it's us®
Worry-free food

GLUTEN FREE

Innovation in gluten-free nutrition

it's us® brings you a delicious range of gluten-free flour mixes, pastas, pastries, and snacks.
Great taste, no compromise!



IFS Food



Miklós & Mária started this story together.

Miklós and Mária have been developing bakery products since the early 2000s. After Miklós was diagnosed with gluten intolerance, he set out to create delicious gluten-free alternatives. His mission not only allowed him to enjoy great food again but also brought worry-free eating to others with gluten sensitivities.



The company behind the brand

- 100% gluten free factory
- IFS certification
- The products are manufactured in our factory in Hungary
- 25 years of experience

Designed by you, made by us.

We believe in creating products with and for a community. We make our gluten-free range of pasta, bread and snacks together with our co-creators. Our innovative product range enables consumers to enjoy their favourite food worry-free.

In our dedicated team, food and sales professionals work together with marketers to make it's us Hungary's number one brand and to popularize it in the global gluten-free market.

gluten-free biscuits

it's us®
Worry-free food

MILK FREE · GLUTEN FREE · SOY FREE · EGG FREE · VEGAN



salted caramel

coconut

vanilla

cocoa

Name	item number	EAN	net weight	piece/ box	Piece/ pallet	Custom tariff number
vanilla biscuits	20504017	5999568625945	150g	15	2160	19053199
cocoa biscuits	20504018	5999568625952	150g	15	2160	19053199
coconut biscuits	20504019	5999568626034	150g	15	2160	19053199
salted caramel biscuits	20504020	5999568626041	150g	15	2160	19053199

miklos' flours

meet Miklos

universal mix

Versatile gluten-free flour mix 1kg

The gluten- and wheat-free **it's us miklos' universal mix** is an excellent choice for starting a gluten-free diet. It allows you to make your favourite baked goods, cakes, and pies gluten-free while still using your traditional recipes. You can substitute it for regular wheat flour in all your creations!



Energy
1461kJ
344kcal
RI* 17%

Carbohydrate
82,65g
RI* 32%

- gluten free HU-003-132
- lactose free
- soy free
- wheat free
- vegan



Ingredients: corn starch, rice flour, potato starch, dextrose, corn flour, stabilizers (guar gum, hydroxypropyl methylcellulose, xanthan gum), vegetable fibre (psyllium), potato flakes, potato fibre, flour treatment agent (ascorbic acid), apple fibre.

universal mix plus

Versatile gluten-free flour mix with chicory inulin 1kg



Energy
1344kJ
318kcal
RI* 16%

Carbohydrate
69,8g
RI* 27%

- gluten free HU-003-162
- lactose free
- soy free
- wheat free
- vegan

Ingredients: corn starch, rice flour, vegetable fibres (bamboo fibre, psyllium husk fibre, potato fibre), tapioca starch, corn flour, dextrose, chicory inulin (4%), stabilizers (guar gum, E464), potato flakes, raising agent (sodium carbonates), flour treatment agent (ascorbic acid), acidity regulator (citric acid)

The **it's us miklos' universal mix plus** is an enhanced flour blend, **rich in fibre and enriched with prebiotic chicory inulin.** This gluten- and wheat-free mix offers the versatility of regular wheat flour, making it perfect not only for baking bread and pastries but also for scones, pancakes, cakes, and tarts. It can seamlessly replace wheat flour in almost any traditional recipe, delivering the familiar taste and quality you love—with the added benefit of prebiotics.
Look for the plus!

with prebiotic chicory inulin

Now also available in a prebiotic version!

Prebiotics are natural, organic, non-digestible nutrients (fibres), that stimulate the growth of beneficial bacterial strains (probiotics) in the large intestine that are important for us, thereby helping to improve the health of the body. The it's us NEW probiotic flour mixes containing chicory inulin s**upport good nutrition for individuals with gluten intolerance.**

*Reference intake for an average adult (8400 kJ/2000 kcal).

bread mix

Gluten-free white bread flour mix 1kg



Enjoy the baking! :-)
Love miklos

This versatile flour mix is perfect for creating a variety of baked goods, including white loaves, scones, pancakes, and cakes. With its neutral flavour, it **serves as an excellent substitute for wheat flour in most traditional recipes.** Its taste and texture closely resemble those of classic wheat-based baked goods.

Energy
1460kJ
344kcal
RI* 17%

Carbohydrate
84,5g
RI* 32,5%

- gluten free HU-003-133
- lactose free
- soy free
- corn free
- vegan



Ingredients: gluten-free **wheat** starch, dextrose, stabilizer (guar gum, xanthan gum), raising agent (sodium carbonates), flour treatment agent (ascorbic acid).

GLUTEN FREE

seeded bread mix

Gluten-free seeded bread flour mix 500g



Enriched with four types of seeds (linseed, sunflower seed, pumpkin seed, and buckwheat seed) this flour mix can be used to make delicious, **soft-textured loaf.**

Energy
1598kJ
380kcal
RI* 19%

Carbohydrate
63,2g
RI* 24%

- gluten free HU-003-134
- lactose free
- soy free
- corn free
- vegan



Ingredients: gluten-free **wheat** starch, linseeds 12%, sunflower seeds 7%, dextrose, pumpkin seeds 3%, buckwheat seeds 2%, potato fibres, apple fibres, stabiliser (guar gum, xanthan gum), gluten free **oat** fibres, flour treatment agent (ascorbic acid), raising agent (sodium carbonates).

Name	item number	EAN	net weight	piece/ box	Piece/ pallet	Custom tariff number
miklos' universal mix	20501001	5999881092752	1000g	10	630	19012000
miklos' universal mix plus with prebiotic chicory inulin	20501013	5999568625181	1000g	10	630	19012000
miklos' bread mix	20501002	5999568625006	1000g	8	504	19012000
miklos' seeded bead mix	20501006	5999881092660	500g	10	1440	19012000

*Reference intake for an average adult (8400 kJ/2000 kcal).

maria's flours

sweet baking mix

Gluten-free cake flour mix 1kg and 500g



Energy
1457kJ
343kcal
RI* 17%

Carbohydrate
81,9g
RI* 32%

gluten free
HU-003-135

soy free



Ingredients: gluten-free wheat starch, dextrose, skimmed milk powder, corn flour, stabilizers (guar gum, xanthan gum, E464), salt, raising agent (sodium carbonates), emulsifier (sunflower lecithin), flavour (vanillin).

breadcrumbs

Gluten-free breadcrumbs 300g



Energy
1486kJ
351kcal
RI* 18%

Carbohydrate
78,9g
RI* 30%

gluten free
HU-003-139

lactose free

soy free

wheat free

vegan



Ingredients: corn starch, corn flour, potato starch, dextrose, stabilizer (guar gum), potato fibre, corn flakes, yeast, salt, emulsifier (sunflower lecithin).

Just like traditional breadcrumbs, you can use the flour-egg-breadcrumb method to coat meats, vegetables, or even cheese—completely gluten-free. These breadcrumbs create a crispy, golden coating for your freshly baked dishes.

Name	Item number	EAN	Net weight	piece/ box	Piece/ pallet	Custom tariff number
maria's sweet baking mix	20501003	5999568625013	1000g	10	630	19012000
maria's sweet baking mix	20501007	5999881092646	500g	10	1440	19012000
maria's breadcrumbs	20501008	5999568625037	300g	10	1440	19054090

*Reference intake for an average adult (8400 kJ/2000 kcal).

kate's low carb

muffin & cake base mix

Carbohydrate reduced cake flour mix 500g

With **it's us kate's low carb cake flour mix**, you can bake your favourite cakes gluten-free. Its **high fibre content**, combined with **prebiotic chicory inulin**, helps support the growth of beneficial probiotic bacteria in the gut, **promoting a healthy digestive system.**



Energy
1192kJ
287kcal
RI* 14%

Carbohydrate
27,2g
RI* 10%

- **gluten free** HU-003-164
- **wheat free**
- **corn free**
- **vegan**



Ingredients: tapioca starch, bamboo fibre, millet flour, chickpea flour, coconut flour, brown rice flour, chicory inulin 4%, psyllium husk fibre, salt, raising agent (sodium carbonates), antioxidant (ascorbic acid), acidity regulator (citric acid).

salty universal mix

Carbohydrate reduced salty universal flour mix 500g



Energy
989kJ
237kcal
RI* 12%

Carbohydrate
29g
RI* 11%

- **gluten free** HU-003-165
- **wheat free**
- **corn free**
- **vegan**

Ingredients: tapioca starch, bamboo fibre, millet flour, psyllium husk fibre, brown rice flour, chicory inulin 4%, chickpea flour, salt, apple fibre, raising agent (sodium carbonates), antioxidant (ascorbic acid), acidity regulator (citric acid).

With the **it's us kate's low carb salty universal flour mix**, you can effortlessly create healthy, gluten-free savoury pastries. Easy to use, it requires no rising or yeast, making preparation quick and simple. This versatile mix is perfect for baking bread, pastries, scones, pizzas, and salty snacks. Ideal for a guilt-free pizza night with friends!



Name	Item number	EAN	Net weight	piece/ box	Piece/ pallet	Custom tariff number
kate's low carb muffin & cake base mix	20501015	5999568625204	500g	12	960	19012000
kate's low carb salty universal mix	20501016	5999568625211	500g	12	960	19012000

*Reference intake for an average adult (8400 kJ/2000 kcal).

mimen

Why mimen?

Our **mimen** products are free from all major allergens and contain no corn. We use high-quality ingredients such as **millet, chickpeas**, and **tapioca** in our production.



sweet mix

Gluten-free cake flour mix 500g



Energy
1485kJ
351kcal
RI* 17%

Carbohydrate
67,7g
RI* 26%

- gluten free HU-003-183
- lactose free
- soy free
- wheat free
- corn free
- vegan

Ingredients: millet flour, tapioca starch, chickpea flour, dextrose, vegetable fibre (psyllium), salt, raising agent (sodium carbonates), stabilizer (xanthan gum).



bakery mix

Gluten-free bakery flour mix 500g.

Energy
1446kJ
351kcal
RI* 18%

Carbohydrate
67,7g
RI* 26%

- gluten free HU-003-184
- lactose free
- soy free
- wheat free
- corn free
- vegan



Ingredients: tapioca starch, chickpea flour, millet flour, dextrose, stabilizers (guar gum, xanthan gum, hydroxypropyl methylcellulose), vegetable fibre (psyllium), raising agent (sodium carbonates), flour treatment agent (ascorbic acid).

Name	Item number	EAN	Net weight	piece/ box	Piece/ pallet	Custom tariff number
mimen sweet mix	20501051	5999568625730	500g	12	960	19012000
mimen bakery mix	20501052	5999568625747	500g	12	960	19012000

*Reference intake for an average adult (8400 kJ/2000 kcal).

kitti's pastas

meet Kitti

chickpea pasta

200g - 250g



Energy
1500kJ
355kcal
RI* 18%

Protein
10,7g
RI* 21%

gluten free
egg free
vegan

Our chickpea, red lentil, green pea and rice-millet pastas are all egg-free, vegan and have high dietary fibre and protein content. Available in various shapes and colours, they make it easy to create diverse and wholesome meals.

Ingredients: chickpea flour (55%), tapioca starch, stabilisers (guar gum, xanthan gum), antioxidant (E306).



red lentil pasta

200g

Enegy
1404kJ
332kcal
RI* 17%

Protein
13,0g
RI* 26%

gluten free
egg free
vegan



Ingredients: red lentil flour (50%), tapioca starch, chicory inulin (4%), stabilizers (xanthan gum, guar gum), antioxidant (E306).

Name	Item number	EAN	Net weight	piece/ box	Piece/ pallet	Custom tariff number
kitti's chickpea penne	20502001	5999568625044	250g	18	1134	19021910
kitti's chickpea fusilli	20502046	5999568625051	250g	14	882	19021910
kitti's chickpea large square	20502003	5999568625068	250g	12	756	19021910
kitti's chickpea spaghetti	20502004	5999568625105	200g	16	1008	19021910
kitti's chickpea vermicelli	20502005	5999568625112	200g	16	1008	19021910
kitti's chickpea tarhonya	20502047	5999568625129	250g	18	2592	19021910
kitti's chickpea macaroni	20502025	5999568625495	250g	20	1260	19021910
kitti's chickpea tagliatelle	20502026	5999568625501	250g	18	1134	19021910
kitti's chickpea shell	20502024	5999568625488	250g	18	1134	19021910
kitti's chickpea curl	20502048	5999568626089	250g	16	2304	19021910

*Reference intake for an average adult (8400 kJ/2000 kcal).

meet Kitti

this pasta is so good! :-)
xxx, Kitti



green pea pasta

200g



Energy
1353kJ
321kcal
RI* 16%

Protein
13,2g
RI* 26%

gluten free

egg free

vegan

Ingredients: green pea flour (65%), tapioca starch, chicory inulin (4%), stabilizers (xanthan gum, guar gum), antioxidant (E306).

rice-millet pasta

200g



Energy
1473kJ
348kcal
RI* 17%

Protein
7,3g
RI* 15%

gluten free

egg free

vegan

Ingredients: rice flour (56%), brown rice flour (14%), millet flour (13%), tapioca starch, potato flakes, stabilizers (xanthan gum), potato fibre, chicory inulin, antioxidant (E306).



Our vibrant red lentil, green pea, and rice-millet pastas make it easy to prepare healthy and delicious meals for your guests. Perfect for traditional recipes and salads alike, they also contain chicory inulin, supporting proper nutrition for those with gluten sensitivity. With our pastas, you can serve everyone with confidence – **we recommend them to all, not just those avoiding gluten!**

Name	Item number	EAN	Net weight	piece/ box	Piece/ pallet	Custom tariff number
kitti's red lentil tagliatelle	20502010	5999568625228	200g	16	1008	19021910
kitti's red lentil penne	20502011	5999568625235	200g	18	1134	19021910
kitti's rice-millet fusilli	20502014	5999568625266	200g	18	1134	19021910
kitti's rice-millet large square	20502015	5999568625273	200g	12	756	19021910
kitti's rice-millet penne	20502049	5999568626096	200g	18	1134	19021910
kitti's green pea spaghetti	20502012	5999568625242	200g	16	1008	19021910
kitti's green pea fusilli	20502013	5999568625259	200g	18	1134	19021910

*Reference intake for an average adult (8400 kJ/2000 kcal).

naturbit raw materials

Hunorganic Kft. owes the results of its production and the quality of its products to the continuous innovation and the dedication of its managers and employees. Our essential purpose is to gain recognition for our products on the domestic and international markets. As the costumers are at the centre of our activities, we strive to fully meet their needs. The production and packaging of our products are carried out in our **100% gluten-free plant** in Székesfehérvár, Hungary, where we also have our own logistics centre and **quality control laboratory.**

Every year, a complete inspection plan is drawn up, based on quality, hygiene and technological criteria and compliance with this plan guarantees proper quality control. We work with external accredited laboratories for certain tests, but we have the advantage of having our **own allergen laboratory**. We have installed the NOAK ELISA allergen testing system, which also ensures the absence of gluten and allergens declared on the products through a large number of in-house controls. Within the framework of the HACCP system, our company has defined its internal hygiene requirements in accordance with national legislation and international standards.

In response to the specific commercial challenges of the industry, we have also incorporated the requirements of the **IFS global international food safety standard** into our quality management system. The effectiveness of our work is recognised by the certification body through continuous **high level** certification. The plant is certified with **IFS FOOD 7.0 advanced food safety audit.**

The quality assurance and management system of Hunorganic Kft. fully covers the usability of raw materials, the control of production processes and the control of the finished product.

The Hungarian member organisation of the **AOECS (Association of European Flour Sensitive People)** has registered the international registration under the plant number **LÉOE HU-003**, which also requires the annual gluten-free audit.





product development

We don't stop at the point where our products are guaranteed gluten-free and can be consumed without worry. We believe that gluten-free living can be **without compromises**, which is why our product development colleagues are constantly working to create new products and make our already existing recipes better and healthier. We are constantly experimenting with new ingredients that can offer the same gastronomic experience as a traditional product.
The result of this development is the it's us mimen range, which is free of all allergens, the kate's low carb range, which is low in carbohydrates, and miklos' universal mix plus flour mix, which contains prebiotic chicory inulin. Our portfolio also includes a range of dry pasta based on various sources of dietary fibre such as egg and gluten-free chickpeas, red lentils, green peas and millet. In our bakery, our goal is to innovate our products and develop breads, scones, pastries and biscuits of a quality that meets consumer expectations.

Our prebiotic products

Native chicory inulin is found in chicory roots, as well as in many other vegetables and fruits such as onions, leeks, garlic, bananas and artichokes.

Prebiotics are natural, organic, non-digestible nutrients (fibres) that stimulate the growth of beneficial bacterial strains (probiotics) in the large intestine that are important for us, thereby helping to improve the health of the body.

Prebiotics: natural nutrients that are typically the exclusive nutrients of probiotics and therefore promote their proliferation and predominance in the gut. It's us supports the general well-being of people with celiac disease by introducing flour mixes and dry pasta containing new prebiotic chicory inulin. A healthy gut, where 70% of our immune cells are located, can have a good impact on our overall wellbeing, so how we feed it is very important.

Our it's us miklos' universal plus flour mix and our kate's low carb reduced carbohydrate flour mix products provide an intake of at least 12g of native chicory inulin in case of consuming the recommended amount.

Our other products containing smaller amounts of prebiotic chicory inulin: red lentil, green pea and rice & millet pastas.

The "it's us miklos' universal mix flour mix" is a gluten- and wheat-free flour mix, similar to normal wheat flour, can be used expansively, not only for baking bread and pastries, but also for scones, pancakes, cakes and tarts. Wheat flour can be replaced with it in practically any traditional recipe. Familiar taste and quality with prebiotics.

The beneficial effects on digestion can be achieved with a daily intake of 12g chicory inulin. The consumption of these products is not a substitute for a balanced, mixed diet and a healthy lifestyle! Please do not exceed the daily dose! Make sure you drink enough fluids!



Name	Item number	EAN	Net weight	piece/ box	Piece/ pallet	Custom tariff number
it's us NATURBIT white rice flour	20510017	5999886703387	1000g	10	760	11029050
it's us NATURBIT corn flour	20510018	5999881092929	1000g	10	800	11022010
it's us NATUBIT brown rice flour	20510001	5999881092943	500g	15	945	11029050
it's us NATUBIT potato starch	20510002	5999883305614	500g	15	945	11081300
it's us NATUBIT potato flakes	20510003	5999883305607	250g	10	1120	11052000
it's us NATUBIT chickpea flour	20510004	5999881092561	500g	15	945	11061000
it's us NATUBIT corn starch	20510007	5999883305621	500g	15	945	11081200
it's us NATUBIT almond flour	20510008	5999883305713	250g	12	1344	08021290
it's us NATUBIT psyllium husk fibre	20510009	5999886703110	200g	15	1680	12119086
it's us NATUBIT rice grits	20510010	5999883305638	500g	15	945	11031950
it's us NATUBIT tapioca starch	20510011	5999883305706	500g	15	945	11081400



Become our partner!

Would you like to sell our products? Contact us using the information below:

Hunorganic Kft.
order@itsusfood.com
+36 30 425-3853

Patrik Valent
partrik.valent@itsusfood.com
+36 30 643-1663

For more information, visit our website:

www.itsusfood.com

Újkúti u. 5., Székesfehérvár, HU-8000
Hungary

it's us®