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**MARKWELL  
FOODS**

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FOODS

# **COMPANY PROFILE**





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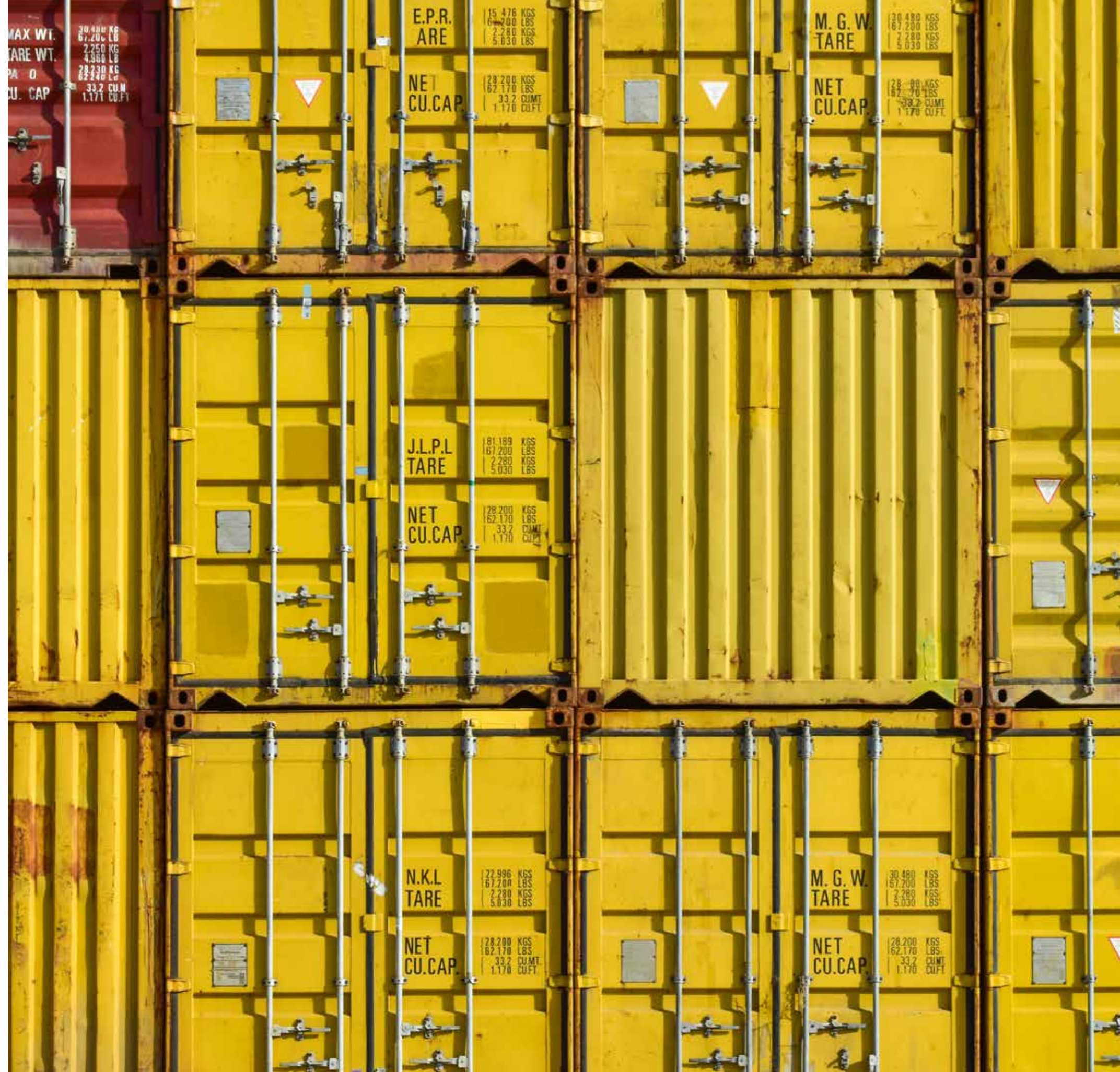
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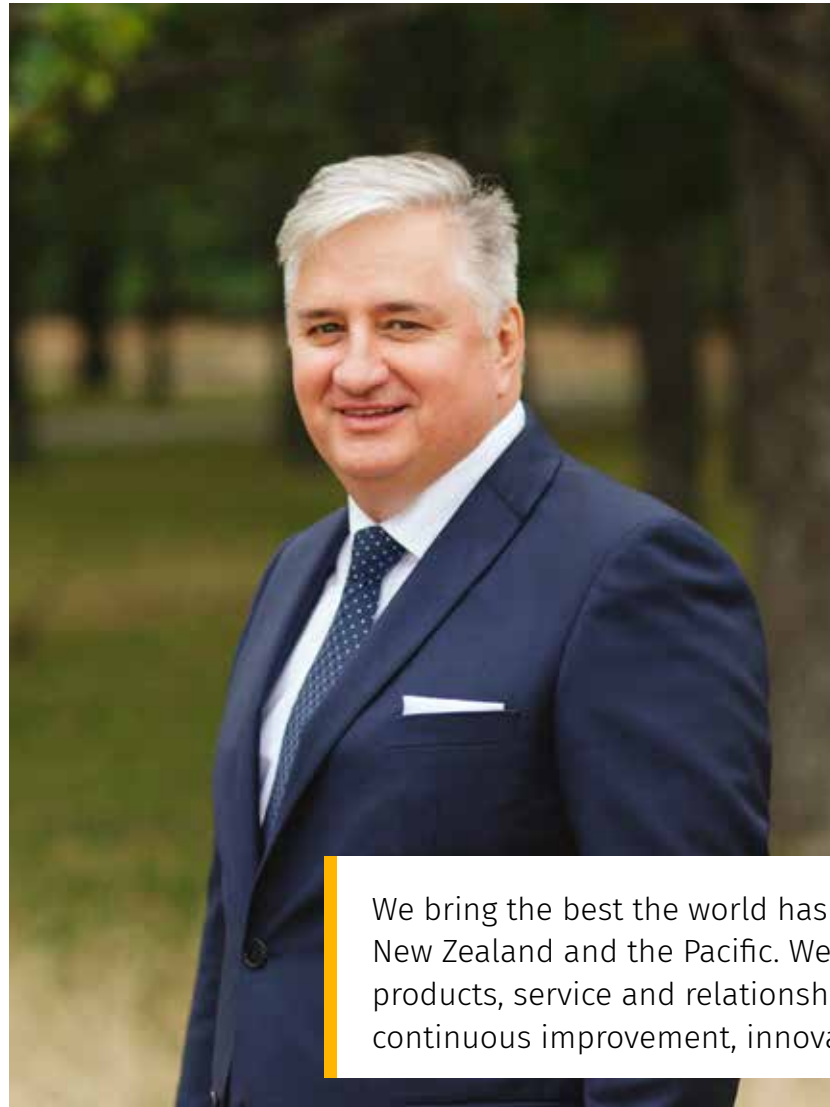
# Vision

## Vision

We are passionate in seeing the food industry in Australia, New Zealand and the Pacific prosper.

## Purpose

We bring global and local value to our industry partners so we all succeed together.



We bring the best the world has to offer to Australia, New Zealand and the Pacific. We strive for excellence in products, service and relationships. Our mission is one of continuous improvement, innovation and sustainability.

Gerald Jurie

MANAGING DIRECTOR, MARKWELL FOODS

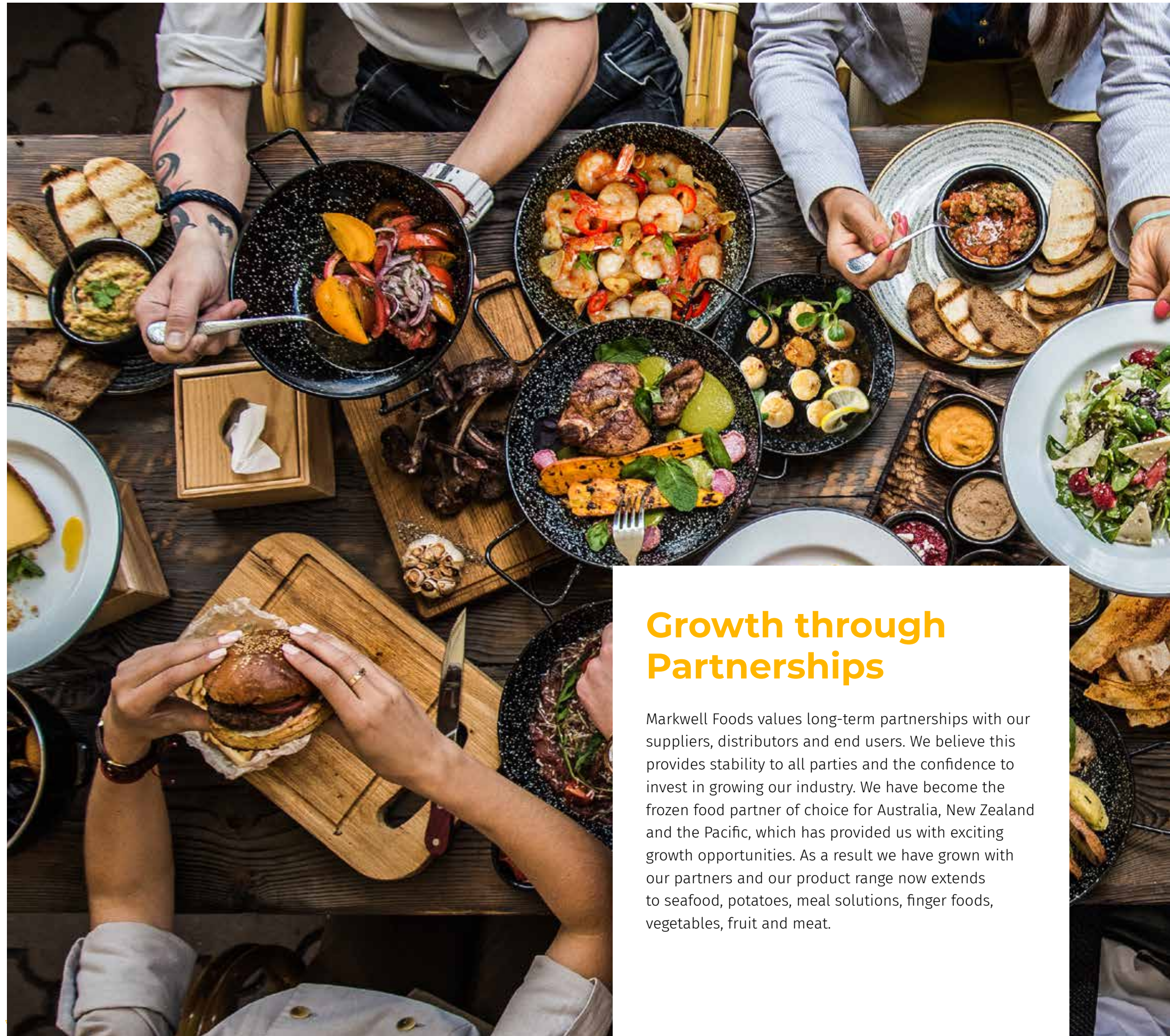
# & Purpose



# Markwell Foods Overview

For **over 60 years** Markwell Foods has sourced the highest quality products from around the globe to satisfy our highly innovative and world class food industries. We are driven by a passion for food, hospitality and the success of our customers. We have an excellent portfolio of trusted brands across many of our industries largest categories including Shore Mariner, Markwell, Lamb Weston, Big Country, SB, Butlers, Ardo, Love Taste.

Markwell Foods has headquarters in both Brisbane and Auckland, employs over 120 people in Australia, New Zealand and the Pacific. We source our products and manage the cold chain from over 30 countries throughout Europe, Asia, the Middle East, Africa, and the Americas.



## Growth through Partnerships

Markwell Foods values long-term partnerships with our suppliers, distributors and end users. We believe this provides stability to all parties and the confidence to invest in growing our industry. We have become the frozen food partner of choice for Australia, New Zealand and the Pacific, which has provided us with exciting growth opportunities. As a result we have grown with our partners and our product range now extends to seafood, potatoes, meal solutions, finger foods, vegetables, fruit and meat.

Overview



## Expertise at every step

Our product offerings are supported by sales and marketing excellence through all major distributors, this provides large scale, efficient delivery of Markwell Foods products to thousands of outlets every day including restaurants, cafes, hotels, supermarkets, route outlets and other food service customers.

## A Better World

Markwell Foods is committed to taking a leadership role in subscribing to high standards of ethical conduct by working with our suppliers to positively influence social, ethical and environmental outcomes.

We recognise our corporate and social responsibilities reside as much in our supply chain as in our activities. We continually seek to ensure that the products and services we source are sustainably produced. Suppliers, whom respect and comply with relevant laws, regulations treaties, covenants or other agreements, such as the International Labour Organisation (ILO) standards are preferred. We look for suppliers that demonstrate a commitment to implementing policies and practices consistent with and complementary to our own.

By ensuring the products we source are ethically produced we provide a platform from which responsible behaviours can build.



# Beginnings

In the 1950s, Markwell Foods started as a family owned fishery and processing company, Markwell Pacific, in **Tweed Heads, northern NSW**. It serviced local and international markets with fresh and value-added seafood products.



## Markwell Timeline



BOYDS BAY AND BRIDGE FROM RAZORBACK  
TWEED HEADS

# Our Sister Companies

Markwell Foods belongs to the Competitive Foods Australia Ltd (CFAL) Group. Together they form one of the largest privately owned food companies in Australasia and span the supply chain from raw material sourcing, manufacturing, importing, wholesaling, food service retail & QSR. The group employs over **10,000 employees** and has revenues in excess of **\$2.5b annually**.

## Competitive Foods Australia (CFAL)



HUNGRY JACK'S



MARKWELL FOODS



COM GROUP



CONSOLIDATED FOODS



JERSEY MIKE'S



PRIMO / MORATIS

Our Sister  
Companies

# Our Local Market



ONE OF THE  
**Largest frozen food  
import wholesalers**  
in Australia, New Zealand  
and Pacific.

We supply to

**26** countries

**40** million consumers

**8** sales offices

**6** cold storage DC's

**120+** staff

**3500+** containers TEU's per annum

**\$250** million revenue



# Our Global Supply Chain

We source the best of the world to grow the Australia, New Zealand and Pacific food industry.

30 countries  
100 suppliers  
3500 containers TEU's per annum  
1000 products



  
FISH & SEAFOOD

  
POTATO PRODUCTS

  
VEGETABLES

  
FRUIT

  
MEAT

  
FINGER FOODS

  
MEAL SOLUTIONS

  
SMOOTHIES



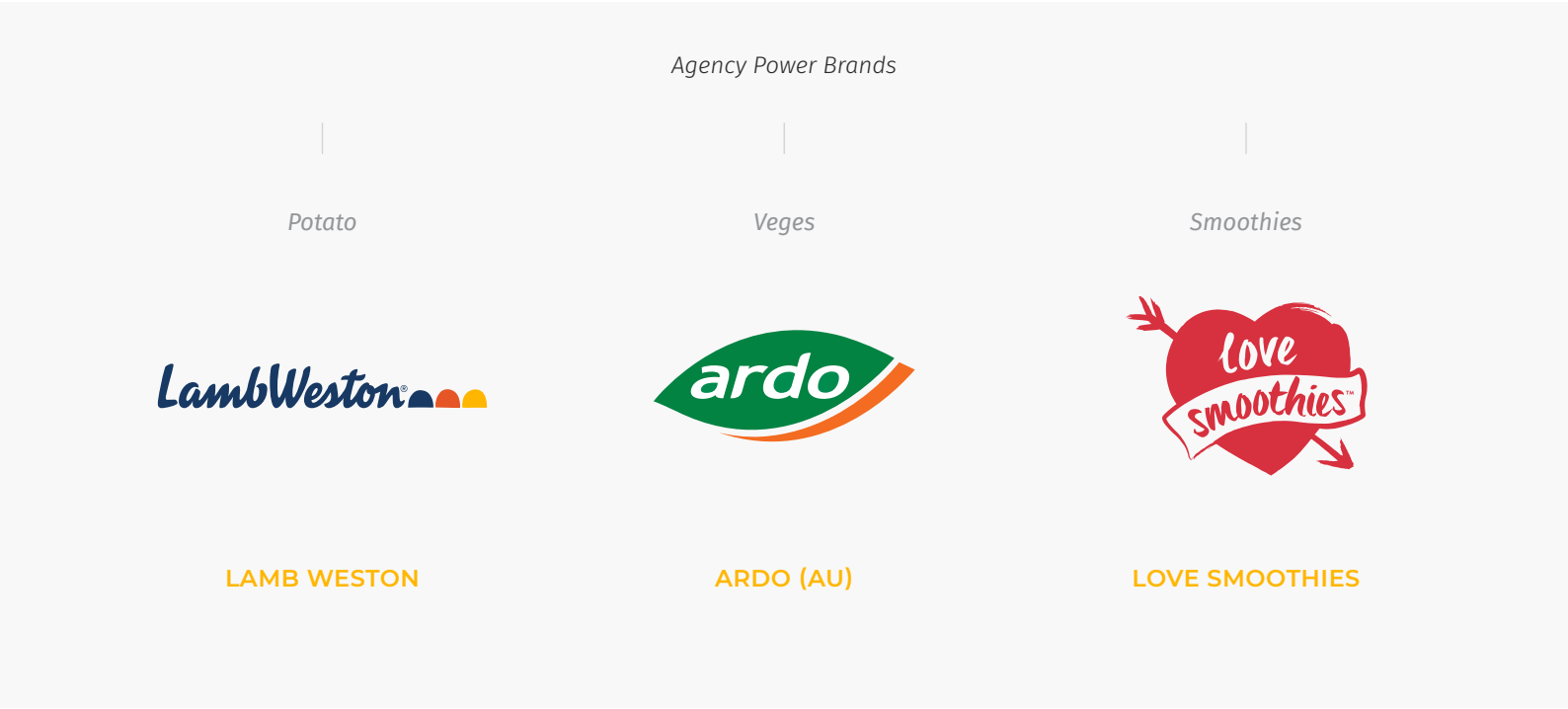
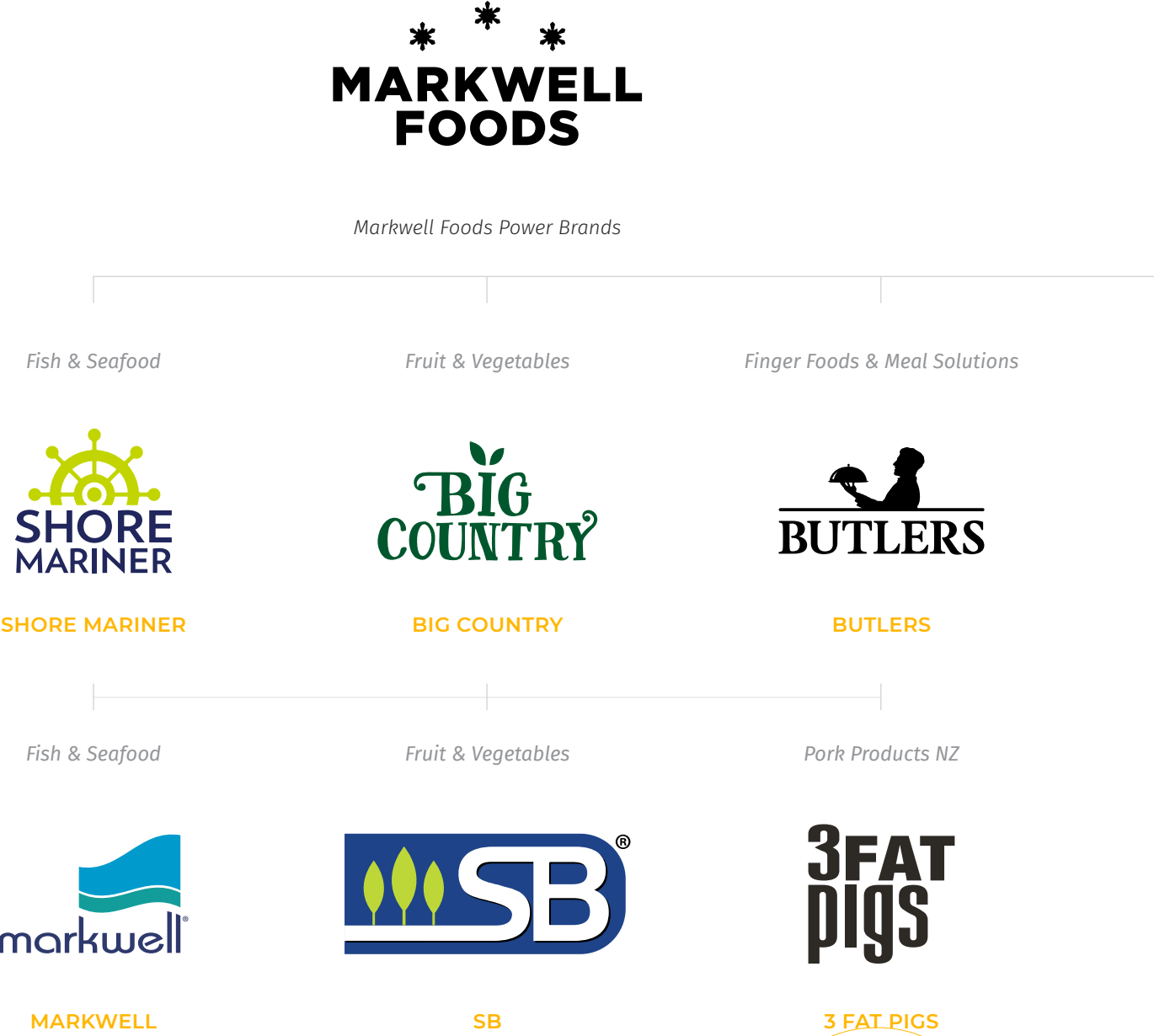
# Our Brands

For decades, food professionals have turned to Markwell Foods brands for quality products they can trust, confidence in supply, a fair price and customer service that supports them every day.

Partnering with our distributors and food professionals we have developed an esteemed portfolio of quality brands; including **Shore Mariner, Markwell, Lamb Weston, Butlers, Big Country, SB, Ardo, Love Smoothies, 3 Fat Pigs and more.**

As a full service sales and marketing frozen food company we have become the agency of choice for global frozen food brands looking to grow their business in the Australian, New Zealand and Pacific markets.

If you're interested in partnering with Markwell Foods to help grow your business in our market, **we'd love to hear from you.**



Our Brands



# Our Products

At Markwell Foods our business is built on great food. If the product doesn't deliver, nothing else matters. So from the oceans, rivers, trees and fields where our products are harvested, to your plate, we take care every step of the way to deliver food that's delicious and safe.

We like to know where our products come from, so we have formed personal relationships over many decades with our suppliers and manufacturers.

Our customers look to us to help grow their businesses and as a result our business has grown. We now boast an excellent portfolio of products that we are passionate about.

**To learn more about our products visit:**

**Australia:**

[www.markwellfoods.com.au](http://www.markwellfoods.com.au)

**New Zealand:**

[www.markwellfoods.co.nz](http://www.markwellfoods.co.nz)



# Our Products





## Seafood

Markwell Foods has been sourcing and providing fish and seafood to the Australasian market since the 1950s. Fish and seafood products require experience, technical knowledge and the ability to develop trusted partnerships with companies that often have deep family and regional legacies. Markwell Foods boast some of the most experienced and respected fish and seafood buyers in Australia and New Zealand and have subsequently become the preferred partner of frozen seafood products into our markets.

The following are some of our key product lines: Prawns, Scallops, Squid, Salmon, Hoki, Barramundi, Squid, Cuttlefish, Mussels, Crab, Lobster, and other value added products.



## Potato

Lamb Weston is a leading supplier of frozen potato, sweet potato, appetizer and vegetable products to wholesalers and retailers around the world. Founded in 1950, as a small family business, Lamb Weston has led the global frozen potato industry in innovation, introducing innovative value added products for its customers.

Lamb Weston products can be found in more than 100 countries and employs more than 6,000 people around the world in sales offices, manufacturing plants and corporate offices.

Markwell Foods has the exclusive agency for Lamb Weston in Australia, New Zealand and the Pacific. We have significant year on year growth as the quality and value of Lamb Weston potato products have continued to inspire the local food service markets.



## Fruits & Vegetables

Markwell Foods has seen an increasing demand for high quality frozen fruits and vegetables from its food service and retail customers. Increased consumer demand for exotic fruits and vegetables outside of local growing seasons, have also contributed to an increase in demand. Our fruits and vegetables have the advantage of being harvested at peak ripeness, peak nutrition and peak flavour. They are then snap frozen to lock in goodness all year round. Chefs and consumers provide regular feedback that the taste and quality of our products often surpass the quality received from the fresh supply chain.



## Finger Foods

Markwell Foods has worked with chefs to develop a range of appetizers, snacking and finger food products. Our range includes iconic Australian and New Zealand favourites and innovative new products that reflect the ever evolving tastes of consumers.

Our finger foods support chefs by offering reduced prep-time for busy kitchens while delivering quality and great taste every time. We aim to save kitchens time and money while also delivering consistently tasty products to their customers.





## Meal Solutions

Markwell Foods provides a wide range of mouth watering meal ingredients that chefs can build main menu items around. Our meal solutions are based on classic Australian and New Zealand menu items as well as innovative new products that reflect evolving consumer tastes.

Our meal solutions support busy kitchens with reduced prep time but consistent quality products packed full of flavour.



## Smoothies

Love Smoothies™ are an award winning range of fruit and vegetable smoothies. Each smoothie comes in a prepackaged frozen sachet of whole fruit and vegetable pieces with no additives, flavours or preservatives.

For each Love Smoothie sachet simply combine with 200ml of apple juice into a blender and blend for 30 seconds for a great tasting smoothie. Love Smoothies provides our end users' customers all the goodness of 100% natural fruit and vegetables and our end user staff all the ease of 'pour, add sachet, blend'.



## Meat Trading

The Markwell Foods meat trading division sources beef, lamb and pork products from all regions of New Zealand and globally to deliver the best products and value to our customers.

We operate as a partner in your business by providing opportunities and a platform to grow your business and profit.



## Setting the Cold Standard?

If you're interested in supplying one of our products, or would like to do business with us **we'd love to hear from you.**

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