

# *Good* PARTNERS

DRIVING VALUE IN FOOD SERVICE



goodman fielder  
FOOD SERVICE



# IT'S GOING TO BE *Good*

Over the last few years, the food industry has done it tough. Prices have risen, customer behaviour has changed, competition is stronger, and customers have more choices inside and outside the home. Even finding staff can be heartbreaking. In short, the food service industry needs all the help it can get.<sup>1</sup>

That is where we come in. We are Goodman Fielder, one of Australia's most successful businesses supplying food service. We are here to help. And we are here for **Good**.

## *Good to know:*

Prior to 2020 **42 cents** of the food dollar was spent outside the home. It's now sitting at around **31 cents** but it is climbing, which is a positive trend for the industry.<sup>2</sup>



## Major consumer trends affecting food service<sup>3</sup>

 **Time/money constraints**  61%  57%

- ⚠️ Consumers demand more value-for-money options.
- 💡 Develop cost-effective options that meet these needs.

 **Uniqueness**  57%  54%

- ⚠️ Consumers desire enjoyable and unique products.
- 💡 Innovate menu offerings and create distinctive dining experiences.

 **Trustworthiness**  59%  54%

- ⚠️ Brand reputation and trust are increasingly important to consumers.
- 💡 Ensure consistent quality, transparency, and ethical practices.

 **Social responsibility**  63%  49%

- ⚠️ Consumers favour businesses with positive social impact.
- 💡 Implement and clearly communicate positive social initiatives.

 **Health and wellness**  63%  49%

- ⚠️ Consumers are increasingly focused on health issues.
- 💡 Expand and highlight nutritious menu items.

# OUR *Good* NAME

We have been building our reputation over a lifetime. Our products or ingredients are in 90% of Australia's homes and we are the #1 producer of packed edible oils in the world! We are either first or second in the categories we supply in retail.

Our brands are not only well-known, they are well-loved!

You are working with quality people who make quality products from quality ingredients.

We aim to be good people producing good food for a better and more sustainable world.

 12 Manufacturing Sites  61 Distribution Points  Global Ingredient Sourcing Footprint in 34 countries and regions



We have been around a long time, so people trust us.

White Wings has been a pioneer in its field since 1898. Pampas launched its first products in 1934, setting a new standard in the industry. Since 1964, Praise has enjoyed widespread success.



**15 million loaves** of La Famiglia, Australia's favourite garlic bread, are baked every year<sup>1</sup>



**More than half of Australian households** purchase Wonder or Helga's every year<sup>2</sup>



**16 million bottles** of mayo are produced each year



Goodman Fielder Food Service reaches 30,000 customers daily, including supermarkets, distributors and direct food service customers<sup>3</sup>



Each year we deliver over 200,000 tonnes of product<sup>3</sup>



## Brands Australians Love



Your food partner  **goodman fielder**  
FOOD SERVICE

# Good PEOPLE

These days consumers don't just judge a product's value by dollars and cents. They also judge the values of the company they are dealing with.

They want to deal with a company that is a good corporate citizen and has strong values, with impeccable integrity and sustainable products.

Those are the values that we believe in and live by. You can feel good about partnering with us.



In a first for the sugar industry, Sugar Australia is trialling **swapping diesel for hydrogenated vegetable oil (HVO) to further reduce greenhouse gases** from our locomotive fleet.



## Good to know:

**We are aiming to embed sustainability into our culture**

- leading by example and supporting our suppliers, customers and people in finding better ways of doing business.

We believe that communities and businesses thrive when there is a diversity of ideas where people feel valued regardless of their personal circumstances. We are in the process of delivering on our 2022-2025 strategy with actions that aim to foster inclusivity and value internal and external diversity.

**We aim to be good people producing good food for a better and more sustainable world.**

Our packaging targets are aligned with the Australian Packaging Covenant Organisation (APCO), **this includes 100% recyclable packaging by 2025 and 100% sustainable packaging materials by 2030.**



## Good to know:

We believe that good food plays a vital part in building better communities. So, where we can, we support local charities right across Australia and the Pacific. And since 2018 we have **donated over 250,000 loaves of Wonder White to EAT UP.**<sup>1</sup>

To date, EAT UP have provided **3 million school lunches** to vulnerable kids in need.





OUR BREADS ARE JUST TOO *Good*



We make some of Australia's favourite breads – in fact we sell over 250 million loaves a year, baking in every state in Australia! From the delicious fluffiness and great value of Mighty Soft to the lunch box favourite Wonder White or the premium range from Helga's, we are found in the pantries of hundreds of thousands of Australian homes and many commercial kitchens.

But we also give you a great choice with our artisanal bread; crafted with care by expert bakers to give you crusty ciabatta, baguettes, Turkish bread and bespoke free-form loaves. Baked on 3000 granite slabs the traditional way then blast chilled and delivered to you so that you only use the bread you need straight from your freezer.

Our bespoke stone oven is one of the largest in Australia. It's where **European baking traditions meets state-of-the-art technology** to create a full range of traditional Italian bread rolls and loaves with that classic chewy interior and crisp golden crust.

*Good to know:*

We supply hospitals, airlines, sandwich manufacturers, schools and 5-star hotels.

**We have a versatile range from tinned loaves to quality stone baked artisan breads and rolls.**



Our QBA artisan loaves and rolls are specifically developed **to be flash baked in a matter of minutes to save you time and reduce waste** so you can deliver freshly baked bread straight from the oven.



Our master bakers are experts at their craft and use premium ingredients like Australian flour. **We take great pride in producing some of Australia's finest and most affordable specialty breads,** delivered at scale.

# THE *Goodness* OF RICE AND FLOUR

Rice and flour are two cornerstones of any kitchen. With our rice, we have dedicated Research and Development Centres in India and China, driving quality and innovation which we pass on to your working kitchen. Whether you want aromatic Jasmine Rice from Thailand or Special Biryani Rice from the foothills of the Himalayas or the everyday white and brown varieties that Australians favour, we can supply your needs.

We know how important flour is in your kitchen, whether for rich sauces and soups to the finest pastas and pastries. Goodman Fielder purchases and uses 100% Australian wheat flour. Thanks to our experience and expertise, we deliver a high-quality product that you can use with confidence whatever the variety.



## *Good to know:*

We source rice from the best growing conditions worldwide. **Our rice milling business in China is one of the largest in the world** so we can pass on the savings to you.



We want to make certain that whatever the variety of flour we deliver it matches our very high standards, so it's constantly tested in our food laboratories. **Our own Goodman Fielder bakeries use 120,000 tonnes annually, so you know it has to be good.**

## *Good to know:*

From inspecting the raw ingredients to ensuring the durability and safety of our packaging to making certain the storage conditions are perfect, **we rely on our technical experts** to deliver the best product to you.



## FLAKY, DELICIOUS AND OH SO *Good*

Pampas pastry has been one of Australia's kitchen staples since 1934. It is Australia's leading pastry brand<sup>1</sup> made from premium 100% Australian flour. Pampas pastry is incredibly easy to work with – and it's the trusted foundation of many of Australia's favourite treats from sausage rolls to flaky pie tops and the delicious Aussie dessert icon, vanilla slice.



### *Good to know:*

**We supply pie cases and bases to make it easy for you** to produce fabulous favourites your customers will love.

As a kitchen staple, **we can supply Pampas pastry in rolls or packs in a variety of sizes** that deliver economies of scale for your baking needs – including 5kg and 10kg rolls for bulk production and your convenience.

Whatever the pastry, Pampas has it – Puff, Short, Filo, or Butter. From perfect pie crusts with flaky tops, to classic quiches and sweet and savoury bakery treats, **whatever your kitchen needs, we can deliver.**

# HERE COMES GARLIC BREAD, *Good* AND BUTTERY!



If ever there was a crowd-pleaser, it must be La Famiglia Garlic Bread. Customers can't seem to get enough of that fluffy texture and garlicky, buttery flavour. We load it up with more spread, more fresh herbs and more real garlic from edge to edge.

We've created a large bespoke loaf baked in house, so that our garlic bread can be used to create your brilliant bruschetta,

or delicious croutons... or simply serve it hot and fresh out of your oven just as it comes. Because you take what you need from your freezer, when you need it, we make it easy and cost efficient for you to craft menu items that everyone loves. That's why we sell over 15 million<sup>1</sup> loaves of La Famiglia Garlic Bread every year.

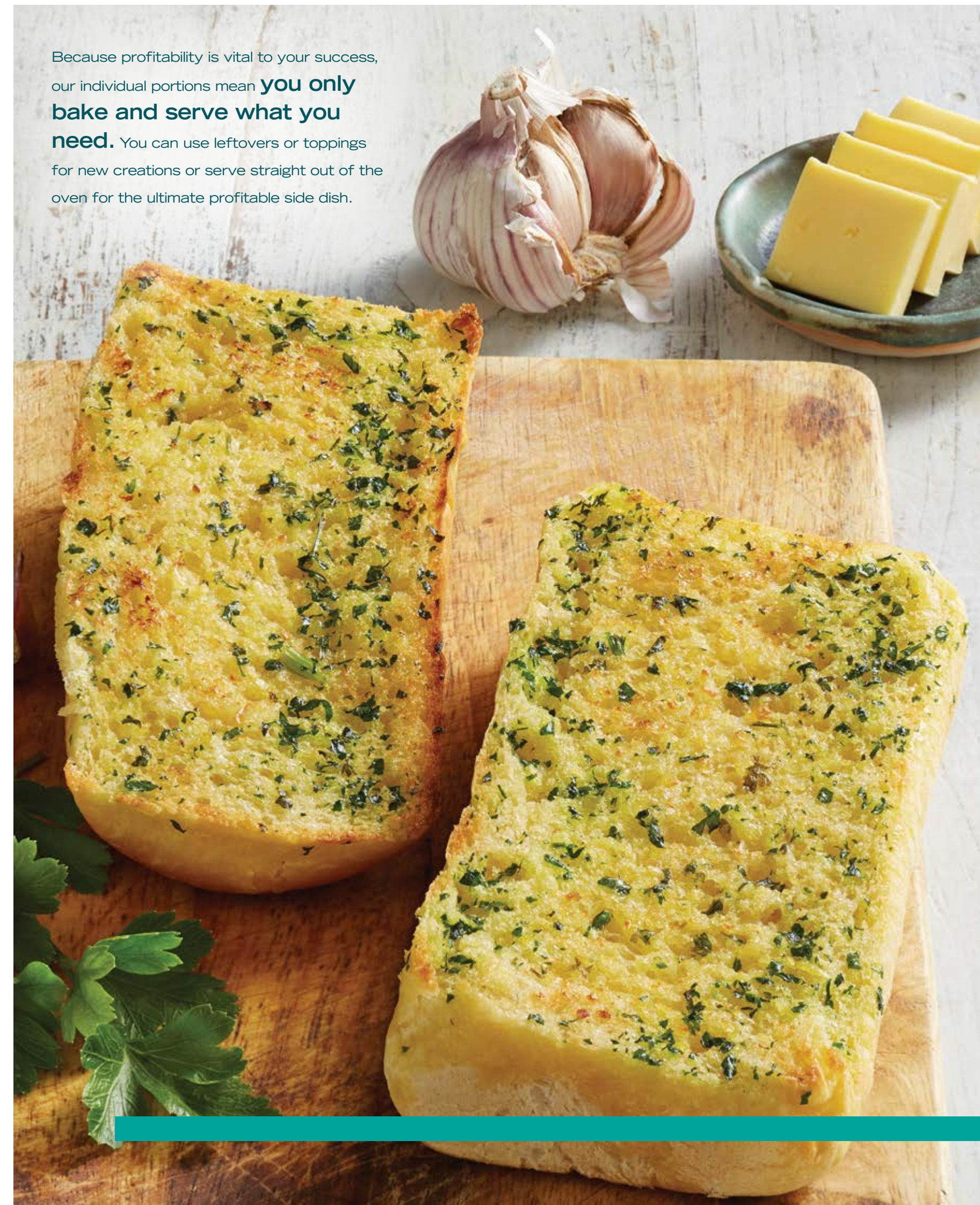
When service efficiency is vital and you don't want to keep your customers waiting, it's good to know that **from freezer to plate takes only 6 minutes** to deliver a hot, soft crust, fluffy textured garlic bread, packed with buttery flavour and bright, fresh herbs.



## *Good to know:*

**Designed for versatility and profitability,** La Famiglia is available as a butterflied loaf to serve straight to the table, or for the best meatball sub base or loaded garlic bread loaf creations. And our slices combine to create the ultimate toasty or tapas treat.

Because profitability is vital to your success, our individual portions mean **you only bake and serve what you need.** You can use leftovers or toppings for new creations or serve straight out of the oven for the ultimate profitable side dish.



# YOUR FINISHING TOUCH HAS TO BE *Good*



The last touch to your cooking is often a mayonnaise or dressing, and we have some of Australia's best loved flavours! From Australia's beloved Praise Mayonnaise and Dressings that enhance your favourite

salads to our premium batch created Oli & Vine Mayonnaise and Aioli, created by chefs for chefs and all proudly produced in our state-of-the-art facility in Sydney.



*Good to know:*

**We've been making Praise since 1964.**

Each year we produce over 16 million bottles of mayo using our own premium oils and vinegars.

Oli & Vine is created by our own highly skilled chefs to match scratch-made mayo, using free range eggs, premium Australian canola and vinegars with no artificial colours or flavours, **Oli & Vine Mayo is just like scratch made.**

**Oli & Vine Mayo comes as Whole Egg Mayonnaise and Aioli** made in batches, gluten-free, dairy-free and vegetarian. These beautiful mayos are made as a fresh chilled product and are created to complement your finest dishes.



# SO MANY *Good* PRODUCTS



*Good to know:*

Cornwell's Vinegars have been trusted by Australians since 1895.



*Good to know:*

Equal is Australia's #1 selling sweetener brand<sup>1</sup>, #1 trusted sweetener<sup>2</sup>, #1 trusted sweetener brand<sup>3</sup>



**Most Trusted Brand 12 years in a row**



GFI Gluten is a key ingredient in baking enhancing dough strength, increasing protein content and improving texture. Imported directly from Wilmar, we are able to deliver high quality gluten to give you consistent performance.

From Meadowlea to ETA, Golden Award and Mrs McGregor's. We offer tallow and natural plant seed options too.



*Good to know:*

CSR Sugar. Made for over 160 years from the natural cane harvested right here in Australia.



Holbrook's Worcestershire Sauce is perfect for many meat and vegetable dishes.



Many Australians love the sweet and tangy ETA barbecue sauce.



Our GF Soy Lecithin is well regarded. We specialise in supplying it for infant formulas.



SOURCES: 1. Based on National \$ Market Share % of total Sweeteners category; 2. Circana Retail Total Grocery MAT to 24/03/2024; 3. Voted as Australia's Most Trusted Brand in Sugar Substitute, as judged by Australians in the 2024 Reader's Digest, released in Jul 2024

# ALL THE *Good* OIL



We aim to be the ultimate cooking oil solution for your business.

Goodman Fielder is part of Wilmar International, one of the world's largest vegetable oil producers, so with scale comes savings, which we pass on to you.

The vegetable oils are refined to produce a wide range of products to suit the demands of everyone from restaurants and takeaways to stadiums and cruise ships and everything in between.

We are here to help you choose the right oil for your needs, whether it's local canola to cost efficient imports to premium beef tallow.

Our experience can help you to get the best yield and the best result for your specific application, because our aim is to work with you to benefit your business.



## *Good to know:*

We have the tools to help you make the right choices in oils. **To save you money, we can help extend your fry life** by checking the temperature, equipment calibration and give you recommendations on when to filter the oil.

We will give you the oil that's right for you – it might be local canola, or cottonseed or imported blended vegetable oils to deliver cost efficiency, better yield or a longer fry life.

Our oils are all **responsibly sourced** and we only use Certified Sustainable Palm Oil.



## *Good to know:*

We have commodity traders in Queensland and Singapore who **monitor global oil markets daily** to seek out the best value anywhere in the world and pass those savings on to our customers.



## **We source a large variety of oils<sup>^</sup>**

from our worldwide operations and deliver in a variety of formats including: bag in box, square and round drums, jerry cans and even pallecons. We control every aspect from the refinery to the packing room.

<sup>^</sup>Canola, Soybean, Sunflower, Cottonseed, Rice Bran, Palm, plus specialty oils such as Coconut and Mustard

Depending on where you are located, **we can offer you a swap and go system** for your deep fryers – replacing and disposing of used oil – thanks to our partners at CFM.





## Good FROM FARM TO FORK

We are part of the Wilmar group, one of the world's great food companies and we operate in each stage of the cycle, from owning the farms, to refining, processing and packing and finally delivering the product to your kitchen. That means there are great economies of scale, and we can pass those savings on to you.

### Good to know:

**We are a global business with the buying power and expertise of a world class company,** and we use that knowledge right here in Australia to deliver ingredients and products that drive efficiencies for your business.

From our commodity buyers to our trained chefs, we have great people at every step of the process.



## THESE ARE ALL *Good* FATS!

When it comes to the fats used to produce the foods your customers love, we have all the fats you might need. From bread to cakes, from pastries to icings, and even frying the perfect donut we have decades of experience delivering the right fats for you. And many of our products are both Halal and Kosher-certified.



Wilmar is one of the largest producers of responsibly sourced vegetable fats in the world, and we aim for the highest standards in **shelf life, taste and texture.**

We have a wide range of **fats and bulk-baking margarine to suit every need.** Our vegetable shortenings deliver a soft crumb, longer shelf life and are all vegetarian friendly.

We are a major provider of Australian beef tallow shortening, offering a cost-effective solution for deep frying that helps you consistently produce golden, crispy and delicious foods



**Fryall**<sup>®</sup>

# A BASKETFUL OF *Goods*

The big thing that makes Goodman Fielder different, and for our customers a better business partner, is that we are not just experts in one or two items that feature in your working kitchen, we have them all – oils, rice, sugar, flour and fats.

Our team has the trusted expertise and dedication to produce and deliver some of Australia's most loved food products and we are committed to being at the forefront of innovation to be ahead of trends as they develop to help you and your business - and to create efficiencies that save you money. We want to collaborate with you to deliver the service and products you want.

By working with us and shopping from our basket of goods, you will be making a simple decision that can have a profound effect on your business. Whatever you want, whatever you need, we are here to help.

**WE ARE GOODMAN FIELDER,  
AND WE ARE HERE FOR GOOD.**



# DIVERSITY OF *Goods*



We offer you a full range of key products you need to prepare your scrumptious meals.

## Pubs/Clubs



O&V Mayo, Garlic Bread, Spreads and Pastry

## Caterers/Venues



Artisan Breads, Spreads, Breads and Pastry

## Hotel



Artisan, Mayo, Garlic Breads and Pastry

## Bakery



Pastry, Artisan, Spreads and Mayo

## QSR



Mayo, Garlic Bread, Artisan, Tallow and Vinegar

## Café



Artisan, Mayo, Spreads and Equal

## Healthcare



Loaf, Spreads and Pastry



## *Plus* all your kitchen essentials



Oils



Tallow Shortening



Margarine and Spreads



Rice



Bakery Fats



Flour



All from one *good* source  
Goodman Fielder  
Food Service

goodman fielder

FOOD SERVICE

*Your food partner*



We partner with all key  
Food Service distributors and  
would be delighted to serve *you!*

For more information, please contact your  
Food Service Partner

NAME:

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PHONE NUMBER:

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