



The Edlyn Way
Creating a Culture of Innovation

March 2020



Inside Edlyn

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A word from the CEO



Many communities in Australia and the environment have had a battering in recent months, with catastrophic bushfires across a number of states. It really will take some time for effected areas to recover. On the back of fires, welcome rain in most parts and now the outbreak and spread of coronavirus that has seen a rapid shutdown of public events and mass gatherings of people.

These events have necessitated our rethinking on how we respond to and manage in a crisis situation. It's easy to believe that only good times are ahead and this can give a false sense of security. On a positive note, the company has a strong foundation, and we continue to seek the best advice during these challenging times and respond accordingly. Increasing our stock levels is one response to the present situation and ensuring we're aware of any impending supply concerns.

I'd like to thank everyone for continuing to display passion, integrity, respect and innovation in everything they do.

Andrew Donnelly,
CEO, Edlyn Foods Pty Ltd

Edlyn Distributor Event



■ Edlyn CEO Andrew Donnelly presenting to key distributor customers.

■ ■ Some of Edlyn's key distributor customers before their warehouse & production tour.

We recently invited a number of our Victorian based distributor partners to an event focused around how Edlyn translates innovative culture into business growth.

Held in our Development Kitchen, the event offered the company an opportunity to connect with key distributors and showcase innovative ways in which we manufacture, distribute and market our products to the Foodservice industry.

The event was facilitated by our CEO Andrew Donnelly, who presented the company's core values and examples of our

internal innovation processes, such as the Innovation Nation Program.

The event concluded with a wonderful lunch prepared by our Development Chef, Aaron Duffy and a facility tour for all showcasing our production and warehousing capabilities.

We trust that the event provided greater insight into our culture, innovation and capabilities for those that attended.

Edlyn Production and Warehouse Update



■ Edlyn's solar powered energy system at Epping site.



■ ■ New exhaust canopies at Bone Roasters site.



■ ■ New production control system in Wood's production room.

It has been some time since we presented an update on the Edlyn Production and Warehousing departments. In the past 12 months a lot has changed.

Firstly, both our Epping and Maryborough sites have benefitted from the installation of solar panels, 250KW in total capacity. In the past 6 months this has delivered significant savings in energy costs and CO2 emissions reduction.

Our Epping site has had recent upgrades including new hardware and software for the production control system (SCADA) which controls the bulk supply of our water, oil, sugar and vinegar. This upgrade results in increased efficiency within our Wood's production room.

In addition, the Epping Warehouse team have acquired new equipment including a second automated pallet wrapping machine and additional finished goods pallet racking to cater for an additional 180 pallet spaces. These additions assist in maintaining our high delivery service standards, with increased customer demand.

Finally, our Bone Roasters production facility on the Gold Coast has received flooring and exhaust canopy upgrades, in addition to a new warehousing partner, boasting state of the art cold storage facilities.

Edlyn hosts PFD lunch



Edlyn Foods recently hosted a lunch event for PFD Foodservice on Thursday the 27th February.

PFD Branch Managers, Sales Managers and Sales Representatives from around the country were on hand to tour the Edlyn facilities in Epping.

The lunch event began with a tour showcasing our operations. The tour was then followed by lunch prepared by Development Chef Aaron Duffy, who utilised a number of Edlyn products including Bone Roasters Red Wine Jus, and Edlyn Mudcake Mix and Mousse Mix.

Our CEO Andrew Donnelly presented an overview of the business and its growth over the past decade, highlighting our extensive range of products, as well as its warehouse & manufacturing capabilities.

As Edlyn & PFD both work to support the end user audience, we took the opportunity to also present the innovative ways in which we choose to connect and promote our products. Edlyn Foods Marketing Manager, Andrew Williams concluded the event by outlining many of our marketing activities, and in particular the social media and digital strategies.



■ Delicious beef cheek with Bone Roasters Red Wine Jus.

We were delighted to host the PFD team on the day, and were pleased to have the opportunity to showcase our business to them.

Meet the Distributor: KB Foods



Edlyn WA representative Natalie and Michael Luxmoore at KB Foods Kitchen.



KB Foods (formally known as Kailis Brothers) has built its reputation as one of Western Australia's premier food distributors through its consistent pursuit to provide quality products and competitive pricing, within the WA Foodservice market.

With a history spanning more than 50 years, KB Foods had initially built its business on seafood trading within Western Australia. The company has since expanded, Australia wide and internationally.

Whilst seafood is still a primary focus for KB Foods, they also stock

in excess of 6,000 products covering all food categories including; Fresh and Frozen Seafood, Dry Goods (cereal, sauces, canned foods, bakery ingredients etc.), Chilled Foods (eggs, dairy etc.) and Consumables (packaging, cleaning aids, food covering etc.).

Over the years Edlyn Foods has built a long-standing relationship with KB Foods, with the group choosing to range and support a wide range of Edlyn product categories. This has

allowed us to reach a diverse customer base throughout Western Australia such as major hotels & resorts, national industrial caterers, government, leading restaurants and cafes.

Today, KB Foods purchase and handle around 70% of all commercial fish caught in WA. The group wholesale and distribute seafood to major supermarkets, restaurant chains and catering groups around Australia and the globe.

Meet the Customer: Surfers Paradise Surf Life Saving Club



Surfers Paradise Surf Life Saving Club.



Left to right: Manager Stephen Oliver, Supervisor Tani Crook & Head Chef Leon Davis.

The Surfers Paradise Surf Life Saving Club Bistro provides a beautiful beach front dining and bar experience in the heart of Surfers Paradise, Queensland.

The bistro menu offers a casual Australian dining experience with a variety of meals catering to different dietary requirements.

The Club was first established in 1925 to attract tourists to the area by providing a safe beach for swimmers.

Since then the Club has expanded considerably over the years to now include the bistro and function rooms.

The newly renovated function room can cater for all types of events from corporate meetings, conferences, weddings, dinner functions, parties and other social events The Club attracts

thousands of visitors weekly both locally and internationally.

The club focus on providing excellent customer service and a great food experience. With all profits going towards equipment, training and facilities for its members.

Club Catering Manager Stephen Oliver, states that their popular menu comes down to the quality of ingredients they use. This is why the Club chooses to use a range of Edlyn products including toppings for milkshakes, mayonnaise, tartare sauce, pancake mix and Wood's chilli jam and chutneys. "We cook up over 3,000 pancakes per week, it's one of our most popular dishes so it's important for us to use a brand that delivers on taste and consistency. Edlyn products have proven that and

have excellent pricing to match..." says Steven.

Steven shares that the Wood's condiments are the perfect match for their tapas dishes such as Halloumi Sticks, Karaage Chicken and Salt & Pepper Squid. Moreover, the entire Wood's range is gluten free. Due to the diverse customers and growing demand for gluten free options it's great to know that the Wood's products used can cater to those dietary requirements also.

Surfers Paradise Life Saving Club Bistro are proud to support and partner with Edlyn Foods – an Australian owned company.

Edlyn Notice Board



Warehouse Operator Peter Thwaites with his wife celebrating their wedding anniversary on his recent cruise to New Zealand.



Warehouse Operator Manpreet Singh with Australian Sikh Support group providing assistance to firefighters and locals in the bushfire affected area of Braidwood, NSW.



(Far right) Bone Roasters Export Manager Leslie Stronach at the recent Gulfood Exhibition in Dubai with customer Mulwarra.



Bone Roasters display at the recent Gulfood exhibition in Dubai.



(Left) Edlyn CEO Andrew Donnelly at recent PFD awards 2020 with Christina de Sousa from Mountain Harvest (Centre) and Andrew Ang from Hakka Foods (Far right).



Customer Service Representative Rosa Amerena with husband on recent Sydney Cruise.

