



# Inside Edlym

September 2022

## *A word from the CEO*



### Stretching our Wings post Covid

During this last quarter we were finally able to hold our belated sales conference in our Innovation Kitchen. It has been three years since our last in-person sales conference. Admittedly, advances in technology have made it easy to stay connected, and on an even more regular basis. However, to be able to see members of our sales team from all around the country finally all under the same roof was very refreshing and encouraging. I was able to spend several very productive days with our valued members of sales and marketing teams. We were able at last to celebrate their tremendous efforts over the last couple of years and also to review the exciting future plans we have ahead of us.

I am finding that our Innovation Kitchen is becoming an integral part of our business. We also held an internal "Innovation Day" in the month of August when our innovations team gave us a presentation detailing the latest food service trends together with some new product concepts.

In the last couple of months, I have had the opportunity to meet several groups of our partners in the food service industry, including both suppliers and customers, to discuss common challenges we are all facing post Covid. We invited various groups of them as guests at our facilities and used these occasions to showcase our capabilities and our potential future growth opportunities. During discussions with a number of these partners I was able to share our knowledge of recent trends in the industry. These interactions with our suppliers and customers have helped me learn more about the challenges they are facing. This additional insight has in turn enabled me to set our common goals for a future of increasingly solid partnerships and, together with these partners, stronger growth.

We are now all gearing up for the last quarter of our year, after which we will be able to celebrate our first whole year out of Covid quarantine and with an acceptable level of normality around Australia. But, for us at Edlyn Foods, we have another exciting challenge ahead. We are approaching the production season for Greenwheat Freekeh. Yes, it will be challenging, but at the same time very exciting for us to see all our planning being implemented and, as we hope, resulting in a very fruitful season ahead of us. I will update you on our progress in my next Word from the CEO.

**Amir Arjmand**

CEO

Edlyn Foods Pty Ltd

Edlyn's Sales Team reviewing some new product concepts



## *Sales Conference*

On Monday the 8th of August, we were finally able to hold our Annual Sales + Monthly Conference once again. The event was held over two days, providing the opportunity for the group to discuss and review the activities they took part in over the course of the last two of years. This was the first time since COVID lockdowns that we were able to get the team together at our Epping site. Some representatives were met with familiar faces, whilst others were meeting their interstate colleagues in-person for the first time.

The first day commenced with our CEO Amir Arjmand, sharing Edlyn's strategic vision, illustrating our company-wide objectives. Marketing Manager Andrew Williams discussed what his department has been doing to support sales, and shared the results we've achieved. Day one concluded with a competitor product review, where the sales team compared various condiment brands against some of our latest product developments. This activity is always insightful, highlighting the standout quality of our products. After an intensive first day, dinner was organised at the Republic Tavern, where the team was able to socialise in a more casual setting. Day two involved a workshop, in which the team got into groups to brainstorm and share strategies, targeting challenges they currently face. These stimulating discussions allowed the team to review and improve upon their current strategies.

Ultimately, the two-day conference proved to be extremely valuable for all those involved. Every attendee came with insight which can be effectively implemented in the new financial year.



Sugar Australia Manufacturing Site Yarraville, Melbourne

# *Meet the Supplier*

## Sugar Australia

Sugar Australia is a joint venture between Wilmar Sugar Australia (Wilmar) and Mackay Sugar; it is the leading supplier of refined sugar products across the country's industrial, food service and retail markets. Founded in 1855 under Colonial Sugar Refining (CSR) in Sydney, it began production in Yarraville, Melbourne in 1873, where it continues to operate presently.

Raw sugar is sourced from Queensland, where it has been milled from Australian-grown sugar cane. At Yarraville, the main steps in the sugar refining process are: affination and dissolving, clarification by phosphatation, deep bed filtration, decolourisation over granular activated carbon, crystallisation, separation of crystals from syrup by centrifuging, drying, crystal size classification by sieving, and then packaging. Annual refined volumes out of Yarraville are around 300,000 tonnes.

Edlyn Foods has been sourcing various products from Sugar Australia for many years. Their main product lines are Liquid Sugar, Manufacturers Sugar and Caster Sugar, which are used in our Toppings, Condiments and Bakery mixes. Edlyn sources roughly 4000 tonnes of sugar products per annum.

Sugar Australia's Vision is to deliver innovation and leadership in the world of sweeteners, and to share the pleasure of sweetness. They achieve this through their core values of integrity, excellence, passion, innovation, teamwork and safety. These values are aligned with those of Edlyn Foods, and for this reason, Sugar Australia is well-suited as our supplier of sugar products.

# In the kitchen with Edlyn

Prepared by: Aaron Duffy  
Development Chef



## Freekeh, Asparagus & Mushroom Risotto.

In line with our Greenwheat Freekeh range launch, we asked our Development Chef Aaron Duffy to create a healthy and delicious risotto.

This risotto recipe ticks the boxes on what a classic risotto should be: rich, creamy with a porridge-like consistency, yet each grain retains a distinct bite.

Featuring a variety of mushrooms and asparagus bites, this healthy and nutritious alternative to a traditional risotto is packed full of delicious flavour.

For an even quicker alternative, use our pre-cooked Wholegrain Greenwheat Freekeh for a healthy meal prepared in half the time.

Finish it off with shaved parmigiano-reggiano or a full bodied parmesan cheese for a mid week dinner option the whole family will love.



## How to make it

### INGREDIENTS:

- 1Kg Bone Roasters Chicken Stock
- 250g Wholegrain Greenwheat Freekeh
- 100g Butter
- 100ml Olive Oil
- 85g Asparagus, peeled and finely sliced
- 1 Leek (white, trimmed, cleaned and finely sliced)
- 50g Oyster mushrooms, chopped
- 50g Button mushrooms, chopped
- 50g Swiss brown mushroom, chopped
- 50g Shitake mushrooms, chopped
- 50g Shimeji mushrooms, chopped
- 50g Enoki mushrooms, chopped
- 20g Parsley, finely chopped
- 35g Garlic Cloves, chopped
- 100g Onion, peeled and chopped
- Salt & Pepper to season
- Cream to adjust consistency
- 75g Parmesan

### METHOD:

1. Heat 50g of the butter and the oil and saute the leek. Add chopped mushroom over low heat and cook for 5-10 minutes. Stir in parsley and garlic and set aside.
2. Bring chicken stock to the boil and keep on low simmer.
3. Add remaining 50g of butter and oil and saute the onion until soft but not coloured. Add the pre-cooked freekeh and stir well to coat the grains in oil.
4. When the Freekeh starts to sink to the bottom, pour in the boiling chicken stock (a ladle at a time until stock is used up). Stir consistently adding more stock when the liquid has been absorbed.
5. Add the mushroom mix and sliced asparagus into the Freekeh risotto and continue to cook for a few minutes allow it to heat through.
6. Slowly add in cream to make the risotto creamy. Add salt and pepper to season.
7. Serve risotto plain or with shaved parmesan cheese and fresh basil.



# Innovation Day

The Innovation team has been working very hard in the last few months and we are very excited to finally launch Edlyn Food's Innovation Day experience.

On Monday 22nd of August, we held our first Innovation Day at Edlyn's Innovation Kitchen. In this session the Innovation team presented the latest market trends in the condiment category. Based on these trends, they put forward very interesting condiment concepts for our relish, sauces and mayo ranges. The Australian plant-based meat category was also discussed and many important findings has come from this conversation.

Innovation Day is an important tool for Edlyn Foods to keep us up to date with latest trends in the food & beverage category. It will also provide us with the opportunity to review & discuss important topics such as sustainability, health and wellbeing.

This experience will be held once a month and will be delivered to Edlyn's staff and to our customers. The objective of this experience is to be an idea generator, an eye opener and a fantastic experience to spread the Innovation "flame", which is part of our Edlyn's identity & values, throughout our staff and customers.

We're very excited for what the future will bring through this Innovation Day experience and the Innovation team is looking forward for the next session topic. Watch this space closely as many exciting and innovative ideas come from this experience.



Innovation Team hosted their first Innovation Day to senior management



Greenwheat Freekeh Range

## Introducing our Greenwheat Freekeh range

Edlyn Foods is thrilled to announce the launch of two new products under the Greenwheat Freekeh brand, a new 2kg size of the original wholegrain and cracked grain freekeh, as well as a new pre-cooked wholegrain freekeh available in a shelf stable 1kg pouch.

This new pre-cooked wholegrain freekeh is the first of its kind in Australia, offering a ready to use freekeh product, reducing the preparation time by almost 30-45 minutes when compared to the original Greenwheat Freekeh products.

The pre-cooked freekeh grain has a 12 month shelf life and can be used straight from the bag for things like salads or microwaved in less than 5 minutes for use in all your warm dishes. It is quick and versatile and the perfect product for that busy kitchen.

In addition to the new pre-cooked 1kg product, a new 2kg foodservice size has been added to the original Greenwheat wholegrain and cracked grain range.

Packaged in a resealable pouch and with a 36 month shelf life, the product offers a larger foodservice pack size for customers.

All Greenwheat Freekeh is made from Australian grown and harvested wheat, picked and roasted when green and at its peak nutritional level.

The range of Greenwheat Freekeh has a 5-star health rating, offering a good source of protein, dietary fibre and Iron. Moreover, it's Potassium rich and has a Low GI. It's the perfect substitute for rice and can be used in dishes like salads, soups and casseroles.

**Now available through all foodservice distributors or contact your Edlyn representative for more information.**

# Meet the Distributor

## Metropolitan Foods

Metropolitan Foods is a proudly Australian-owned business, Established in 1991 by Frank and Marisa Muzzin. Even today, Metropolitan Foods hasn't strayed too far from its humble beginnings in Melbourne. It is still owned by the same family and is very particular about the quality of the personalised service they offer their customers..

Being a member of FSSA (Food Service Suppliers Association Australia) has enabled Metropolitan Foods to be consistently up to date in the industry, to implement training and discussions within the company, and to spearhead new innovations. They carry over 7,000 chilled, frozen, dry and specialty products, allowing them to cater to a range of businesses around Melbourne. They distribute to restaurants, cafes and hotels as well as hospitals, nursing homes and schools.

Metropolitan Foods' promise is to provide quality, in both its products and services. They choose to partner with Edlyn Foods, as we share these high standards in our own company. Moreover, Edlyn is similarly Australian owned and operated. Over the years, Edlyn has built a strong relationship with Metropolitan Foods, who have chosen to distribute a wide range of Edlyn and Wood's product categories. Our well known Toppings and Relish are a favourite amongst Metropolitan Foods customers. Meanwhile, our Wood's Squeeze Bottle range continues to grow in popularity.

Edlyn is extremely pleased to continue our successful relationship with Metropolitan Foods.



Metropolitan Foods team



# Meet the End User

## Braybrook Hotel

Located in Braybrook, Victoria, the Braybrook Hotel is well-renowned for its international cuisine, serving an average of 250-300 customers per day. It's easy enough to see why, with such a variety of food available from its buffet and dessert bar (the chocolate mousse, we're told, is especially popular). To meet the challenge of serving so many customers, the Hotel employs over 20 staff, who work in and around the kitchen.

Amid the busy environment, Edlyn plays a much quieter role: our Caesar Salad Dressing, Tartare Sauce, Gravy Mix, Maple Syrup and Tomato Relish can be found in various dishes on offer. In particular, Sous Chef Nanda Thota, has commended the flavour of our Edlyn Rich Brown Gravy Mix, noting that 'it's always had great flavour and pairs well with a number of the different meat dishes that we offer'.

'I've found Edlyn products have been consistent in taste and quality, which is of course preferred by our returning customers. Another example is Edlyn's Chocolate Mousse, which is popular not only with customers but with our kitchen staff, who find it easy to prepare'.

The Braybrook hotel has been serving its community for many years, and its popularity shows no sign of slowing down. With two thriving sister hotels, The Olympic and The Price of Wales, it's clear that the Braybrook's approach is a recipe for success.

Edlyn is delighted to be a small, yet valuable and delicious ingredient in that recipe.

Sous Chef Nanda Thota (left) and Edlyn Account Manager Neville (right)



# Edlyn

## Notice Board



Production & Demand Planner Nina Suwantevakup on a short family vacation in Sydney



Procurement Manager Joey Kuruvilla with his wife and kids on holiday in India



Marketing Manager Andrew Williams with his Fiance on vacation in Hawaii



VIC Account Manager Roger Hutchins on holidays in Whitsunday Island in Queensland. The fish in photo is a Spanish Mackerel



VIC Account Manager Neville Barton on his holiday in Rottnest Island Western Australia



Customer Service Team Leader Rosa Amerena on holidays in Yeppoon holding baby crocodile

