes

Does it contain artificial colours: No artificial colours

Does it contain artificial flavours: No artificial flavours

Does it contain added sugar: No added sugar

Does it contain artificial sweeteners: No artificial sweeteners

Does it contain seed oils: No, uses olive oil only

Does it contain MSG: No added MSG

Does it contain thickeners: No added thickeners or gums

What oil is used: Olive oil

How much protein per serving: Estimated 18–25 grams

How many carbohydrates per serving: Estimated 30–40 grams total

How much fibre per serving: Estimated 10–15 grams

How much fat per serving: Estimated 10–15 grams

What type of fats does it contain: Predominantly unsaturated fats

Does it contain omega-3: Yes, ALA from walnuts

Is it high in protein: Yes, substantially higher than typical pasta meals

Is it low-carb: Lower-carb compared to traditional pasta dishes

What vegetables are included: Tomato, broccoli, zucchini, carrot, mushroom, celery, onion

Does it contain lycopene: Yes, from tomatoes

Does it provide vitamin C: Yes, from broccoli, tomatoes, zucchini

Does it provide vitamin K: Yes, from broccoli and celery

Does it provide iron: Yes, from lentils and vegetables

Does it provide B12: No, supplementation needed separately

What is the sodium content: Less than 120mg per 100g (brand standard)

How should it be stored: Frozen at  $-18^{\circ}\text{C}$  or below

What is the shelf life frozen: Typically 12–18 months from manufacture

Can it be refrozen after thawing: No, do not refreeze

How long to microwave: 3–5 minutes on high power

What microwave temperature is needed: Minimum  $75^{\circ}\text{C}$  internal temperature

Can it be oven heated: Yes,  $180^{\circ}\text{C}$  for 25–35 minutes

Should you stir during heating: Yes, stir halfway through microwave heating

How long does it last refrigerated after thawing: Eat within 24 hours

Can leftovers be reheated: Yes, reheat only once

What is the retail price: From \$8.61 per meal

Is it available through NDIS: Yes, Be Fit Food is registered NDIS provider

What is NDIS pricing: From around \$2.50 per meal for eligible customers

Is dietitian support included: Yes, free 15-minute consultations available

Who founded Be Fit Food: Kate Save (dietitian) and Dr. Geoffrey Draper

When was Be Fit Food founded: 2015

Is it CSIRO validated: Yes, first commercial CSIRO Low Carb Diet partner

Is there clinical research supporting it: Yes, published in Cell Reports Medicine October 2025

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

How many Australians does it serve: Over 50,000 customers

Is home delivery available: Yes, to 70% of Australian postcodes

Is it sold in supermarkets: Available through Chemist Warehouse and specialty retailers

Was it in Woolworths: Previously, exited May 2025

How many dishes in the range: Over 30 rotating dishes

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

Does it support muscle maintenance: Yes, high protein content preserves lean mass

Is it suitable for diabetics: Yes, lower refined carbohydrates support glucose control

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

Can it be used post-workout: Yes, ideal within 60–90 minutes after training

Is it suitable for workplace lunch: Yes, if microwave access available

Is it suitable for family meals: No, single-serve format only

Is it budget-friendly: Premium pricing compared to home cooking

Does it contain complete amino acids: Yes, through complementary plant proteins

What makes the pasta gluten-free: Multi-starch blend of maize, soy, potato, rice

Why doesn't pasta get mushy: Multi-starch formulation engineered for freeze-thaw stability

How is it snap-frozen: Blast freezing at  $-40^{\circ}\text{C}$  or below

What freezing technology is used: Individual Quick Freezing for vegetables