



Inside Edlyn

March / April 2022

A word from the CEO



Embracing the challenges and new opportunities

After some years it was a great opportunity to be able to participate in the Foodservice Australia Melbourne exhibition in late February/early March. I enjoyed my couple of days at our excellent stand. It was a great opportunity for us to reconnect with professionals across the industry. It also gave us a very effective platform, enabling us to interact directly with many existing and potential customers and other industry players after what have been two very challenging years for our industry.

I was also so excited to be able to re-visit our fantastic team at the Bone Roaster site on the Gold Coast. It has been a long couple of years since the last time I was able to travel freely. It made me realise how grateful we should be for having the opportunity now to see each other again face-to-face rather than merely via screens! I was so glad to witness the high level of enthusiasm among the Bone Roaster team and was so impressed with how innovative they are in improving their approach on various fronts, thereby creating more effective and efficient ways to perform their day-to-day tasks.

We are all too aware of what has been happening in the global economy, with seemingly relentless increases in the costs of various raw materials and of transportation. And on top of this we are facing a very tight labour market in Australia. Although everyone around us is also facing the same or similar challenges there are always opportunities to be found: now, especially, is our time to re-emphasise our core value of "Innovation" throughout our business. There is no better time to do a thorough review of all of our processes, and across all of our various business units and departments.

We must make sure we find, and take, the best innovative approaches to help us to stay ahead of the game. Our people, the main strength of our business, have shown over the last few years just how resilient our business is. I am sure we will not only get through this economic downturn but in fact thrive and excel.

Amir Arjmand

CEO

Edlyn Foods Pty Ltd



Smith Family Update

Edlyn has participated in the Toy & Book Appeal

Since announcing our partnership with The Smith Family in October 2021, Edlyn has participated in the Toy and Book Appeal, an annual initiative hosted by The Smith Family.

The Appeal aims to bring joy to Australian children who may otherwise miss out on opening a gift, simply because their families can't afford it.

In 2021, due to the uncertainty caused by COVID-19, The Smith Family provided digital gift vouchers to more than 32,000 children in need. Edlyn prepared Christmas messages to accompany some of these vouchers, ensuring that children were still able to experience the magic of Christmas.

The next opportunity to get involved with The Smith Family's work will be a Work Inspiration Reach Out event, where we will host a group of students to find out more about themselves, explore their career aspirations, and some first-hand experience of the world of work.

Edlyn participate in Foodservice Australia tradeshow

The 2022 Foodservice Tradeshow, which ran from the 27th February to the 1st of March at the Melbourne Convention & Exhibition Centre, was a success this year!

The Foodservice Australia Tradeshow is Australia's leading food industry event. Held over 3 days, with over 450 exhibitors and leading chefs, restaurateurs, café owners, retailers, pâtissiers, caterers, and suppliers in attendance. This year was all about reconnecting with people from across the industry and rebuilding after what has been a challenging year for everyone. Listening to the stories of how people have pivoted and adapted their businesses to navigate these unprecedented times was inspiring.

Although it has been a difficult couple of years, the level of innovation, achievement, and fresh new ideas at the Tradeshow was truly exciting. We were there showcasing our 4 brands: Edlyn, Wood's, Bone Roasters and Greenwheat Freekeh. Aaron Duffy, Edlyn's Development Chef, was on site serving up: delicious canapes featuring our new condiment launch from Edlyn and Woods range; grilled wagyu, featuring our Bone Roasters Red Wine Jus; and Freekeh soup, highlighting our Greenwheat Freekeh grain; as well as, delectable duck pithiviers served with Wood's tasty Smoked Tomato Relish.

The event was the perfect occasion for us to showcase our new products, including the official launch of our Wood's 1kg Squeezy Bottle and Edlyn's Condiment range. The feedback from leading Melbourne chefs was amazing, from the new look to the new products to the quality and taste of our products. It was exciting to provide such a large range of offerings and to have them so warmly received.

Overall, the Foodservice Tradeshow was a jam-packed few days! Filled with lots of great moments to network and foster new industry relationships, as well as countless opportunities to touch base with our valuable customers again and present our latest product additions.

A big thank you to everyone who made out to the event.



From left to right: Andrew Williams, Edlyn Marketing Manager, Andrew Donelly, Managing Director and Amir Arjmand, CEO at the Edlyn Food Service Australia Stand 2022

In the kitchen with Edlyn

Prepared by: Leo Bohorquez Reina
Food Technologist



Braised Beef Cheeks with Greens, Wild Mushrooms, Freekeh and Miso.

My absolute favourite dish is braised Beef Cheeks. They are unbelievably tender and full of flavour.

Using the Bone Roaster's stocks and Red Wine Jus, combined with the Edlyn's Napolitana Sauce made this dish so much easier and more flavourful.

I normally eat my Beef Cheeks with a cheesy polenta or a silken mash potato, but the warm Freekeh with mixed greens and mushrooms was an incredible match. The Freekeh has a fluffy texture; it is also a nutritious alternative to rice.



How to make it

INGREDIENTS:

Braised Beef Cheeks

- 2 tablespoons Extra Virgin Olive Oil
- 4 x 320g Beef Cheeks, trimmed
- Sea Salt and Cracked Black Pepper
- 1 cup (250ml) Red Wine
- 2 medium Onions, finely chopped
- 4 Cloves Garlic, crushed
- 1 large Carrot, peeled and finely chopped
- 2 stalk Celery, trimmed and finely chopped
- ¼ Cup (60ml) White Balsamic Vinegar
- 3 Bay Leaves
- 300ml Bone Roasters Veal Jus
- 300ml Bone Roasters Red Wine Jus
- 2 cups (500ml) Edlyn's Napolitana Sauce

Miso Dressing

- 70ml Sake
- 80ml Mirin
- 1 tbsp Caster Sugar
- 40g Miso Paste

METHOD:

1. Preheat oven to 160°C. Heat Oil in a large heavy-based pot over medium heat. Season the Beef Cheeks with Salt and Pepper and cook for 3–4 minutes on each side or until well browned. Add Red Wine and reduce to half. Place Beef Cheeks and sauce aside.
2. In the same pot, add Onion, Carrot, Celery, and Garlic and cook for 3–4 minutes or until Onion is transparent. Add the Napolitana Sauce and cook for a further minute. Add Bay Leaves, Stocks, Vinegar, and Beef Cheeks. Season with Salt. Increase the heat to high and bring to a simmer.
3. Cover with a tight-fitting lid, transfer to the oven and cook for 3 - 4 hours or until the beef is tender. Keep warm.
4. In a deep pot add Freekeh, Chicken Stock, Water, Carrot, Celery, Garlic, Onion, Bay Leaves, and Salt to taste. Bring to boil and simmer for 1 hour or until Freekeh grains are soft, but still chewy.
5. In a large saucepan, heat Oil and add Chilli, Kale and Snow Peas. Season with Salt and cook for 1 minute. Add Mushrooms and cook until all vegetables are slightly soft.
6. In a small saucepan, add Sugar, Mirin and Sake. Bring to boil and reduce to 2/3. Add Miso and cook for another 2 minutes. Add to Freekeh and Green mix.
7. To serve, place dressed Freekeh and Green mix on the bottom of the plate. Add 1 to 2 Beef Cheeks on top of greens and finish with Beef Cheek sauce, Pine Nuts and Sunflower Seeds. Enjoy.

Greens, Wild Mushrooms, and Freekeh

- ½ pack (200g) Greenwheat Wholegrain Freekeh
- 300ml Bone Roasters Chicken Stock
- 1 cup (250ml) Water
- Sea Salt
- 2 large Carrot, peeled and roughly chopped
- 4 stalk Celery, trimmed and roughly chopped
- 2 Cloves Garlic, cut in half
- 3 medium Onions, cut in half
- 1 Bay Leaves
- ½ large Red Chilli, finely sliced
- 1 bunch Kale, trimmed and roughly chopped
- 300g Snow Peas, trimmed and cut in half
- 400g mixed Wild Mushrooms, sliced
- 500g Baby Spinach

To Finish

- 1 handful of toasted Pine Nuts
- 1 handful of toasted Sunflower Seeds



Wood's Condiments 1Kg Squeeze Bottle range.

Wood's 1Kg Squeeze Bottle Condiments

Wood's Launches New Condiment Flavours in the 1Kg Squeeze bottle size!

In recent years, there has been an increasing demand for non-dairy and vegan products. In response, Edlyn is thrilled to announce the launch of two new products under its Wood's Condiments brand: a Vegan Chipotle Mayonnaise and a Vegan Roasted Garlic Aioli. Both condiments are made in Australia, have 6 months of shelf-life, are freshly chilled, free of artificial colours and certified by Vegan Australia.

Wood's Vegan Chipotle Mayonnaise is a well-balanced condiment, combining a thick and creamy texture with a subtle blend of spices. Our Vegan Roasted Garlic Aioli is just as delicious, with real roasted garlic pieces. Here are two vegan alternatives which offer authentic flavours – perfect as a side condiment, as well as in sandwiches, burritos and kebabs, just to name a few.

Packaged in convenient 1kg squeeze bottles, these two products accompany our existing Vegan Mayonnaise in offering delicious traditional flavours that you would expect from the Wood's brand. With the addition of these condiments, Wood's have now extended their 1kg squeeze bottle range to 6 products. With busy chefs and cooks in mind, this packaging makes life easier when time is limited.

Available through all good foodservice distributors, or through your Edlyn representative, who can arrange a sample.

New Edlyn Dressing, Mayonnaise & Sauces in 2.2Kg Tub

Edlyn is excited to launch its condiment range.

As part of the condiment range, Edlyn launches a brand new Caesar Salad Dressing using 95% Australian ingredients. It is gluten free, Halal certified, uses no artificial colours and comes in a 2.2kg pail. This shelf stable product has an outstanding coating performance and uses real parmesan and anchovy pieces to create a smooth and tangy dressing.

Edlyn has also launched its existing Garlic Aioli and Tartare Sauce products in a new convenient 2.2kg size, both products are Australian made, shelf stable, gluten free, have no artificial colours and are Kosher and Halal certified.

These new products coupled with the already established Edlyn Whole Egg Mayonnaise provide a fantastic condiment foundation for any commercial kitchen. Available through all good foodservice distributors or contact your Edlyn representative to try your free sample.



Edlyn Condiments range



City Fine Foods head office team members from left to right:
Rita (Purchasing), Stephanie (Sales), Mohamed (CEO), Theo (Sales)



Meet the Distributor

City Fine Foods

City Fine Foods is one of Australia's largest food distribution facilities delivering food service and hospitality products throughout Sydney and Canberra as well as the South and Central Coasts.

After running a successful phone store for many years, Owner & director Mohamed Hammoud, returned to his long-time passion for food and food service. His aim was to ensure that City Fine Foods customers had access to the premium quality products they need to create delicious menus.

'We supply products to restaurants, cafés, care facilities, clubs and hotels,' he says, 'with a wide selection ranging from seafood, poultry, meats, small goods and dry goods right through to sauces & toppings.'

'Edlyn's products offer convenient preparation, premium quality, and value for money. Our customers love that they can cater to all dietary requirements through their wide variety of gluten free, vegan suitable and halal certified products.'

Due to the fast growth of their business, City Fine Foods have recently moved into a larger, more advanced distribution facility. The introduction of an innovative online and mobile app now makes their ordering system even more convenient for their customers.

In a fast and ever-changing environment, it's clear that City Fine Foods are committed to meeting the high standards of the foodservice and hospitality industry.

Edlyn Employees Milestone

We believe that a business is only as successful as its employees.

At Edlyn Foods we know that our employees are part of our success and we are delighted to honour some of our colleagues dedicated service and commitment to this organisation.

Edlyn Foods has built a reputation for quality, innovative products and excellence in customer service, through a process of continuous improvements. All of our organisational achievements are made possible because of the efforts of our valued team members and in particular we look to highlight those achieving employment milestones of so far in 2022 being:

- **Sonja Nikolovska** – 5 years service on 16th January
- **Joanne Grove** – 5 years service on 13th March
- **Shannon Bourke** – 10 years service on 6th February
- **David Harbour** – 10 years service on 12th March
- **Elmer Cinco** – 15 years service on 15th January

Join us in thanking and congratulating the above employees for their continued hard work, dedication and loyalty to Edlyn Foods.



David Harbour, National Sales Manager (left) presenting Shannon Bourke, Victorian Key Account Manager, with his 10th year anniversary award



Edlyn's Employee Awards presented to Elmer Cinco (right), Afternoon Shift Maintenance, for 15 years of service and Sonja Nikolovska (left), Production Team Member, for 5 years of service

Edlyn

Notice Board



Edlyn Marketing CoOrdinator Stephanie Nguyen and her partner John visits the Van Gogh at THE LUME exhibition, Melbourne



Edlyn Staff enjoying Domino's Charity Pizza Day. A donation is made for every pizza sold towards Domino's registered charity, Give For Good



Stuart Donelly, Edlyn Director, (far right) and his friends Tim & Mick who rode for 7 days through the NSW Riverina to raise funds for MND (Motor Neuron Disease)



Edlyn Epping staff celebrate International Food Day



Edlyn Procurement Manager Joey Kuruvilla and his wife Neelu enjoying a family trip to Geelong



Evan Sako, Assistant Accountant (left) and Katerina Spasovska, Accounts Receivable Officer (right) joined the Finance Department this March 2022



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