

Live Free Foods

Low FODMAP is the next Gluten Free

by [Katie Hensley, MS, RD, CDE](#)



Our founder embarked on a pharmaceutical research for over 15 years. He realized pharmaceuticals were not going to work. Instead, he found the answer: Live Free Foods. He is now the only person in the world who has been able to help people with their gut health live better lives.

Scott Kessner Founder CEO of Live Free Foods

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Why you may want to support us...

- Customer Validation - Over 5,000 online customers, with 8,000+ letters and 10,000+ reviews.
- Our Story - Scott's journey from pharmaceutical researcher to food entrepreneur. Executive, former Brand Manager for Whole Foods and Barstool.
- High Profile Endorsement - Live Free Foods has been featured on the Gluten Free Network by 15, included in the Gluten Free Network's 1st 100 Foods.
- Industry Validation - Included in 100+ stories, including monthly newsletters, covered by major publications and featured on CNN.
- Wholesale Demand - Major USA grocery chains are currently first choosing Live Free Foods products first that they can't find anywhere else.
- Early Mover Advantage - Only US based brand focused on Low FODMAP currently on store shelves in the USA.

Our Team

Scott Kessner Founder CEO

After 15 years in the pharmaceutical industry, Scott realized that the pharmaceutical industry was not going to work. He decided to start Live Free Foods. He is now the only person in the world who has been able to help people with their gut health live better lives.



Walter Clark

Walter is the former director of marketing at Live Free Foods where he managed the brand's marketing, sales, and distribution. He is now the director of marketing at Live Free Foods. He is now the only person in the world who has been able to help people with their gut health live better lives.

In the news

[Live Free Foods is the future of Gut Health](#)



New Live FODMAP Certified Ranch Dressing
Live Free Foods has been certified as a Low FODMAP product by the FODMAP Foundation. This means that our products are safe for people with IBS and other gut health issues.

Former USFoods.com plans go healthy and free
USFoods.com, a leading online grocery store, has announced that it will be switching to Live Free Foods products. This means that our products are safe for people with IBS and other gut health issues.

T6P FODMAP Diet
Live Free Foods has been featured on the T6P FODMAP Diet. This means that our products are safe for people with IBS and other gut health issues.

Downloads
[Download our Low FODMAP product guide](#)
[Download our Low FODMAP product guide](#)

We are the future of Gut Health.

Live Free Foods is a pharmaceutical research company that is focused on helping people with their gut health live better lives. We are the future of Gut Health.

What the heck is a FODMAP?

Technically speaking FODMAP stands for Fermentable Oligo-, Di-, Monosaccharides And Polyols. However, simply put, FODMAP is a group of short-chain carbohydrates that are poorly absorbed by the body.

For most people, these short-chain carbs go on to be actively absorbed and pass into the bloodstream. For some people, however, these short-chain carbs are not absorbed and instead pass into the large intestine. This causes the symptoms of Irritable Bowel Syndrome (IBS).

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This is the number one health issue in the world. It's a complex issue that affects 10% of the population. It's a complex issue that affects 10% of the population. It's a complex issue that affects 10% of the population.

As a result of this research, we have developed a new product line that is safe for people with IBS. This means that our products are safe for people with IBS and other gut health issues.

That's where Live Free Foods comes in. Our founder has worked in the pharmaceutical industry for over 15 years and now he's back in the food industry. He's back in the food industry. He's back in the food industry.



The R&D

When starting out, Scott had to research the market. He realized that there was a big gap in the market. He realized that there was a big gap in the market. He realized that there was a big gap in the market.

We then turned up with a food research, distribution, logistics, and more importantly an innovative business model. We realized that there was a big gap in the market. We realized that there was a big gap in the market. We realized that there was a big gap in the market.



Outstanding Initial Market Response

In February of 2018, we launched our first product, Ranch dressing. To our surprise, we discovered we were the first Live Free Foods product on the market. This was a huge success for us.

As we pushed up, we realized that we were not just a food company, we were a food company. We were a food company. We were a food company. We were a food company.



One thing that we discovered was that people were not just buying Live Free Foods products, they were also buying Live Free Foods products. This was a huge success for us.

We then turned up with a food research, distribution, logistics, and more importantly an innovative business model. We realized that there was a big gap in the market. We realized that there was a big gap in the market. We realized that there was a big gap in the market.

★★★★★ Better than Hidden Valley- Super Yummy

By [HagMem](#) on February 18, 2018

Verified Purchase

Flavor: Ranch

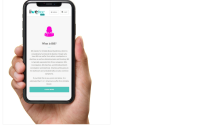
Wow- This lactose free, fodmap friendly dressing actually tastes better than the original. The taste is both creamier and cleaner a flavor than Hidden Valley. Usually with fodmap friendly products, we have to settle with "this tastes close enough to the original". Happy to report that this tastes BETTER than the original. YUM

Trusted Partners

It's one thing to just make your food and sell it to people, but that's not our whole mission. We want Live Free Foods to be a part of your life. We want Live Free Foods to be a part of your life. We want Live Free Foods to be a part of your life.

Part of our mission plan is to be the most trusted source for all information and guidance Live Free Foods and our products. We are building a community of people who are passionate about their gut health. We are building a community of people who are passionate about their gut health.

We're also partnering with top hospitals, distributors and doctors to ensure that every piece of customer information, up to date and most importantly - carefully monitored.



Our Team

Our founder, the founder of Live Free Foods, spent over 15 years in the pharmaceutical industry. He is now the founder of Live Free Foods. He is now the founder of Live Free Foods. He is now the founder of Live Free Foods.

Live Free Foods as an effective non-pharmaceutical option for IBS sufferers.

In 2019, Walton Clark joined our team as our COO, bringing over 20 years of experience in the CPG industry to our team. Walton is the former director of marketing at Unilever where he managed brands such as Wish-Bone, Ragú, Bertolli, and Lipton. At Unilever he launched over \$100 million in new products led the turnaround of several legacy brands, including Wish-Bone and Ragú.

The Future is FODMAP

We're not just building a brand, we're building a market. Low FODMAP has the potential to be 7x larger than Gluten Free. Did you know Celiac Disease, the primary reason to eat gluten free only affect an estimated 1.9% of the population?

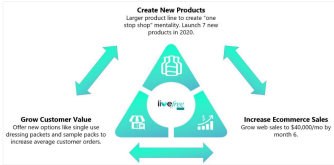
Irritable Bowel Affects 14%. Additionally, new evidence suggests that a large portion of people following a Gluten Free diet, those with Non-Celiac Gluten Intolerance would be better served by a Low FODMAP diet.

Why We Need Your Help

Given the incredible Low FODMAP market potential, we're currently researching new products to launch not only in the sauce and condiment space, but also in a wide array of other grocery products where a quality Low FODMAP equivalent doesn't presently exist.

The proceeds of this investment round specifically will be focused on the launch of new products and building out a strong ecommerce sales channel. Within 6 months, with targeted marketing and optimization, we are projected to hit \$40,000/mo in online sales alone. This will result in a far stronger cash flow situation and far greater brand awareness. This will allow us to further expand our grocery footprint.

Up until now, we've struggled to keep products in stock due to market demand, financial restrictions, and supplier lead times. This has led to spotty availability online and delays in supplying retailers for our wholesale clients. We've since found a new manufacturer that can keep up with our demand, produce better quality, and have increased our margins by 6x! Having a reliable supply chain plus the confidence in our cashflow will allow us to pursue the 2,500+ stores currently stocking Low FODMAP products.



We're also pursuing a partnership with the NIH. Not only will this allow us to conduct our own research to further cement our commitment to being an education partner, it will also provide grant funding to further fund our growth.

There are still millions of people who haven't heard about how a Low FODMAP Diet can manage their digestive disorder. We're on a mission. To provide people with the food and resources to take their Gut Health into their own hands. Not only will this become the next global market trend in the Natural Food space, but Live Free Foods will be one of the first brands to help people Live Symptom Free.

Do you want to be part of the Future of Gut Health?

Investor Q&A

What does your company do? -

We create food products for people following a Low FODMAP diet, so that they can eat with confidence and manage their symptoms. Our products are sold direct to consumers and through traditional grocery stores. Low FODMAP is a clinically studied diet, proven to be more effective at managing the symptoms of Irritable Bowel Syndrome than the leading drugs on the market. Irritable Bowel Syndrome affects 1 in 7 people in the world.

Where will your company be in 5 years? -

In 5 years, we will have helped Low FODMAP become synonymous with Gut Health. Most grocery stores will have a Low FODMAP section and Live Free will be a prominent feature. Around this time, larger brands will start turning more attention towards Low FODMAP certifications for their products and introducing their own line of Low FODMAP products. Live Free Foods will likely partner with one of these brands through acquisition.

Why did you choose this idea? -

Our founder worked in pharmaceuticals for over 6 years. He trained gastroenterologists how treat people with Irritable Bowel Syndrome. But what he saw every day were people being marginalized by the healthcare system and their suffering from this disease was trivialized. He wanted to help people take their gut health into their own hands.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?

Low FODMAP is still a relatively new diet in the medical community. Its only been utilized in the US for less than 5 years. Most doctors discredit its usefulness because of its difficulty to follow. Which is where we come in.. Low FODMAP is a difficult diet to follow because of the lack of certified, safe products. Just before we started, a veteran of the "Free From" food sectors started a competing brand to ensure. Their success has opened up over 2,500 stores to the idea of carrying Low FODMAP products and helped create the market for customers. We know we can do just as well, or better than them by focusing on the health and education of our customers, as well as filling their bellies.

How far along are you? What's your biggest obstacle? -

We have products performing in market, with several more researched and waiting on funding. Our biggest obstacle is capital. As with any physical product, you need funding to do production runs. Our products require minimum run sizes which quickly evaporated our cash reserves. On top of that, cashflow is a constant struggle. While our ecommerce customers pay us at the time of purchase, our wholesale customers pay us on net terms which can sometimes stretch months.

Our secondary obstacle is getting the word out. On Amazon we always held first position on searches, but we don't have the marketing and marketing budget in place to grow paid traffic to our products and site.

Who competes with you? What do you understand that they don't? -

Our largest competitor is Fody Food Co. And we're thankful for them. Fody's founder is the former founder of Glutino, which pioneered the Gluten Free market. In the past 3 years they went from 100 stores to 2,500 stores, growing awareness and demand for products on shelves.

But this is great for us. Because stores recognize the need for diversity of products. Every store shelf we have been due to Fody's success. We've shortened the typical grocery grind and we've paid no slotting fees to date.

What we know we can do better is twofold: taste and education. We don't allow our foods to taste like "health food". Additionally, we are talking with the NIH to conduct research and improve education for people with digestive disorders.

How will you make money? -

We sell direct to consumer on our website, Amazon, through affiliates, and wholesale to traditional grocery stores.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? -

Cashflow is king in every business, but is particularly important for food products. All the sales in the world won't help if we die waiting for receivables to mature. In the short term we've mitigated this by working with factors to help mature receivables instantly. Long term, we will need to have a strong CFO to keep our cashflow stable.

We believe with every fiber that Low FODMAP will be the next Gluten Free market. But, there are no big research studies by Nielsen or other market research firms to track the growth an adoption of this market. We've seen the rise in influencers, bloggers, and brands. And its on our shoulders to help grow this market.

What is Irritable Bowel Syndrome and how prevalent is it? -

Irritable Bowel Syndrome is a Functional GI disorder that is a group of symptoms involving abdominal pain and changes to your bowel habits.

Typical symptoms involve abdominal pain or cramping, associated with either constipation or diarrhea, and can often be accompanied by bloating.

IBS is difficult to diagnose, as there are no visible signs of damage or disease in your digestive tract. It is estimated to affect 1 in 7 people and is one of the most common reasons for doctors visits.

What is Low FODMAP? -

The Low FODMAP Diet is a diet developed intended to be followed by those with IBS. It was created by Monash University in Australia and has been clinically studied by independent researchers and universities.

Evidence shows that 50-75% of people who follow the Low FODMAP diet experienced improvement in their IBS symptoms.

Low FODMAP is a very strict exclusion diet that excludes short-chain carbohydrates, called FODMAPs. These short-chain carbs are not completely digested or absorbed in our intestines. They are then fermented by gut bacteria, producing gas as a result, which can cause changes in your intestinal function.

Common FODMAPs include but are not limited to Garlic, Onion, High Fructose Corn Syrup, Wheat, Lactose, Honey, and Artificial Sweeteners.