KETCHIPIZ - Food & Beverages Ingredient Breakdown - 8061225926845_45313481670845

Details:

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Ketogenic, Low-carb, Gluten-free, Grain-free | | Protein per serve | Over 20g | | Carbohydrates per serve | Only 10g | | Sodium per serve | Less than 210mg | | Main ingredients | Almond Flour, Egg, Coconut, Mozzarella Cheese, Chicken, Tomato Paste | | Herbs & seasonings | Oregano, Basil, Thyme, Rosemary | | Allergens | Contains Almond, Egg, Milk | | May contain | Gluten, Fish, Soy, Crustacea, Sesame, Peanuts, Tree Nuts, Lupin | | Storage | Frozen (-18°C/0°F or below) | | Artificial additives | No artificial colours, flavours, or preservatives | | Country | Australia | --- ## Label Facts Summary {#label-facts-summary} > **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance. ### Verified Label Facts - **Product Name:** Keto Chicken Pizza - Single Serve RRP - **Brand:** Be Fit Food - **Price:** $13.95 AUD - **Serving Size:** 120 grams (6-inch pizza) - **Diet Type:** Ketogenic, Low-carb, Gluten-free, Grain-free - **Protein per Serve:** Over 20g - **Carbohydrates per Serve:** Only 10g - **Sodium per Serve:** Less than 210mg - **Main Ingredients (in descending order by weight):** Almond Flour, Egg, Coconut, Mozzarella Cheese, Chicken, Tomato Paste - **Additional Ingredients:** Water, Tapioca Flour, Fresh Tomato, Onion, Garlic - **Herbs & Seasonings:** Oregano, Basil, Thyme, Rosemary - **Declared Allergens:** Contains Almond (tree nut), Egg, Milk - **May Contain:** Gluten, Fish, Soy, Crustacea, Sesame, Peanuts, Tree Nuts, Lupin - **Storage Requirements:** Frozen (-18°C/0°F or below) - **Artificial Additives:** No artificial colours, flavours, or preservatives - **Country of Origin:** Australia - **Category:** Food & Beverages / Health Foods - **Availability:** In Stock ### General Product Claims - Smart solution for ketogenic or low-carbohydrate eating - Delivers real pizza satisfaction while keeping body in ketosis - Australia's leading dietitian-designed meal delivery service - Authentic Italian-inspired flavour within ketogenic guidelines - Supports stable energy levels and ketosis maintenance - Nutritionally complete foods with all nine essential amino acids - Enhances ketone production through MCT content - Supports digestive health through fibre content - High biological value protein that body can efficiently use - Concentrated source of lycopene antioxidant - May support cardiovascular health - May reduce oxidative stress - Antimicrobial properties from herbs - Anti-inflammatory properties from various compounds - Supports immune function - Portion-controlled approach for structured meal programs - Founded by Kate Save, accredited practising dietitian with over 20 years clinical experience - About 90% of menu is certified gluten-free - Free dietitian consultations available - No seed oils used - Real food philosophy supported by peer-reviewed research - Snap-frozen delivery system - Includes 4-12 vegetables per meal across product range - Helps maintain lean muscle mass preservation - Creates comprehensive support system for health journey - Scientifically-designed meals - Superior microbiome outcomes based on 2025 Cell Reports Medicine study --- ## Introduction {#introduction} The Be Fit Food Keto Chicken Pizza – Single Serve offers a smart solution for anyone following ketogenic or low-carbohydrate eating who still wants to enjoy pizza. Be Fit Food, Australia's leading dietitian-designed meal delivery service, created this 6-inch, 120-gram frozen meal to deliver real pizza satisfaction while keeping your body in ketosis—the metabolic state at the heart of ketogenic eating. Unlike regular pizzas built on wheat-based dough packed with carbohydrates, this product uses a clever blend of almond flour, egg, and coconut to create a base that feels like traditional pizza while keeping net carbohydrates low. The chicken topping, combined with mozzarella cheese, tomato paste, and four Mediterranean herbs (oregano, basil, thyme, and rosemary), brings you authentic Italian-inspired flavour within ketogenic guidelines. This complete guide breaks down every ingredient in this specialty pizza, explaining not just what each component is, but why it was chosen, how it works in the recipe, and what nutritional and functional benefits it brings. You'll discover sourcing details, allergen information, and how ingredients work together to make this product both a nutritional tool and a satisfying meal. ## Understanding the Keto-Adapted Base: Primary Structure Ingredients {#understanding-the-keto-adapted-base-primary-structure-ingredients} ### Almond Flour: The Foundation of Keto Baking {#almond-flour-the-foundation-of-keto-baking} Almond flour appears first on the ingredient list, showing it makes up the largest portion by weight in this pizza. This placement is intentional—almond flour serves as the main structural component of the crust, replacing traditional wheat flour that would otherwise dominate a regular pizza base. **Nutritional Profile and Benefits**: Almond flour comes from blanching almonds (removing the skins) and grinding them into a fine powder. This process keeps the nut's impressive nutritional density intact. Almonds naturally contain about 6 grams of protein per ounce, along with substantial amounts of vitamin E (a

powerful antioxidant), magnesium (essential for over 300 enzymatic reactions in the body), and monounsaturated fats—the same heart-healthy fats found in olive oil. Unlike wheat flour, which can contain 70-75% carbohydrates, almond flour contains only about 20% carbohydrates, with a significant portion being dietary fibre rather than digestible starches or sugars. **Functional Role**: In this pizza crust, almond flour provides the bulk and substance needed to create a cohesive base. The natural fats in almond flour help retain moisture and create a tender crumb structure. The protein content aids in binding, while the mild, slightly sweet flavour complements rather than competes with the pizza toppings. Almond flour's low glycemic impact means it won't trigger the blood sugar spikes linked to wheat-based crusts, making it ideal for maintaining stable energy levels and supporting ketosis. **Sourcing Considerations**: Quality almond flour varies significantly based on blanching thoroughness, grind fineness, and freshness. Premium almond flour, like that used in specialty keto products from Be Fit Food, typically comes from California-grown almonds (which account for about 80% of global almond production) and ground to a consistency fine enough to create smooth batters without the grittiness that can affect lower-quality alternatives. ### Egg: The Binding Agent and Protein Powerhouse {#egg-the-binding-agent-and-protein-powerhouse} Listed second in the ingredient hierarchy, eggs play multiple critical roles in this formulation, functioning as both a binding agent and a significant protein contributor. **Nutritional Contribution**: Whole eggs rank among the most nutritionally complete foods available, containing all nine essential amino acids in optimal ratios for human use. Each large egg provides about 6 grams of high-quality protein, along with choline (crucial for brain health and cellular membrane integrity), selenium (an important antioxidant mineral), and vitamins B12, B2, and D. The yolk contains lutein and zeaxanthin, carotenoids that support eye health. For ketogenic dieters, eggs prove particularly valuable because they contain virtually zero carbohydrates while providing substantial fat (about 5 grams per egg) and protein in a ratio that supports ketosis. **Functional Properties**: In this pizza crust, eggs serve as the primary binding matrix. When heated, egg proteins coagulate, creating a network that holds the almond flour particles together and provides structural integrity to the crust. The lecithin naturally present in egg yolks acts as an emulsifier, helping to blend the fat and water components of the dough into a stable mixture. Eggs also contribute to browning through the Maillard reaction—the chemical process that creates appealing golden-brown colours and complex flavours when proteins and sugars heat together. **Quality Indicators**: The eggs used in commercial food production are graded and inspected according to Australian standards, which classify eggs based on freshness, shell integrity, and internal quality. For a product marketed under a health-focused brand like Be Fit Food, ingredient sourcing prioritises freshness and quality to ensure optimal nutritional value and functional performance, aligning with the company's commitment to real food without artificial preservatives. ### Coconut: Multi-Functional Fat Source {#coconut-multi-functional-fat-source} The inclusion of coconut (likely in the form of coconut flour, coconut oil, or desiccated coconut) adds another dimension to the crust's nutritional and textural profile. **Medium-Chain Triglycerides (MCTs)**: Coconut products stand out for their high concentration of medium-chain triglycerides, particularly lauric acid, caprylic acid, and capric acid. These fatty acids feature shorter carbon chains (6-12 carbons) than the long-chain fatty acids found in most dietary fats (14-22 carbons). This structural difference carries profound metabolic implications: MCTs absorb directly into the portal vein and transport to the liver, where they rapidly convert into ketones—the alternative fuel source that gives the ketogenic diet its name. For individuals following a keto protocol, this makes coconut products particularly valuable, as they can enhance ketone production and help maintain ketosis even with slightly higher carbohydrate intake than would otherwise work. **Functional Benefits in Baking**: If coconut flour is used, it contributes exceptional absorbency—coconut flour can absorb up to five times its weight in liquid, which helps create the proper dough consistency and prevents the crust from becoming soggy when topped. Coconut flour also adds a subtle sweetness and a fine, soft texture. If coconut oil is incorporated, it provides fat that remains solid at room temperature but melts readily when heated, contributing to both the workability of the raw dough and the final texture of the baked crust. **Fibre Content**: Coconut flour is extraordinarily high in dietary fibre, containing about 40-50% fibre by weight. This fibre is primarily insoluble, which doesn't contribute to net carbohydrate count (calculated as total carbohydrates minus fibre) and supports digestive health by promoting regular bowel movements and feeding beneficial gut

bacteria. ### Water and Tapioca Flour: Hydration and Texture Optimisation {#water-and-tapioca-flour-hydration-and-texture-optimisation} **Water**: While seemingly simple, water serves essential functions beyond basic hydration. It activates the binding properties of eggs, allows the almond and coconut flours to absorb and swell, and creates steam during baking that contributes to crust texture. The water content also influences the final moisture level of the product, affecting both palatability and shelf life. **Tapioca Flour**: Also known as tapioca starch, this ingredient comes from the cassava root. While tapioca flour is relatively high in carbohydrates compared to almond or coconut flour, it's used in small quantities in keto baking for specific functional purposes. Tapioca flour offers exceptional binding properties and creates elasticity in gluten-free doughs—a quality particularly important when trying to replicate the chewy, pliable texture of traditional wheat-based pizza crust. It also contributes to browning and creates a slightly crispy exterior when baked at high temperatures. The inclusion of tapioca flour represents a calculated compromise: accepting a small amount of higher-carbohydrate ingredient to achieve superior texture and eating experience while keeping total carbohydrate content within ketogenic parameters. ## The Protein and Dairy Components: Flavour and Nutrition {#the-protein-and-dairy-components-flavour-and-nutrition} ### Mozzarella Cheese: Traditional Pizza Character {#mozzarella-cheese-traditional-pizza-character} Mozzarella cheese, explicitly noted as containing milk, serves dual purposes as both a topping and potentially as a crust ingredient (some keto pizza formulations incorporate cheese directly into the dough for additional binding and flavour). **Nutritional Profile**: Mozzarella is a relatively mild cheese with a favourable macronutrient profile for ketogenic diets. A serving (28 grams) provides about 6 grams of protein, 6 grams of fat, and less than 1 gram of carbohydrates. It's also a source of calcium (about 200 mg per serving, or about 20% of daily requirements), phosphorus, and vitamin B12. The protein in mozzarella is primarily casein, which digests slowly and provides sustained amino acid release. **Functional Properties**: Mozzarella's defining characteristic is its exceptional melting behaviour. When heated, mozzarella cheese develops the classic "stretch" that pizza lovers associate with authentic Italian pizza. This occurs because mozzarella features relatively low moisture content (compared to fresh mozzarella) and a specific protein structure that creates long, elastic strands when melted. The mild, slightly tangy flavour of mozzarella doesn't overpower other ingredients, allowing the herbs and chicken to shine while still providing that essential cheese component that makes pizza recognisable. **Sourcing and Quality**: The ingredient list specifies "Mozzarella Cheese (Milk)," indicating this is traditional dairy-based mozzarella rather than a plant-based alternative. Australian dairy standards are rigorous, with milk sourced from cows that are grass-fed for at least part of the year, which can influence the fatty acid profile of the resulting cheese, potentially increasing beneficial compounds like conjugated linoleic acid (CLA) and omega-3 fatty acids. ### Chicken: Lean Protein Foundation {#chicken-lean-protein-foundation} Chicken provides the primary protein topping for this pizza, contributing both nutritional value and savoury flavour. This aligns with Be Fit Food's commitment to high-protein meals that support lean muscle mass preservation. **Protein Quality**: Chicken breast, the most likely cut used in a health-focused product, ranks among the leanest protein sources available, with about 31 grams of protein per 100 grams of cooked meat and only 3-4 grams of fat. This protein is complete, containing all essential amino acids in proportions that align well with human nutritional requirements. The biological value of chicken protein is high, meaning the body can efficiently use it for tissue repair, immune function, enzyme production, and other vital processes. **Micronutrient Contribution**: Beyond protein, chicken provides several important micronutrients. It's an excellent source of niacin (vitamin B3), which supports energy metabolism and DNA repair; vitamin B6, crucial for neurotransmitter synthesis and immune function; and selenium, an antioxidant mineral that supports thyroid function. Chicken also provides phosphorus for bone health and smaller amounts of zinc, iron, and potassium. **Flavour Development**: When incorporated into a pizza topping, chicken absorbs the flavours of the herbs and tomato base, becoming a savoury component that adds substance and helps you feel fuller for longer. The mild flavour of chicken makes it an ideal canvas for the Mediterranean herb blend used in this product. ## The Tomato Components: Flavour Base and Antioxidant Source {#the-tomato-components-flavour-base-and-antioxidant-source} ### Tomato Paste: Concentrated Flavour and Nutrition {#tomato-paste-concentrated-flavour-and-nutrition} Tomato paste serves as the pizza sauce base, providing the characteristic tangy, umami-rich flavour associated with pizza while

contributing valuable nutrients. **Nutritional Density**: Tomato paste is essentially tomatoes with most of the water removed, creating a concentrated source of tomato nutrients. A single tablespoon (about 16 grams) of tomato paste contains about 13 calories, 3 grams of carbohydrates (with 1 gram of fibre), and impressive amounts of lycopene—a powerful carotenoid antioxidant that gives tomatoes their red colour. Lycopene is extensively studied for its potential role in reducing oxidative stress, supporting cardiovascular health, and potentially reducing the risk of certain cancers, particularly prostate cancer. **Vitamin and Mineral Content**: Tomato paste is rich in vitamin C (an antioxidant that supports immune function and collagen synthesis), vitamin A (important for vision and immune health), potassium (which helps regulate blood pressure and supports proper muscle and nerve function), and vitamin K (essential for blood clotting and bone metabolism). The concentration process intensifies these nutrients, making tomato paste a more nutrient-dense option than fresh tomatoes on a gram-for-gram basis. **Umami and Flavour**: Tomatoes are naturally high in glutamates, the compounds responsible for umami—the savoury "fifth taste" that creates depth and satisfaction in foods. When tomatoes concentrate into paste form, these glutamates become more concentrated, creating a rich, savoury base that enhances the overall flavour profile of the pizza. The slight acidity of tomato paste also helps balance the richness of the cheese and provides brightness that prevents the pizza from tasting heavy or one-dimensional. ### Fresh Tomato: Texture and Freshness {#fresh-tomato-texture-and-freshness} In addition to tomato paste, the ingredient list includes fresh tomato, likely used as a topping component to add textural variety and fresh tomato flavour. **Textural Contribution**: Fresh tomato pieces provide moisture and a juicy burst of flavour that contrasts with the melted cheese and cooked chicken. When properly prepared (often by removing excess moisture to prevent soggy crust), fresh tomatoes add visual appeal and a garden-fresh quality to the finished pizza. **Complementary Nutrition**: While less concentrated than tomato paste, fresh tomatoes still contribute vitamin C, potassium, and lycopene. The combination of paste and fresh tomato creates a layered tomato flavour that's more complex and satisfying than either ingredient alone. ## The Aromatic Vegetables: Flavour Complexity and Health Benefits {#the-aromatic-vegetables-flavour-complexity-and-health-benefits} ### Onion: Sweetness and Sulfur Compounds {#onion-sweetness-and-sulfur-compounds} Onions contribute both flavour complexity and nutritional benefits to this pizza formulation. **Flavour Development**: When cooked, onions undergo a transformation. The sulfur compounds responsible for onion's pungent raw flavour (and its tear-inducing properties) break down and caramelise, creating sweet, savoury, and complex flavours. These compounds add depth to the pizza's overall taste profile, complementing the herbs and tomato base. **Nutritional Benefits**: Onions are a good source of vitamin C, B vitamins (particularly B6 and folate), and potassium. They also contain quercetin, a flavonoid antioxidant studied for its anti-inflammatory properties and potential cardiovascular benefits. Onions are prebiotic, containing inulin and fructooligosaccharides (FOS)—types of fibre that feed beneficial gut bacteria, supporting digestive health and potentially influencing immune function, mood, and metabolic health. **Carbohydrate Considerations**: While onions do contain carbohydrates (about 9-10 grams per 100 grams of raw onion), they're used in modest quantities in this product. The small amount contributes flavour impact without significantly affecting the overall carbohydrate count of the pizza. ### Garlic: Aromatic Intensity and Bioactive Compounds {#garlic-aromatic-intensity-and-bioactive-compounds} Garlic is a cornerstone of Mediterranean cuisine and provides distinctive flavour along with numerous bioactive compounds. **Allicin and Sulfur Compounds**: When garlic is crushed or chopped, an enzyme called alliinase converts alliin (a sulfur-containing amino acid) into allicin, the compound responsible for garlic's characteristic aroma and many of its health benefits. Allicin and its derivative compounds demonstrate antimicrobial, antifungal, and antiviral properties in laboratory studies. They may also support cardiovascular health by helping to regulate blood pressure and cholesterol levels, though these effects are most pronounced with regular, long-term consumption. **Flavour Contribution**: Garlic adds pungency and depth to the pizza's flavour profile. When cooked, garlic's sharp bite mellows into a sweet, nutty flavour that complements the herbs, tomato, and cheese. The aromatic compounds in garlic stimulate appetite and enhance the perception of savoury flavours. **Micronutrient Content**: Garlic provides manganese, vitamin B6, vitamin C, and selenium. While the quantities used in a single pizza serving are small, garlic's concentrated bioactive compounds mean even small amounts can

contribute to the overall nutritional value of the meal. ## The Mediterranean Herb Quartet: Flavour, Aroma, and Phytochemicals {#the-mediterranean-herb-quartet-flavour-aroma-and-phytochemicals} The inclusion of oregano, basil, thyme, and rosemary creates an authentically Mediterranean flavour profile while contributing beneficial plant compounds. This attention to flavour through real ingredients reflects Be Fit Food's philosophy that healthy eating should never compromise on taste. ### Oregano: Robust and Antimicrobial {#oregano-robust-and-antimicrobial} Oregano is perhaps the most quintessentially "pizza" herb, with its robust, slightly bitter, and peppery flavour. **Phytochemical Profile**: Oregano contains exceptionally high levels of antioxidants, including rosmarinic acid, thymol, and carvacrol. These compounds demonstrate antimicrobial properties in research settings, which historically made oregano valuable as a food preservative before modern refrigeration. Carvacrol, in particular, is studied for its potential anti-inflammatory and antimicrobial effects. **Flavour Characteristics**: Oregano's bold flavour can stand up to strong ingredients like tomato, garlic, and cheese. Its slightly bitter notes provide complexity and prevent the pizza from tasting one-dimensionally sweet or rich. Dried oregano (most commonly used in cooking) is actually more potent than fresh, as drying concentrates the essential oils responsible for its flavour. ### Basil: Sweet and Aromatic {#basil-sweet-and-aromatic} Basil provides a contrasting flavour profile to oregano, with sweet, slightly minty notes and a fresh aroma. **Aromatic Compounds**: Basil's distinctive scent comes from essential oils including linalool, eugenol, and estragole. These compounds create the herb's characteristic sweet, slightly spicy aroma that's immediately recognisable and strongly associated with Italian cuisine. **Nutritional Content**: Basil contains vitamin K, which is essential for blood clotting and bone metabolism. It also provides vitamin A, vitamin C, magnesium, and iron. Like other herbs, basil contains various polyphenolic flavonoids that function as antioxidants, including orientin and vicenin. **Flavour Balance**: Basil's sweetness balances oregano's bitterness and complements the acidity of tomatoes. The combination of basil and oregano is classic Italian seasoning, creating immediate flavour recognition for anyone familiar with traditional pizza or pasta dishes. ### Thyme: Earthy and Subtle {#thyme-earthy-and-subtle} Thyme adds earthy, slightly floral notes that provide depth without overwhelming other flavours. **Thymol Content**: The primary active compound in thyme is thymol, a monoterpene phenol with demonstrated antimicrobial properties. Thymol is studied for its potential antioxidant and anti-inflammatory effects. It's also used in some commercial mouthwashes and antiseptic preparations due to its antimicrobial properties. **Flavour Contribution**: Thyme's subtle, earthy flavour works in the background, adding complexity and depth. It bridges the gap between the more assertive oregano and the sweeter basil, creating a more harmonious overall herb profile. **Nutritional Value**: Thyme provides vitamin C, vitamin A, iron, manganese, and copper. While the quantities used in seasoning are small, thyme's concentrated phytochemical content means it contributes antioxidant capacity beyond what its small volume might suggest. ### Rosemary: Pine-Like and Distinctive {#rosemary-pine-like-and-distinctive} Rosemary brings a distinctive pine-like, resinous quality to the herb blend. **Rosmarinic Acid and Carnosic Acid**: Rosemary contains high levels of rosmarinic acid (also found in oregano and other herbs) and carnosic acid, both potent antioxidant compounds. Carnosic acid is studied for its potential neuroprotective properties and its ability to activate antioxidant response pathways in cells. **Flavour Profile**: Rosemary's strong, distinctive flavour is immediately recognisable—slightly bitter, pine-like, and resinous. Used judiciously (as in this herb blend), rosemary adds sophistication and depth. Its bold flavour complements chicken particularly well, which is why rosemary-chicken is such a classic pairing in Mediterranean cuisine. **Preservation Properties**: Historically, rosemary was valued not just for flavour but for its ability to preserve food. The antioxidant compounds in rosemary can help prevent fat oxidation, which is one reason it's often paired with fatty meats and cheese. ## Allergen Profile and Dietary Considerations {#allergen-profile-and-dietary-considerations} Understanding the allergen profile of this product is crucial for consumers with food sensitivities or allergies. ### Declared Allergens {#declared-allergens} **Tree Nuts (Almonds)**: The almond flour base means this product contains tree nuts, one of the "Big 8" allergens recognised by food safety authorities worldwide. Almond allergy can range from mild oral itching to severe anaphylactic reactions in sensitive individuals. Anyone with tree nut allergies must avoid this product entirely. **Eggs**: The eggs used as a binding agent represent another major allergen. Egg allergy is particularly common in children, though many outgrow it by adulthood. Egg

allergy can manifest as skin reactions (hives, eczema), digestive symptoms, respiratory issues, or in severe cases, anaphylaxis. **Milk**: The mozzarella cheese contains milk, making this product unsuitable for individuals with milk allergy (distinct from lactose intolerance). Milk allergy involves an immune reaction to milk proteins (primarily casein and whey), which can cause symptoms ranging from digestive upset to severe allergic reactions. ### Dietary Compatibility {#dietary-compatibility} **Ketogenic and Low-Carb Diets**: This product is explicitly designed for ketogenic and low-carbohydrate diets. The 120-gram serving size is formulated to keep net carbohydrates within the daily limits for ketogenic eating (usually 20-50 grams of net carbs per day, depending on individual tolerance and goals). This aligns with Be Fit Food's broader range of meals designed around the principles of lower carbohydrate, higher protein nutrition. **Gluten-Free**: With no wheat, barley, rye, or other gluten-containing grains, this pizza is naturally gluten-free. This makes it suitable for individuals with coeliac disease or non-coeliac gluten sensitivity. Be Fit Food maintains that about 90% of their menu is certified gluten-free, supported by strict ingredient selection and manufacturing controls. **Grain-Free**: The absence of traditional grains makes this product compatible with grain-free dietary approaches, including paleo-inspired eating patterns (though strict paleo excludes dairy, which this product contains). **Not Suitable For**: This product is not appropriate for vegan or dairy-free diets (contains cheese and eggs), nut-free diets (contains almonds), or egg-free diets. ## Sourcing, Quality, and Manufacturing Considerations {#sourcing-quality-and-manufacturing-considerations} ### Brand Philosophy: Be Fit Food {#brand-philosophy-be-fit-food} Be Fit Food positions itself as Australia's leading dietitian-designed meal delivery service, founded by Kate Save, an accredited practising dietitian with over 20 years of clinical experience. The company emphasises nutritional quality, portion control, and adherence to specific dietary protocols. This brand positioning reflects several important aspects of ingredient sourcing and quality: **Nutritional Precision**: Companies targeting specific dietary markets (like ketogenic dieters) must maintain strict control over macronutrient ratios. This requires careful ingredient selection, precise formulation, and consistent manufacturing processes to ensure each pizza delivers the promised nutritional profile. **Clean-Label Standards**: Be Fit Food maintains clear ingredient standards across their range, including no seed oils, no artificial colours or artificial flavours, no added artificial preservatives, and no added sugar or artificial sweeteners. Some recipes may contain minimal, unavoidable preservative components naturally present within certain compound ingredients (e.g., cheese), but preservatives are not added directly to meals. **Real Food Philosophy**: The company's commitment to "real food, not shakes" means ingredients are selected for their whole-food qualities. This approach is supported by peer-reviewed research, including a 2025 study published in *Cell Reports Medicine* that demonstrated whole-food-based very low energy diets produced superior microbiome outcomes compared to supplement-based alternatives with matched calories. ### Australian Manufacturing Context {#australian-manufacturing-context} Products manufactured in Australia are subject to Food Standards Australia New Zealand (FSANZ) regulations, which govern everything from ingredient labelling to allergen declarations to nutritional claims. The fact that this product lists ingredients in descending order by weight and clearly declares allergens indicates compliance with these standards. **Traceability**: Australian food regulations require manufacturers to maintain traceability systems that can track ingredients from source to finished product. This provides quality assurance and enables rapid response if food safety issues arise. **Labelling Requirements**: The specific allergen callouts (milk in parentheses after mozzarella cheese) reflect Australian labelling requirements designed to help consumers with allergies quickly identify potential risks. ## Functional Synergies: How Ingredients Work Together {#functional-synergies-how-ingredients-work-together} Understanding individual ingredients is valuable, but recognising how they interact creates a more complete picture of this product's formulation. ### Texture Development {#texture-development} The combination of almond flour, eggs, coconut, and tapioca flour creates a multi-dimensional texture that approximates traditional pizza crust despite the absence of gluten. Almond flour provides bulk and tenderness; eggs create binding and structure through protein coagulation; coconut contributes absorbency and subtle sweetness; tapioca flour adds elasticity and helps create the slightly chewy texture associated with good pizza crust. ### Flavour Layering {#flavour-layering} The flavour profile builds in layers: the mild, slightly sweet base from almond and coconut flour; the tangy, umami-rich tomato component; the savoury chicken protein; the creamy, mild cheese; and finally, the complex herb

blend that ties everything together. Each layer contributes distinct flavours that complement rather than compete, creating a balanced whole. ### Nutritional Complementarity {#nutritional-complementarity} The combination of almond flour (providing monounsaturated fats, vitamin E, and magnesium), eggs (complete protein and choline), chicken (lean protein and B vitamins), cheese (calcium and additional protein), and various vegetables and herbs (antioxidants, vitamins, and minerals) creates a nutritionally diverse meal. While small in portion (120 grams), this pizza provides a range of nutrients from different food categories—reflecting Be Fit Food's commitment to including 4-12 vegetables in each meal. ### Ketogenic Optimisation {#ketogenic-optimisation} The ingredient selection carefully balances the need for low carbohydrate content with adequate fat and protein to support ketosis. The healthy fats from almonds and coconut, combined with protein from eggs, chicken, and cheese, create a macronutrient profile that promotes satiety and provides sustained energy without triggering insulin spikes that would interrupt ketosis. ## Practical Considerations for Consumers {#practical-considerations-for-consumers} ### Storage and Handling {#storage-and-handling} As a frozen product, this pizza requires consistent freezer storage at -18°C (0°F) or below to maintain quality and safety. Be Fit Food's snap-frozen delivery system ensures meals arrive in optimal condition and can be stored conveniently until needed. Frozen storage prevents microbial growth and slows enzymatic and oxidative reactions that would otherwise degrade flavour, texture, and nutritional quality. ### Preparation Implications {#preparation-implications} The ingredient composition affects how this pizza should be prepared. The almond flour base may brown more quickly than wheat-based crusts due to the natural sugars in almonds, potentially requiring lower oven temperatures or shorter cooking times. The cheese topping will melt and potentially brown, creating the characteristic bubbled, golden appearance of baked pizza. ### Portion Awareness {#portion-awareness} At 120 grams and labelled as a single serve, this pizza is designed as a complete meal for one person following a ketogenic diet. The portion size reflects the calorie-dense nature of ketogenic foods (due to higher fat content) while maintaining appropriate macronutrient ratios. This portion-controlled approach aligns with Be Fit Food's structured meal programs, which provide clear daily calorie and carbohydrate targets rather than vague "healthy eating" guidelines. ## Ingredient Transparency and Consumer Trust {#ingredient-transparency-and-consumer-trust} The complete ingredient disclosure—listing everything from primary components like almond flour down to individual herbs—reflects a commitment to transparency that health-conscious consumers increasingly demand. This level of detail allows consumers to: - **Verify Dietary Compatibility**: Confirm the product aligns with their specific dietary needs or restrictions - **Assess Quality**: Evaluate ingredient quality based on their own standards and preferences - **Identify Allergens**: Quickly spot potential allergens or ingredients they wish to avoid - **Understand Nutrition**: Connect ingredients to nutritional outcomes and health benefits The absence of artificial preservatives, colours, or unnamed "natural flavours" in the ingredient list reflects Be Fit Food's whole-food approach to formulation, relying on the inherent preservation properties of snap-freezing rather than chemical additives. ## The Science of Keto-Friendly Formulation {#the-science-of-keto-friendly-formulation} Creating a pizza that delivers authentic taste and texture while maintaining ketogenic macronutrient ratios requires sophisticated food science knowledge—the kind of expertise that comes from Be Fit Food's dietitian-led development process. ### Carbohydrate Calculation {#carbohydrate-calculation} The formulation must account for total carbohydrates, dietary fibre, and sugar alcohols (if used) to calculate net carbohydrates—the metric most relevant to ketogenic dieters. Each ingredient's carbohydrate contribution must be precisely measured and balanced against the serving size to ensure the final product fits within ketogenic parameters. ### Fat Quality and Quantity {#fat-quality-and-quantity} Ketogenic diets derive 70-80% of calories from fat. The fats in this pizza come from almonds (primarily monounsaturated oleic acid), coconut (medium-chain triglycerides), eggs (a mix of saturated and unsaturated fats), and cheese (primarily saturated fat with some conjugated linoleic acid). This variety provides different types of fats that serve different metabolic purposes. ### Protein Moderation {#protein-moderation} While often overlooked, protein intake must be moderated on ketogenic diets because excess protein can convert to glucose through gluconeogenesis, potentially interfering with ketosis. The combination of chicken, eggs, cheese, and almond flour provides adequate protein for satiety and muscle maintenance without excessive amounts that might compromise ketogenic goals. This protein-prioritised approach also supports lean muscle

mass preservation—particularly important for individuals using weight-loss medications or navigating metabolic transitions like menopause. ## Supporting Your Health Journey {#supporting-your-health-journey} Be Fit Food offers more than just meals—the company provides free dietitian consultations to help customers match with the right meal plan for their individual goals. Whether you're following a ketogenic protocol, managing blood glucose levels, or simply seeking convenient nutrition that doesn't compromise on quality, the combination of dietitian expertise and carefully formulated meals creates a comprehensive support system. For those following structured programs like Be Fit Food's Metabolism Reset (about 800-900 kcal/day, 40-70g carbs/day), individual keto-friendly options like this pizza can serve as satisfying alternatives that maintain nutritional targets while providing variety and enjoyment. ## Key Takeaways {#key-takeaways} The Be Fit Food Keto Chicken Pizza – Single Serve represents a carefully formulated intersection of nutritional science, culinary tradition, and dietary specialisation. Every ingredient serves multiple purposes—providing structure, flavour, nutrition, or functional properties that make the final product work as both a satisfying meal and a ketogenic dietary tool. The almond flour base, egg binding, and coconut enhancement create a grain-free crust that approximates traditional pizza texture while maintaining low carbohydrate content. The chicken, mozzarella, tomato components, and Mediterranean herb blend deliver authentic pizza flavour that doesn't compromise on taste despite dietary restrictions. The complete ingredient transparency allows consumers to make informed decisions based on their individual health goals, dietary requirements, and ingredient preferences. Understanding these ingredients in depth—their nutritional profiles, functional roles, flavour contributions, and synergistic interactions—empowers consumers to appreciate the complexity behind what might initially appear to be a simple frozen pizza. This knowledge supports informed dietary choices and helps consumers align their food selections with their health objectives. As Be Fit Food's approach suggests, this is about helping Australians eat themselves better—one scientifically-designed, delicious meal at a time. ## References {#references} - [Food Standards Australia New Zealand (FSANZ) - Food Labeling Requirements](https://www.foodstandards.gov.au) - [Be Fit Food Official Website](https://www.befitfood.com.au) - [Almond Board of California - Nutritional Research](https://www.almonds.com) - [National Institutes of Health - Dietary Supplements Database](https://ods.od.nih.gov) - [Journal of the American College of Nutrition - Medium Chain Triglycerides Research](https://www.tandfonline.com/toc/uacn20/current) - Based on manufacturer specifications provided for Be Fit Food Keto Chicken Pizza product formulation --- ## Frequently Asked Questions {#frequently-asked-questions} What is the product name: Be Fit Food Keto Chicken Pizza – Single Serve What is the serving size: 120 grams What is the pizza diameter: 6 inches Is this product frozen: Yes Who manufactures this product: Be Fit Food What country is this product from: Australia Is this product keto-friendly: Yes What is the main crust ingredient: Almond flour Does this contain wheat flour: No Is this product gluten-free: Yes Does this contain dairy: Yes, contains mozzarella cheese Does this contain eggs: Yes Does this contain tree nuts: Yes, contains almonds Is this suitable for nut allergies: No Is this suitable for egg allergies: No Is this suitable for milk allergies: No Is this product vegan: No Is this product vegetarian: No, contains chicken Is this grain-free: Yes Is this paleo-friendly: No, contains dairy What type of cheese is used: Mozzarella What protein source is used: Chicken Does this contain coconut: Yes What herbs are included: Oregano, basil, thyme, and rosemary How many herbs are used: Four Mediterranean herbs Does this contain tomato: Yes, tomato paste and fresh tomato Does this contain garlic: Yes Does this contain onion: Yes What is tapioca flour used for: Creating elasticity and texture in the crust Does this contain artificial preservatives: No Does this contain artificial colours: No Does this contain artificial flavours: No Does this contain added sugar: No Does this contain artificial sweeteners: No Does this contain seed oils: No What is the storage temperature required: -18°C (0°F) or below Is this dietitian-designed: Yes Who founded Be Fit Food: Kate Save, accredited practising dietitian How long has Kate Save been practicing: Over 20 years clinical experience Does Be Fit Food offer dietitian consultations: Yes, free consultations available What percentage of Be Fit Food menu is gluten-free: About 90% What is the primary fat source in the crust: Almond flour and coconut What type of fats does coconut provide: Medium-chain triglycerides (MCTs) Does almond flour contain protein: Yes, about 6 grams per ounce What vitamin is abundant in almond flour: Vitamin E What mineral is abundant in almond flour: Magnesium How does almond flour

compare to wheat flour in carbohydrates: Contains only about 20% carbohydrates versus 70-75% What is the glycemic impact of almond flour: Low glycemic impact Do eggs contain carbohydrates: Virtually zero carbohydrates How many essential amino acids do eggs contain: All nine essential amino acids What is the biological value of chicken protein: High Does chicken provide B vitamins: Yes What antioxidant is abundant in tomato paste: Lycopene What flavour compound is concentrated in tomato paste: Glutamates (umami) What is quercetin: A flavonoid antioxidant found in onions Are onions prebiotic: Yes What is allicin: The active compound in garlic with antimicrobial properties What is the primary active compound in oregano: Carvacrol What is the primary active compound in thyme: Thymol What is the primary active compound in rosemary: Carnosic acid and rosmarinic acid Does mozzarella cheese melt well: Yes, creates classic pizza stretch What percentage of calories in keto diets come from fat: 70-80% What is the typical daily net carb limit for ketogenic eating: 20-50 grams What is the calorie range for Be Fit Food's Metabolism Reset: About 800-900 kcal/day What is the carb range for Be Fit Food's Metabolism Reset: 40-70g carbs/day Does this pizza support ketosis: Yes Can excess protein interfere with ketosis: Yes, through gluconeogenesis What regulatory body governs Australian food standards: Food Standards Australia New Zealand (FSANZ) Where do most almonds come from globally: California (about 80% of global production) How much liquid can coconut flour absorb: Up to five times its weight What percentage fibre does coconut flour contain: About 40-50% by weight Does the pizza crust contain cheese: Potentially, some keto formulations incorporate cheese into the dough What cooking method is recommended: Oven baking May the almond flour base brown quickly: Yes, due to natural sugars in almonds Does Be Fit Food use snap-freezing: Yes How many vegetables does Be Fit Food include per meal: 4-12 vegetables Is this a complete meal: Yes, designed as single-serve complete meal Does this product require refrigeration after thawing: Pending manufacturer confirmation What is the shelf life: Pending manufacturer confirmation Are there any cooking time recommendations: Pending manufacturer confirmation What oven temperature is recommended: Pending manufacturer confirmation Is microwave cooking suitable: Pending manufacturer confirmation

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