

11 RECIPES FOR



Three British Brands Celebrate Health, Taste And Their Participation In 11:11

The 11:11 Alibaba Global Shopping Festival is the biggest event of its kind in the world and its significance crosses the globe impacting brands, retailers and millions of consumers.

Rude Health, Lo-Dough and Vitabiotics are three fast-growing British brands participating in this year's Alibaba 11:11.

Congratulations are due to Lo-Dough - the successful company in the WPP- Alibaba 2021 pitch fest earning themselves a coveted place in the Alibaba 11.11 Global Shopping Festival 2021 newcomer program. All three brands lie at the heart of the firmly established health and wellness space in the UK. The UK is well placed to be a major player in the Chinese health and wellness sector and these brands are ready to lead the charge. It's no surprise that throughout this year's festival there will be a major focus on health and wellness as millions of consumers around the world turn their attention to healthier eating and drinking.

WPP BAV will be broadcasting live coverage, interviews and panel discussions from the festival every day. To bring a little added extra spice and flavour to the occasion we are delighted that Rude health, Lo-Dough and Vitabiotics will be joining our daily broadcasts with a daily "Recipe for the Day."

We will be presenting eleven, unique and never-seen-before menu suggestions. Leading chefs have devised tailor-made and Asian influenced food recipes born of the brands' products and ingredients. And smart and imaginative mixologists have created amazing cocktails using Vitabiotics drinks as their base. Another first for Vitabiotics.

Just in case you missed any of the daily recipe broadcasts we have collected all the recipes together in this tasty-looking book e-book.

We think you'll agree they all look mouth-watering and exotic.
Just wait until you taste them.

Cheers and bon appetit.

David



Lo Dough

Lo-Dough has less than half the calories and an incredible 90% less carbs than traditional bakery products, with the added benefit of containing 10 times the fibre.

What makes our product truly unique is that it is both incredibly low in carbs and gluten-free. Most gluten-free products contain more carbs than their glutinous counterparts. It's made with just protein and fibre using a unique recipe and production process, and best of all it makes the perfect low carb pizza base and much much more...



Vitabiotics

Vitabiotics is a British nutraceutical company that specializes in vitamin and mineral based food supplements focused in various health categories, with many including vitamins based on national guidelines for infants, children and during pregnancy to support their contribution to one's health.

Rude Health

Free from artificial ingredients. Free from finger wagging. Full of flavour. We don't believe that joy and flavour have to be sacrificed for health and sustainability. It's time to enjoy it all. Dairy free your mind with Rude Health. We started mixing the Ultimate Muesli at our kitchen table in 2005. It's now a bigger table, but our approach to food and drink is the same. Brilliant ingredients. Nothing artificial. Nothing refined. We believe that drinks can be dairy-free and full of flavour, eating should be joyful and that healthy definitely doesn't mean bland or boring. That's why we make foods and drinks that taste naturally good but are also good for you. A life lived in rude health.



Hero Ingredients

CHOCOLATE

Chocolate is believed to contain high levels of antioxidants. Some studies have suggested chocolate could lower cholesterol levels and prevent memory decline.

PLUMS

Plums and prunes are high in nutrients. They contain over 15 different vitamins and minerals, in addition to fibre and antioxidants.

YELLOW TEA

It promotes heart health, digestive health, controls cholesterol to purging cancerous cells. It has more antioxidants than green tea or black tea.

PEAR

Pears are especially rich in folate, vitamin C, copper, and potassium. They're also a good source of polyphenol antioxidants.

TOFU

Soybeans are naturally rich in protein and contain all of the essential amino acids your body needs. They're also rich in plant fats, fibre, and several important vitamins, minerals, and beneficial plant compounds.

GREEN TEA

It's rich in polyphenols, which are natural compounds that have health benefits, such as reducing inflammation and helping to fight cancer.

MUSHROOM

They're re rich in the B vitamins: riboflavin, niacin, and pantothenic acid. The combination helps protect heart health.

OATS

They are Incredibly nutritious, rich in Antioxidants, Including avenanthramides, powerful soluble fibre called Beta-Glucan.

ALMONDS

They contain lots of healthy fats, fiber, protein, magnesium and vitamin E. Their benefits includes lower blood sugar levels, reduced blood pressure and lower cholesterol levels.

PORK

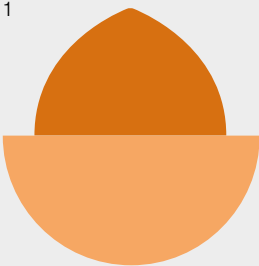
Pork is an excellent source of many vitamins and minerals, including thiamine, zinc, vitamin B12, vitamin B6, niacin, phosphorus, and iron

APRICOTS

They're a delicious fruit packed with vitamins, fiber, and antioxidants. They have multiple benefits, including improved eye, skin, and gut health.



Hero Ingredients Key



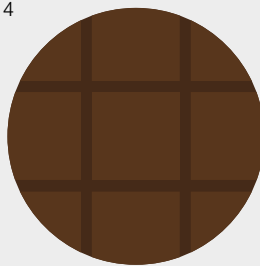
ALMOND



OAT



MUSHROOM



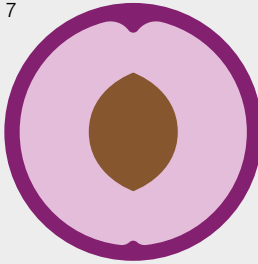
DARK CHOCOLATE



TOFU



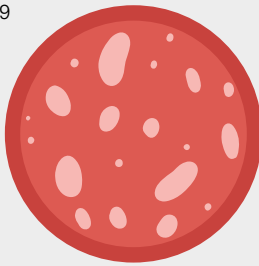
GREEN TEA



PLUM



PEAR



PORK



APRICOT



YELLOW TEA

Health and Wellness is at our Core

Taking inspiration from the Chinese Organ Body Clock – a timeless approach to balance the cyclical ebb and flow of energy throughout the day with the aim to repair, maintain and restore.



The Recipes



Bao Buns

1/11



Time: 30 minutes



Makes: 1 Bun



Tools: Steamer basket, saucepan

Ingredients:

- Half an Original Lo-Dough Base
- 50g king oyster mushroom
- 5g miso
- 50g of sliced marinated tofu
- 50g mixed stir-fried vegetables
- A few pieces of shredded spring onion and beansprouts
- 10g sweet chilli sauce

To garnish:
coriander and sesame seeds.

Method:

Glaze the mushrooms with the miso and roast for 10-15 minutes. Add the cooked mushrooms, stir-fried veg and sweet chilli to the the Lo-dough. Fold over the lid and place in a steamer (as pictured). Cook for approx. 2-3 minutes over a medium heat. When the veg are fully heated through, open the lid and add in the additional raw veg and sweet chilli. Sprinkle with sesame seeds. Serve.

Hero Ingredient:

Tofu



We all LOVE bao buns, but if looking to cut calories, up your fibre or are avoiding carbs or gluten for any other reason, Lo-Dough bases are a brilliant replacement for the buns themselves.

Miso-glazed king oyster mushroom, marinated tofu, mixed veg and a sweet chilli sauce.



Egg Rolls

2/11



Time: 10 minutes



Makes: 1 Egg Roll



Tools: Frying pan

Ingredients:

- 1 Original Lo-Dough Base
- 1 egg, beaten
- 1 king oyster mushroom, roasted and sliced
- 50g mixed stir-fried vegetables
- 15g of spicy chilli sauce.
- 2-3g of sesame seeds (black or white)

To garnish: spring onions, chilli, coriander and pickled ginger.

Method:

Soak the Lo-Dough in the beaten egg for at least 20 minutes. Place the mushroom and veg in the middle and drizzle with the sauce before folding the sides over to make a parcel. Over a medium heat, in a little spray oil, fry the parcel fold side down to seal the parcel shut. Sprinkle with sesame seeds and flip over after 2-3 minutes. Cook the other side until golden. Serve with the raw garnishes and extra sauce if desired.

Hero Ingredient:

Mushrooms



Soaking Lo-Dough in a beaten egg alters the texture and flavour and can make a brilliant, soft egg pancake to load up with any ingredients you like. You could also sweeten the egg mix and use the egg-soaking technique to turn your Lo-Dough into French toast.

Veggie egg rolls in a spicy chilli sauce. Served with spring onions, chilli, coriander and piquant pickled ginger.



Flatbread

3/11



Time: 20 minutes



Makes: 1 Flatbread



Tools: Oven

Ingredients:

- 1 Original Lo-Dough Base
- 30g chilli beancurd sauce
- 80g roast pork shoulder, chopped
- 50g raw prawns, chopped
- 50g mushroom, chopped
- 15g black beans
- 1 spring onion, finely sliced

To Garnish: Coriander

Method:

Preheat your oven to 250°C/475°F/ Gas 9. Spread the chilli beancurd sauce over Lo-Dough base, smooth side up, taking it right to the very edge. Place the other ingredients on top, distributing evenly. Cook in the preheated oven for approx 5 minutes or until the prawns have turned pink. Slice, garnish with the coriander and serve.

Hero Ingredient:

Pork



Lo-Dough makes fantastic cheese/dairy-free, Asian-inspired flatbreads. There is one rule only—take the sauce and toppings right to the edge before cooking—there are no crusts here!

Roasted pork and prawns with mushrooms, black beans and spring onions on a chilli beancurd sauce base.



Sichuan Wellman 1

4/11



Ingredients:

- 150ml London Essence pomelo and pink pepper tonic water
- 1 Wellman tablet
- 20ml Apricot syrup Chengdu apricots if in season (below)
- 20ml Brewed green tea (7 mins)
- Mengding ganlu tea or similar profile (below)
- Pinch Himalayan sea Salt

Apricot Syrup:

3 apricots cut up and de stoned, 110g sugar 180g water heat up together until mixed, then let cool down for 1-2 hours. Strain and bottle.

Green Tea:

Brew green tea to instructions for 7 mins. Allow to cool.

Method:

Dissolve the Wellman tablet in the tonic water.

Add some ice to a separate highball glass and pour the tonic & Wellman over the ice.

Add the apricot syrup & green tea

Add a pinch of sea salt

Stir & serve.

Hero Ingredient:

Green Tea



Sichuan Wellman 2

5/11



Ingredients:

- 120ml London Essence jasmine & peach tonic water
- 1 Wellman tablet
- 25ml plum juice (below)
- 10ml loquat juice (juiced)
- Pinch Himalayan sea Salt

Plum Juice:

4 plums de stoned and cut up, vacuum pack hard, set up a sous vide 55 degrees – sous vide the plums for 6 hours. Then blend, strain through a chinois. Bottle.

Method:

Dissolve the Wellman tablet in the tonic water.

Add some ice to a separate highball glass and pour the tonic & Wellman over the ice

Add the plum juice & loquat juice

Add a pinch of sea salt

Stir & serve

Hero Ingredient:

Plums



Hunan Wellwoman

6/11



Ingredients:

- 150ml London Essence blood orange & elderflower tonic water
- 1 Wellwoman tablet
- 25ml Apricot syrup or white
- Hunan regional peaches if available (below)
- 15ml Honey syrup 2:1 (below)
- Pinch Himalayan sea Salt

Apricot Syrup:

3 apricots cut up and de stoned, 110g sugar 180g water heat up together until mixed, then let cool down for 1-2 hours. Strain and bottle.

Honey syrup:

200g organic raw honey mixed with 110g filtered water heated until dissolved, let cool down for 1-2 hours. Strain and bottle.

Method:

Dissolve the Wellwoman tablet in the tonic water. Add some ice to separate highball glass and pour the tonic & Wellwoman over the ice. Add the of apricot syrup & honey 2:1 syrup. Add a pinch of sea salt. Stir & serve with grapefruit wedge.

Hero Ingredient:

Apricot



Hunan Wellwoman

7/11



Ingredients:

- 130ml London Essence roasted pineapple soda water
- 1 Wellwoman tablet
- 25ml brewed tea – Junshan yin-zen (yellow team) – silver needles (below)
- Pinch Himalayan sea Salt

Yellow Tea:

Brew yellow tea to instructions for 7 mins. Allow to cool.

Method:

Dissolve the Wellwoman tablet in the tonic water

Add some ice to a separate highball glass and pour the tonic & Wellwoman over the ice

Add the brewed green tea

Add a pinch of sea salt

Stir & serve

Hero Ingredient:

Yellow Tea



Hunan Wellwoman / Wellman



Ingredients:

- 100ml Pear juice (freshly juiced) ideally korla pears from the Hunan region
- 1 Wellwoman or Wellman tablet
- 15ml brewed jasmine tea (below)
- Sea salt

Jasmine Tea:

Brew jasmine tea to instructions. Allow to cool.

Method:

Dissolve the Wellwoman or Wellman tablet in the tonic water
 Add some ice to a separate highball glass and pour the tonic & Wellwoman over the ice
 Add the jasmine tea
 Add a pinch of sea salt
 Stir & serve

Hero Ingredient:

Pear



Poffertjes



Time: 15 minutes



Serves: 4



Tools: Special 'poffertjes pan' or a regular frying pan

Ingredients:

- 350ml Rude Health Cashew Drink or Almond Drink
- 250g plain flour
- 1tbsp baking powder
- 2tbsp apple sauce
- 1tsp salt
- 1tbsp oil
- 4tbsp icing sugar
- 2tbsp plant based butter

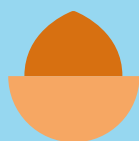
Method:

Mix the flour with the Cashew Drink, baking powder, apple sauce and salt in a large bowl.

Add the oil to the pan and add the poffertjes batter with a tablespoon in the pan so you get the really small pancakes. Bake until golden brown on one side, then flip the small pancakes and wait until the other side is golden brown also. Serve the poffertjes with icing sugar and butter.

Hero Ingredient:

Almond



A festive holiday treat in the Netherlands, Poffertjes are popular both at summer festivals and Christmas markets but perfect to make at home as well. They can be also be served with other sweet garnishes such as maple syrup or strawberries.



Salame de Chocolate

10/11



Time: 1 hr 45 minutes



Makes: 1 Salame



Tools: Saucepan, large bowl

Ingredients:

- 2tbsp Rude Health Hazelnut Drink
- 5 biscuits
- 30g walnuts
- 30g pecans
- 30g almonds
- 20g dried cranberries
- 20g raisins
- 200g dark chocolate, melted
- 1tbsp olive oil
- 4tbsp icing sugar

Method:

Roughly chop the biscuits and nuts. Mix all ingredients without the icing sugar. Form a long salame. Roll inside the baking paper. Let chill in the fridge for 1 hour and 30 minutes Unwrap the chocolate salame and dust with icing sugar. Slice, serve and enjoy with an espresso.

Hero Ingredient:

Dark Chocolate



It's the marbled look which gives this dish its charcuterie inspired name. If you're a purist, the traditional biscuit choice is Maria biscuits. If you're not, any plain subtly sweet biscuit will also do.



Double Oat Bars

11/11



Time: 30 minutes



Makes: 10 Bars



Tools: Food processor,
large bowl

Ingredients:

- 50ml Rude Health Oat Drink
- 140g Rude Health Daily Oats
- 100g dried apricots
- 80g pecans
- 1tsp ground cinnamon
- 1tsp ground ginger
- 30g pumpkin seeds

Method:

Blend the Rude Health Oat Drink with the dried apricots, pecans, cinnamon, ginger and 90g of the Rude Health Daily Oats in the food processor until a sticky dough forms.

Put the mixture in a bowl and knead the rest of the oats and the pumpkin seeds through the dough.

Form eight bars and keep them in the fridge until you want to eat them.

Hero Ingredient:

Oats



No time to sit down for breakfast?

Think about a lifestyle change that puts breakfast at the top of the agenda, but in the meantime, you can eat these nourishing oat bars any time, any place.



Thanks to

Rob Wales & Ben Holden from Lo-Dough
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Cocktail Development by Rik Patel
Captured at Narrow Way Studios

WPP



BAV



VITABIOTICS

RUDE
HEALTH