



Inside Edlyn

June / July 2021



Wood's new 1Kg Squeazy Bottle range

A word from the CEO



With the continuing growth and maturity of the business, it is a great time for this transition.

I am very pleased to announce in Inside Edlyn this month, that as of 1st of July 2021 Amir Arjmand our General Manager for the past 5 years becomes the CEO of Edlyn Foods. Amir had fulfilled the GM role to the complete satisfaction of the board and shareholders in that time, and is well prepared for the next stage of his journey with Edlyn Foods. Amir commenced his career at Edlyn as our Quality Manager in 2011.

With the continuing growth and maturity of the business, it is a great time for this transition. After more than 30 years with the business, I'm looking forward to working on new projects and opportunities outside the day-to-day business, but look forward to continuing to work with Amir where these opportunities align with Edlyn.

With our management team and staff in place, I am certain that we will continue to strengthen our position in the Foodservice market, in addition to exploring new areas we have identified for the next 5 years. I'd like to take this opportunity to sincerely thank everyone that has assisted the company as well as me personally, to make the company what it is today. We couldn't have done it without you all!

Finally, I'd like to thank Amir for eagerly taking up the challenge and opportunity to lead the company in our renewed strategic direction, and thank him for his ongoing support

Andrew Donelly

*Managing Director
Edlyn Foods Pty Ltd*

New Edlyn acquisition - Handeepax

Edlyn Foods are pleased to announce our recent acquisition of the assets of Handeepax, a Melbourne-based specialist in condiment packaging and filling.

The clever design and innovation of Handeepax's single-serve packaging range, works to make its products easier to use and more customer friendly. Handeepax products are designed with customers in mind.

These products are currently found throughout the hospital, healthcare and quick service restaurants sectors. Handeepax is an exciting new addition to Edlyn's range of packaging products and solutions.

This latest acquisition enables Edlyn to offer its customer base a wider range of products and convenient packaging solutions.

We look forward to updating you more about Handeepax and this exciting new opportunity for Edlyn Foods.



Handeepax single-serve condiment packs.



Bidfoods Australia

Meet the Distributor

Bidfoods Australia

Bidfood is a leading foodservice distributor with decades of success delivering outstanding service to operators both large and small, across Australia.

With over 40 branches around Australia Bidfood's strength lies in their quality of service and reliable deliveries. Their dedicated and experienced team of 2,300 are key to their success.

Bidfood offers a comprehensive range of over 55,000 products, across all key product ranges, including dry, chilled and frozen foods; a meat range including beef, game, lamb, pork, and poultry; internationally-sourced beer, wine and spirits; cleaning and chemical products; as well as packaging, consumables and disposables.

Edlyn Foods and Bidfood have had an enduring partnership, working together to supply the products customers want most. Customer's brand loyalty to Edlyn Foods has been a key reason for the lasting partnership, along with stock availability, competitive pricing, value for money and the ease of working alongside Edlyn's friendly staff. Reliability, consistency and quality service remain the key reasons why Bidfood continues to work with Edlyn Foods today.

From sustainable seafood practices to responsible meat sourcing, Bidfood has long been committed to creating a cleaner and brighter future by investing in the people, technology, and communities that nurture and care for the planet. Bidfood has broadened their commitment to creating sustainable products for their customers by transitioning toward a more sustainable packaging range. Bidfood is dedicated to the complete removal of single-use plastics from their packaging and disposable range, with a target goal of being completely single-use plastic free by 2025.

In the kitchen with Edlyn

Prepared by: Thomas Shelley
Product & Packaging Engineer



Homemade burgers with tomato relish and herb mayo and rosemary salted chips.

One of my favourite childhood memories is when I would spend the day with my Opa (grandmother) making burgers.

We'd start first thing in the morning using leftover bread to make the breadcrumbs. Then we'd make up the patty mixture, throw some breadcrumbs in and mould the patties together, trying to get them as symmetrical as we could. I can still remember the heat in the air, from the oil in the pan as Opa placed the patties over the gas top. Since those days in Opa's kitchen, I've trialled and tested and tasted many a burger. Over the years, I've even made a couple of modifications to the recipe. Like my latest, which feature the Wood's Tomato Relish.

You can't beat homemade burgers with fresh rosemary salted chips. Baking chips at home is easy and it's a much healthier option than their deep-fried relative.

For that extra indulgence, I like to make my own Herb Mayonnaise too. It's super easy to do with the Woods Thick Egg Mayonnaise as a base.



How to make it

INGREDIENTS:

BURGER PATTIES

- 500g premium low fat beef mince
- 2 tablespoons Wood's Tomato Relish
- Pinch of salt
- Cracked pepper
- Teaspoon of Dijon mustard

- Finely chopped parsley
- 1 egg
- 4 tablespoons breadcrumbs
- ½ teaspoon crushed garlic

METHOD:

1. Place all ingredients into a mixing bowl and combine. Be careful not to over mix.
 2. With washed and wet hands (this helps mould them into the desired shape), roll the mixture into balls and then leave them to rest.
 3. Pour or spray Olive oil into a non-stick pan. Allow oil to heat before placing patties in. Using a flat spatula, press down on each ball to mould into your preferred patty shape.
 4. When the patty is half cooked carefully flip it over.
- * **Optional:** After flipping the patty, you can place some cooked bacon and sliced cheese on top for extra flavour.

HERB MAYO

- Finely chopped fresh tarragon
- Finely chopped fresh chives
- Finely chopped fresh parsley

- Finely chopped fresh oregano
- Woods Thick Egg Mayonnaise

METHOD:

1. Finely chop all the herbs and place in a mixing bowl.
 2. Add your own desired amount of Wood's Thick Egg Mayo.
 3. Place in fridge for 3-4 hours before serving for flavours to fully infuse into mayonnaise.
- * **Tip:** If using dried herbs, prepare mayonnaise the day before and place in the fridge for 24hrs for deeper, fuller flavour.

ROSEMARY CHIPS

- Large, floury potatoes (I recommend Kestrel)
- 2 tablespoons of fresh rosemary

- 2 tablespoons of olive oil
- 1 tablespoon of sea salt

METHOD:

1. Rinse some fresh rosemary and dry it. Then cut off the stems and roughly chop them up.
2. Mix rosemary with salt and stir to combine.
3. Cut the potatoes into long chip like shapes, roughly the same size (remember potatoes will cook down a lot in the oven, so be generous with your sizing).
4. Place in a bowl and pour some olive oil in and a generous sprinkling of rosemary salt.
5. Evenly space chips on a pre heated baking tray lined with baking paper at 200°C fan forced for 30 minutes, or until golden brown.
6. For crispier chips, rotate chips and grill for a final 5 minutes on your hottest oven setting.





Bone Roasters new Foodservice packaging

Bone Roasters new Foodservice packaging

We're excited to share the Bone Roasters Foodservice range with fresh, new packaging.

The sleek new matte black packaging is now microwave safe and has a shelf life of 18 months. It's the same premium quality product chefs can rely on, with a fresh new streamlined look and design.

Cooked using traditional open kettles, our Bone Roasters range is prepared using real bones and only the very best ingredients. Made with care and attention to detail by our dedicated team, each product in the range is slowly simmered over a low heat to ensure the maximum amount of flavour is extracted from each carefully selected ingredient. Resulting in a perfectly balanced taste profile and natural colour.

Each product in the Bone Roasters range, from the Stock to the Jus and Glace, come in a 2.5kg sized pouch and they are stored frozen. This is done to maintain the freshness and quality of each product.

Chefs choose the Bone Roasters range for the superior taste, quality, and consistency of each product. Sound in the knowledge that they can rely on that same high-quality flavour, each and every time.

We will be rolling out the new look Bone Roasters range from June. Head to www.boneroasters.com.au for more detailed information.

Meet the End-User

Beechworth Bakery

You've certainly heard of Ned Kelly, but have you ever heard of the Ned Kelly Pie? A classic meat pie topped with an egg and some bacon and cheese, this signature dish has become so popular for Beechworth Bakery owners Tom and Marty, that they've since had it trademarked.

Then there's the Snickerdoodle. A velvety baked custard tart packed with raspberries and blueberries. Oh, and let's not forget the Beesting... a sweet bun filled with creamy custard, apricot jam, and crunchy toffee almonds. Hungry? We thought so!

From a dilapidated country town affair do-up to an impressive chain of eight shops spread out across regional Victoria and southern New South Wales, Tom and Marty now sell more than 1 million pies per year through their Beechworth Bakeries. From its bread-lined shelves to its iconic colourful cake cabinets, the chain of bakeries employs over 280 staff and turns over more than A\$18 million dollars per year. No small feat given their humble beginnings.

Creating opportunities within local regional communities and looking after their staff and customers is what drives them every day, it's what "makes it all worth it", Tom said. Working with companies that have a similar set of values is a non-negotiable, which makes Edlyn Food a great match. Beechworth Bakery have been dealing with Edlyn for many years now, and rely on their excellent products, including Wood's Tomato Relish and Roasted Garlic Aioli at their popular salad bars and Edlyn's Jelly, Baking Powder and Lemon Juice in their bakehouses.

In a country lit up by glowing American chain food outlets, it's refreshing to see an Aussie made company do so well. When asked what the key to that success was, Tom and Marty were quick to mention the importance of creating trust and good communication. With shops hundreds of kilometres apart, there's nothing more important than a team of dependable staff to whip up those famed Ned Kelly pies, and the pastries that keep their loyal customer base coming back for more.



Marty Matassoni (left) and Tom O'Toole (right), co-owners of Beechworth Bakery.



Erin from Beechworth Bakery serving up wraps using Wood's Tomato Relish, Wood's Caesar Salad Dressing & Roasted Garlic Aioli.



Edlyn Senior Management Team who attended the Risk Profiling workshop. Absent in photo: Quality Assurance Manager Maduka and National Sales Manager David Harbour

Risk Profiling and Business Continuity Management

In a world of complex and challenging risk issues, the development of the risk register helps to identify areas where the business can benefit.

As a part of continuous improvement, we identified a need to develop a robust and holistic corporate risk register, together with a business continuity plan as part of improving our overall resilience to risk and potential disruptions to the business. The company engaged Marsh Advisory to assist in developing and delivering these important programs.

In a world of complex and challenging risk issues, the development of the risk register and associated risk profiling activities aims to inform us of the key risk facing the business today, and in doing so identify areas where the business would obtain the best benefit from further investment in risk management activities such as improved risk governance, or initiatives to address specific risk issues (eg: asset protection, supply chain resilience, safety etc). The process also supports the design of our insurance program. The risk profiling exercise included areas such as assets, people, financial, service, regulatory, and reputation risk. The validity of existing controls was also assessed during this process, and any identified areas for improvement noted.

So far Marsh Advisory conducted a number of interviews with management and staff, as well as a workshop involving key stakeholders in May. The program is still in underway, and we expect great benefits will be delivered from its outcomes.

Wood's launch 1Kg Squeezy Bottles

We are thrilled to announce Wood's Condiments have launched a new range of convenient 1kg Squeezy Bottles.

The newest offering includes a free-range whole egg Roasted Garlic Aioli, creamy egg-free Vegan Mayonnaise, Thick Egg Mayonnaise and a classic Hollandaise Sauce.

It's an authentic tasting Hollandaise sauce, with a rich, buttery flavour, and the signature touch of lemon you would expect from a traditional chef made Hollandaise Sauce. You can use it on all your delicious brunch dishes, as a creamy dressing, as a dipping sauce, or as a pour over sauce. Delicious with eggs, fish, or pork.

With a reputation for condiments "as good as a chef would make", Woods have launched their convenient new 1kg size with busy chefs and cooks in mind. The new easy to use size makes life easier when time is limited, for chefs in commercial kitchens of all sizes.

With a 6-month shelf life, the sauces are stored chilled for a fresher taste. All the products are Gluten free, contain no artificial flavours and are all made in Australia.

Available now through all Foodservice distributors across Australia.

For more information visit www.woodscondiments.com.au or contact our friendly customer service team sales@edlyn.com.au



Wood's new 1Kg Squeezy Bottle range

Edlyn

Notice Board



General Manager Amir Arjmand and Business Innovation Manager Aida Golneshin welcome their newborn baby boy Leon.



National Sales Manager David Harbour (right) training the Mulwarra team on Bone Roasters products in Sydney.



Product & Packaging Engineer Thomas Shelley proposed to his partner Brianna on their holiday in Bryon Bay.



IT Manager Harry Siva welcomes his new born girl Jia.



Queensland Warehouse Team (left to right) Paul Betteridge, Dan McQuaid, James Gould (Bone Roasters) and Hayden Beith attends Spectrum Transport Race Day on the Gold Coast.



Paul Raven, Mitch Wearne, Steve Papargiris and Steven Thomson attends Maryborough District Health Service Charity Golf Day.

