

**101 reasons to choose organic  
with Abel & Cole**

# Reason 31

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**No hocus  
pocus here**  
(real food, no funny business)



That's right. It's not our thing. We're not ones to rely on hocus pocus and tricks to make our food better than it is. We never have been and we never will be.

Our fruit & veg, and all our other food, is grown and made the right way. You'll know what goes into it and more importantly, what doesn't. That's real magic.

**Abel & Cole**

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