



# Inside Edlyn

Dec 2021



## *A word from the CEO*



### It's time to celebrate our strengths and our long-awaited freedom

In November we were finally able to hold our monthly staff meeting in person again. After so many months of restrictions, it was a big deal for me to be able to see everyone under the same roof once more. It reminded me how much I had missed normality! With all the challenges we've had for the best part of two years, our Edlyn team has again demonstrated that our real strength is our people, and that's what keeps our business robust. It's clear to me that it's the level of commitment everyone shows at Edlyn Foods which enables us to maintain our position as the preferred innovation partner for those who want to serve great food experiences.

It is with great pleasure I confirm that, last quarter, we were audited for compliance with the SQF manufacturing standards. This was the first certification we have sought under the GFSI (Global Food Safety Initiative) platform, and will help us ensure that our valuable customers receive only products and services which meet the highest possible global food safety standards. Achieving a very high audit score, we showed once again the commitment we have always had, right across our business, to a globally recognised food safety culture. Thanks again to each one of you involved in this significant achievement.

We have come to the end of the first harvesting and production season with our newly acquired business, Greenwheat Freekeh. It was a challenge having to familiarize ourselves with all the processes, and needing to do this remotely (with all the border restrictions), but I am pleased with how our team was able to meet this extra challenge. I want to take this opportunity to thank everyone involved in both Victoria and in South Australia in what turned out to be a 24/7 commitment over several weeks.

Finally, I would like to praise the dedication over the past 12 months of each and every one on the team at Edlyn Foods and I look forward to seeing you all again in person in 2022. To each of you, I wish you a Merry Christmas, a happy festive season, and Happy New Year.

**Amir Arjmand**

CEO  
Edlyn Foods Pty Ltd

(From left to right)

**Quality Officer**  
Yun Jun Ooi,

**Quality Assurance Manager**  
Maduka Paratharajan,

**Quality Technician**  
Veronica Shanahan,

**Quality Assurance Officer**  
Olivia Patsikatheodoros,

**Quality Intern**  
Danielle Cordeiro



## *Edlyn obtains SQF quality certification*

Edlyn Foods recently underwent its first Safe Quality Food (SQF) audit, and is proud to announce that it has obtained certification as an SQF manufacturing facility.

The SQF program is a food safety certification, recognised by the Global Food Safety Initiative (GFSI). It covers all stages of the food supply chain with industry-specific codes, ranging from primary production through to food manufacturing, distribution, packaging and retail.

As part of Edlyn's continuous improvement plan, the Quality team had been preparing for this audit for 18 months. SQF is a rigorous and credible food safety and quality program that is widely recognised and accepted globally in the food industry. The certification is carried out by assessing the implementation of a site's food safety and quality plans.

This certification will allow Edlyn to cater to the increasing quality expectations of Australia's largest customer groups. It will also result in greater recognition of our production facility and internal quality systems.

Edlyn is extremely proud of this achievement and the hard work undertaken by the quality team to prepare for, and ultimately achieve, this certification



Head Chef Anthony using the Bone Roasters Beef Red Wine Jus and the Wood's Hollandaise Sauce for his steak dishes.



## Meet the End User

### Meat, Flour, Wine

Meat, Flour, Wine is a family owned and run modern Italian restaurant located in the suburb of Braeside, Victoria.

Operating since 2018, Meat, Flour, Wine provides a modern twist to traditional Italian cuisine, and endeavours to have its customers feeling like they have just visited an old friend or family home. It's because of this ethos that this restaurant has become one of the area's hippest places to dine.

The restaurant offers an amazing atmosphere combining rustic brick and wood-lined walls with dim ambient lighting creating a warming environment.

The menu provides an array of options including wood fired pizzas, pastas, burgers and a fantastic selection of steaks, as well as a great cocktail menu.

Meat, Flour, Wine chooses to use a variety of Edlyn products to integrate into its menu, from the famous Wood's Tomato Relish on their burgers and sides to the Wood's Hollandaise Sauce and Bone Roasters Beef Red Wine Jus, which is one of their most popular steak sauces.

Edlyn is proud to partner with Meat, Flour, Wine to create memorable food experiences.

# Meet the Distributor

## Superior Foods, Adelaide

For close to 30 years, Superior Food Group has been an ever-growing force within the Australian Food Distribution landscape. Proudly Australian owned and operated, Superior Foods is well represented nationally with over 14 branches and business operations, including distribution, meat & fisheries businesses.

Catering to customers both large and small, Superior Foods works with caterers, schools, restaurants, cafes, healthcare and QSR customers around Australia.

Not only do they support and distribute many Australian-manufactured products, but also have a series of their own signature brands in which they provide nationally.

Superior Foods have always had a strong partnership with Edlyn Foods, working together to provide customers with the best possible product experience. General Manager of Superior Foods Adelaide, Tony Vanstone, states "As a distributor, we choose to purchase Edlyn products due to the very strong business relationship between Edlyn and Superior Foods, the ease of doing business and the high amount of customer demand. Our customer base chooses to purchase Edlyn over competitor brands due to the reputation, consistency, value for money and strong support and representation in the field".

When asked what he enjoys about working with Edlyn, Tony answered: "Our Edlyn representative, Dwaine Kretschmer is very supportive and knows his product range from back to front and adds plenty of value to our business. Dwaine is also very quick to offer tailored business solutions to us as a distributor and also our end users".

Superior Foods continue to be an industry leader, who pride themselves on delivering great experiences for all of their customers.



# Recent Marketing Activity

Our Marketing team have recently been working on new and exciting photography and video content, focused around Edlyn's most recent product launches.

The team worked alongside Edlyn's Development Chef Aaron Duffy to create a series of recipe videos focused around the new Greenwheat Freekeh products. The recipe videos showcased the products' versatility and application in many traditional dishes such as soups, salads and risottos.

Along with these recipes, the team also shot several videos highlighting features of some of our key products such as milkshakes, condiments and the vegan range of squeeze bottles.

Finally, Edlyn's photographer set up, styled and captured some amazing images of the new Greenwheat Freekeh product and of recipes to be featured in the new Edlyn product catalogue, due to be released in early 2022.

This content will be used to promote our new products over the coming months throughout our social media channels, via our website, in the Edlyn catalogue and through e-marketing communications.



Development Chef Aaron Duffy in front of the camera creating some great Freekeh recipe ideas.

# In the kitchen with Edlyn

Prepared by: Aaron Duffy  
Development Chef



## Gingerbread Cheesecake with Pecan-Graham cracker crust

With Christmas just around the corner, we asked our Development Chef Aaron Duffy to create a delicious, festive dessert the whole family would love!

Using our easy to make Edlyn Cheesecake Mix as a base, Aaron added festive flavours like Cinnamon, Ginger, Cloves and Nutmeg to create a decadent dessert worthy of any Christmas dessert table.

Featuring a light, creamy texture and a traditional Graham Cracker base with a pecan nut twist, this recipe is sure to become a family favourite year after year.



## How to make it

### INGREDIENTS:

- 1Kg Edlyn Cheesecake Mix
- 700ml water
- 170g Graham Crackers, plus more chopped for serving
- 65g Pecans, plus more chopped for serving
- 25g Sugar
- 100g Unsalted butter (melted)
- 50g Molasses
- 6g Cinnamon, ground
- 6g Ginger, ground
- 3g Nutmeg, freshly grated
- 1g Cloves ground
- Lemon zest, grated for serving



### METHOD:

1. Preheat oven to 190°C. Pulse graham crackers, pecans, and 25g sugar in a food processor until fine crumbs form. Add butter and pulse to combine. Transfer to a 22cm springform pan and press evenly on the bottom and 1 inch up the sides. Bake until fragrant and beginning to color, 7 to 10 minutes. Place on a wire rack and let cool.
2. Add water, Edlyn cheesecake mix, molasses, cinnamon, ginger, nutmeg and cloves to a mixing bowl.
3. Whisk on top speed for 4 mins until smooth. Pour into the lined springform pan on top of pre baked base and refrigerate until chilled, at least 4 hours and up to overnight.
4. Run a knife between the cheesecake and pan before releasing the spring. Transfer to a serving platter.



# Bone Roasters available in Woolworths

Edlyn is pleased to announce that its Bone Roasters range of 300ml & 500ml retort pouches are now available in Woolworths.

Our Chicken Stock, Veal Stock, Veal Jus & Red Wine Jus products have initially been provided to 40 premium Woolworths stores, and will be available at other stores following this introductory period.

The Bone Roasters range is 100% natural with no added salt, flavour enhancers or thickeners. They are cooked using a traditional open-kettle method and slowly simmered from 15 to 30 hours.

Edlyn is extremely delighted to see some of its premium-quality products available for more consumers to enjoy.



Bone Roasters products on shelf in Woolworths



*Greenwheat Freekeh farmers harvesting this season's grain.*

## *Greenwheat Freekeh Update*

It has been quite a busy period since our acquisition of Greenwheat Freekeh back in August of this year. The last few months have been both challenging and rewarding, as Edlyn navigated this new business, and learnt about the harvesting, production and the opportunities that such a unique product offers.

Since integrating Greenwheat Freekeh into Edlyn's portfolio of products, we have been able to present the product nationally and see the positive reaction that the range is receiving throughout the market.

Over the past month, Edlyn has worked in conjunction with several local farmers across regional South Australia, and has successfully completed the 2021 harvesting season. The result is fresh grain to process in 2022, and with Freekeh in high demand, we anticipate a successful year for this product.

Edlyn's marketing team chose to capture the recent harvesting process and grain production in a promotional video that will be available soon on Edlyn's Facebook & Instagram pages, as well as via the website.

# Edlyn

## Notice Board



Edlyn team enjoying their first Pizza Day after lockdown.



VIC Account Executive Neville Barton (left) ranging our topping products with customer.



Edlyn Development Chef Aaron Duffy shooting new recipe videos for Freekeh product.



Edlyn's Maryborough Site Manager Windsor Main (far left) graduating from his local Community Leadership program.



Congratulations to Nikhil Kaul (Batching) and his partner on the arrival of their new baby boy Noah Rafael Kaul, born in Dec.



NSW Senior Sales Manager Peter Cooper presenting to customer for the first time after lockdown.

