



Inside Edlyn

June / July 2022

A word from the CEO



Reaching out, strengthening and enriching collaborative bonds

During the last quarter, we were able to hold several highly successful events and meetings, some of which I was lucky enough to attend. The most exciting for me was the new teams catch-ups over lunches and dinners involving groups of staff from the various parts of our organisation. Meeting in these smaller friendly environments enable us get to know each other at a more personal level while have a relaxed and enjoyable time together. These sorts of arrangements not only give me opportunities to continue creating stronger bonds with all our team members, but will also be a continuing reminder to me of just how grateful I am to be a part of the Edlyn family.

Last month we had an opportunity, at the Rising Sun Hotel in Port Wakefield South Australia, to meet with the Green Wheat Freekeh (GWF) farmers, our main partners for our GWF brand and spent some very fruitful time with them. We provided background about Edlyn Foods, and were able to have an open and valuable discussion involving all present, focusing on current opportunities presented by GWF.

We finished the quarter hosting a group of students from the local school as part of the Work Inspiration Reach Out Program. Their visit with us was arranged through our partnership with The Smith Family and its Learning for Life Program, which aims to help motivate and inspire Year 9 and 10 students. It is hoped that, through this practical hands-on experience with us and with other The Smith Family partners, students will learn more about themselves and the various job opportunities available to them.

I am continually proud to be a part of the Edlyn family with its focus on the quality of bonds within our own team as well as with our various partners. I do hope you are too. I look forward to continuing this journey with you all over the coming months and years.

Amir Arjmand

CEO
Edlyn Foods Pty Ltd

From far left to right Lia Tuliatu Edlyn Receptionist, Alofa Fuimaono Production Team Member and Kate Robinson Warehouse Administrator celebrated their Employee milestones.



Edlyn Employees Milestones

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

At Edlyn Foods we know that our employees are key to our success and we are delighted to acknowledge some of the dedicated service and tenure from our staff.

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:

- **Alofa Fuimaono** – 15 years service on 16th May 2022
- **Kate Robinson** – 10 years service on 25th June 2022
- **Lia Tuliatu** – 10 years service on 25th June 2022

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

Melbourne's North Food Group 4th Birthday celebration

On the evening of Tuesday 21st of June, Melbourne's North Food Group held an event to celebrate its 4th birthday at the Melbourne Market complex located in Epping.

Melbourne's North Food Group (MNFG) is an organisation that represents over 400 Food, Beverage and Fibre manufacturers in Melbourne's north region. The membership base employs over 10,000 people.

The evening brought together many of the group's members and supporters to celebrate this milestone, in addition to the MNFG team and officials from local and state government. Margaret McLennand, MNFG's General Manager Membership Events and International Trade oversaw proceedings on the night. Members of the group are aware of Margaret's tireless, proactive work over the past 4 years in her member facing role, always eager to assist in any way possible.

The northern region of Melbourne is a nationally significant hub for food manufacturing and innovation, so the opportunities to collaborate and share ideas are immense. In addition to local initiatives, the group is proactive in assisting businesses with the opportunity to market their products outside Australia to export markets.

As a member of MNFG, Edlyn Foods has benefitted greatly through our group membership, taking full advantage of networking opportunities and the various programs to improve our business, generously provided by the group.

We'd like to congratulate the Melbourne's North Food Group for providing support to Food and Beverage businesses in our region over the past four years, and look forward to a continuing partnership with them in the year ahead.



General Manager Margaret McLennand from the Melbourne's North Food Group

In the kitchen with Edlyn

Prepared by: Ali De Souza
Procurement Officer



Creamy Edlyn Instant Mash Potato and Garlic Chicken Thigh with Bone Roaster Red Wine Jus.

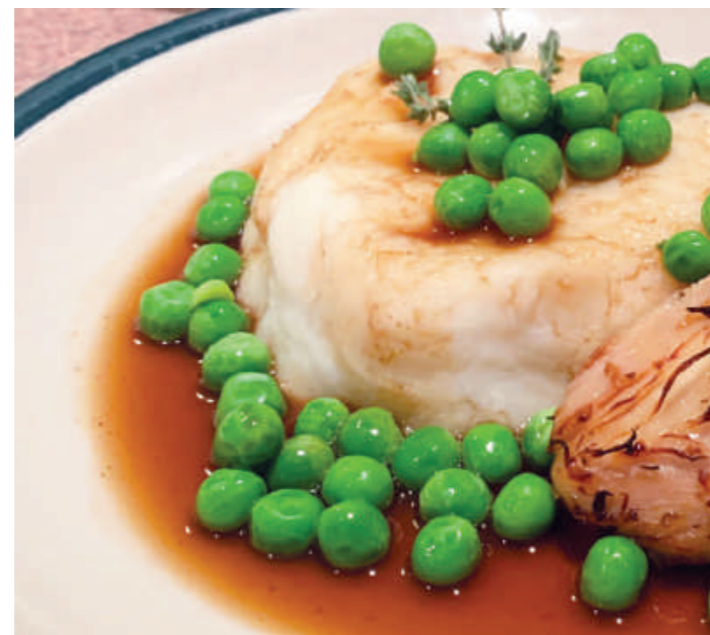
I spent most of my childhood living on a farm. Freshly harvested produce and organic meat was part of the day-to-day feed.

Potatoes were planted mid spring and harvested in winter between July and September.

Mash potato with different variety of meat was a common, easy and quick make.

Inspired by these memories I am sharing this easy recipe, Edlyn Instant Mash Potato and Bone Roaster Red Wine Jus made it even quicker and with the same delicious flavour I can still recall.

I think it's a cheap and equally delicious recipe to make if you are too busy but still enjoy spending time in the kitchen like I do.



How to make it

INGREDIENTS:

- 100g Edlyn Instant Mash Potato Flake
- Bone Roasters Red Wine Jus
- 700 g / 1.2 lb skinless boneless chicken thighs (5 to 6)
- 1 tsp garlic powder
- Salt and pepper
- 1 tbsp olive oil
- 25 g / 2 tbsp unsalted butter
- 2 large garlic clove , minced
- Finely chopped parsley, optional
- 100g Green Peas.

METHOD:

1. Sprinkle both sides of chicken with garlic powder, salt and pepper.
2. Heat oil in a large skillet over medium heat. Place chicken in skillet smooth side down.
3. Press down lightly with a spatula. Cook for 5 minutes until deep golden and crispy.
4. Turn and press lightly with spatula. Cook for 2 minutes. Add garlic and butter. Cook for 1 minute until garlic is light golden and it smells amazing.
5. Remove from heat. Serve chicken with **Bone Roasters Red Wine Jus** for that extra special flavour.
6. Add butter and hot milk to **Edlyn Instant Mash Potato Mix**. Beat with a wooden spoon until fluffy. Season with salt and pepper. Serve topped with extra butter and salt and pepper.
7. Top up with green peas.





Edlyn 1Lt squeeze bottles available in 6 delicious flavours.

New 1l Toppings squeeze bottle

This quarter we saw the launch of Edlyn's 1L Flavoured Topping squeeze bottle.

Available in 6 flavours: Chocolate, Strawberry, Caramel, Banana, Vanilla and Maple Flavoured Syrup it's the same great tasting formula as our 3L Flavour Toppings that is loved and trusted by many cafés and chefs Australia wide.

Edlyn's Flavoured Topping has the perfect amount of sweetness and syrup consistency. Made in Australia, the product has 12 months shelf life, is shelf stable, gluten and GMO free.

Packaged in a convenient 1 litre squeeze bottle, it's now easier to drizzle over pancakes, waffles, ice-cream, desserts and in milkshakes.

The range is now available to order through foodservice distributors across Australia or through your Edlyn representative.



Bone Roasters 2.5Kg Vegetable Stock



Celeriac and Saffron Veloute featuring Bone Roasters Vegetable Stock

Bone Roasters launches new Vegetable Stock.

In recent years there has been an increasing demand for vegetarian and vegan friendly options. In response to the market trend, Bone Roasters is excited to announce the launch of its new Vegetable Stock into foodservice.

A premium Vegetable Stock that is 100% natural and slowly cooked in a traditional open kettle. Made here in Australia, with fresh Australian-grown vegetables, the product is gluten free, and has a shelf life of 18 months.

Bone Roasters Vegetable Stock is naturally reduced giving it a rich depth of flavour. It has a perfectly balanced taste profile and natural colour making it a great base for soups, casseroles, risottos, and a wide variety of vegetable dishes.

Available in 2.5kg size, the product is packaged in our signature matte black pouch and stored frozen to maintain quality and freshness.

Chefs choose the Bone Roasters Stock and for the superior taste, quality and consistency.

The Bone Roasters Vegetable Stock is now available to order through Food Distributors across Australia.

For more information visit www.edlyn.com.au or contact one of our friendly customer service team at: sales@edlyn.com.au

Recent Marketing Activity Update

This quarter, our marketing team has been working hard to promote our Bone Roasters retail range, and other recent product launches.

Development Chef Aaron Duffy has concocted a number of sophisticated dishes using the Bone Roasters range, highlighting our Stock and Jus in finishing sauces, braise and soups.

In addition to these dishes and the Bone Roasters products themselves, we have captured our new 1L Topping Squeeze Bottles in photography and videos. Bettering circumstances will also allow us to procure a testimonial for the products.

The marketing material produced by the team will be used in promotion over the coming months, on social media, our website and catalogue.

Edlyn 1Lt squeeze bottle Topping range



Bone Roasters Retail Range and some of the delicious meals created by our Development Chef Aaron Duffy



From left: Botanic Garden Café Owner Michael, Kitchen staff Gopal and Head Chef Rajkumar receiving their prize for Edlyn's End User Promotion presented by Edlyn Account Manager Craig Mileham

Meet the End-User

Botanic Gardens Café

The Brisbane Botanic Gardens at Mt Coot-tha is recognised as Queensland's premier subtropical botanic gardens and one of the city's most popular tourist and wedding destinations.

Opened Monday through to Sunday the Botanic Garden Café serves breakfast, brunch, lunch and snacks that caters to different dietary requirements including gluten free, dairy free and Vegan. The menu includes a full selection of classic breakfast, salads, burgers, wraps and sandwiches.

Head Chef Rajkumar Paudyal explains what he looks for in foodservice brands is flavour and consistency. As such, Rajkumar incorporates both Edlyn and Wood's products across the menu. "In addition to the flavour and quality, Edlyn offers great support through a dedicated Sales Representative."

Currently the Botanic Garden Café range of Edlyn and Wood's products including Edlyn Mayonnaise, Crème Muffin Mix, Maple Syrup and Wood's Smokey Tomato Relish, Tomato Relish, Hollandaise Sauce, Vegan Chipotle Mayonnaise and Vegan Chipotle

Edlyn is proud to partner with Botanic Gardens to serve quality and consistent food experiences to customers.

The Smith Family Work Inspiration Reach Out Day

On June 21, Edlyn Foods hosted fifteen Year 9 and 10 students from a local high school as part of The Smith Family's Work Inspiration Reach Out Program. This multi-employer program supports young Australians by encouraging them to discover more about themselves, build aspirations for their future careers, and engage with employers first-hand.

The day started off with a welcome speech from Amir Ajmand, Edlyn CEO, after which the students donned lab-coats and hair-nets for a tour of the office, warehouse, and production areas.

Following the tour, students returned to the Edlyn Innovation Kitchen where they participated in several educational and inspirational activities. Aaron Duffy, Innovation Development Chef, prepared delicious muffins and sandwiches with a range of Edlyn and Woods condiments. To conclude the day, the students had the opportunity to create their own sauces and share their creations.

It was a delight to host this group of students, and we hope they left inspired by the possibilities of their bright futures.



Edlyn CEO Amir Arjmand welcome presentation to the students



Students from local high school tours our Edlyn site



everyone's family



Meet our Supplier

Kagome

Kagome Australia started processing tomatoes in Echuca, Victoria in 1996. They are one of the largest tomato processing companies in the Southern Hemisphere, delivering a range of high quality tomato-based products.

Kagome employs more than 70 full-time team members, with even more during the busy harvest season at the beginning of the year. The tomatoes are grown locally and tended to by growers, agronomists and farm operations team members, who understand the importance of carefully nurturing products from paddock to plate. The best-selling and much loved Wood's Tomato Relish is made from the fresh, plump tomatoes grown by Kagome.

On April 12, the Edlyn team visited the Kagome site to learn more about their innovative farming and processing technology.

Kagome Australia is just one of the Australian-owned companies that Edlyn Foods proudly support.



Edlyn is proud to support Kagome Australia and their committed to sustainable agricultural practices.

Edlyn

Notice Board



Edlyn Queensland Account Manager Craig Mileham with End User Competition Winner Bruce from Alex Pantry Spar



Edlyn Procurement Manager Joey Kuruville attends his friend's wedding in Paris



Congratulations to Edlyn NPD Supervisor Liban Keynaan who proposed to his partner Elline



Edlyn Finance Officer Wendy Gibbs recently visited her grandson Huy Gia Miles in Vietnam



Edlyn CEO Amir Arjmand hosted lunch for and Edlyn Production Team to try some of our products at Edlyn Foods



Edlyn Marketing Manager Andrew Williams and partner Kim climbed the Sydney Harbour Bridge on their recent trip to Sydney

