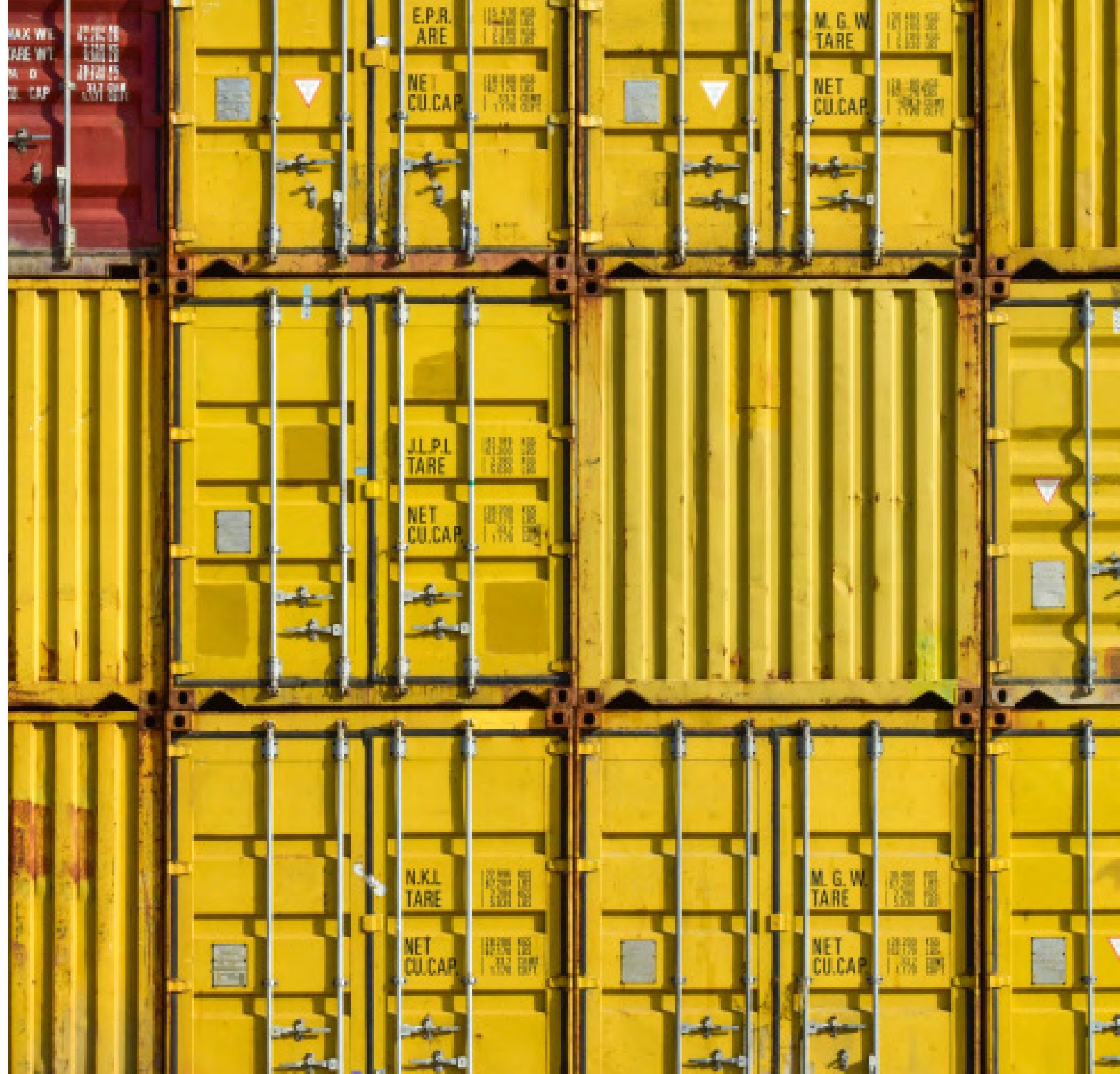


# COMPANY PROFILE



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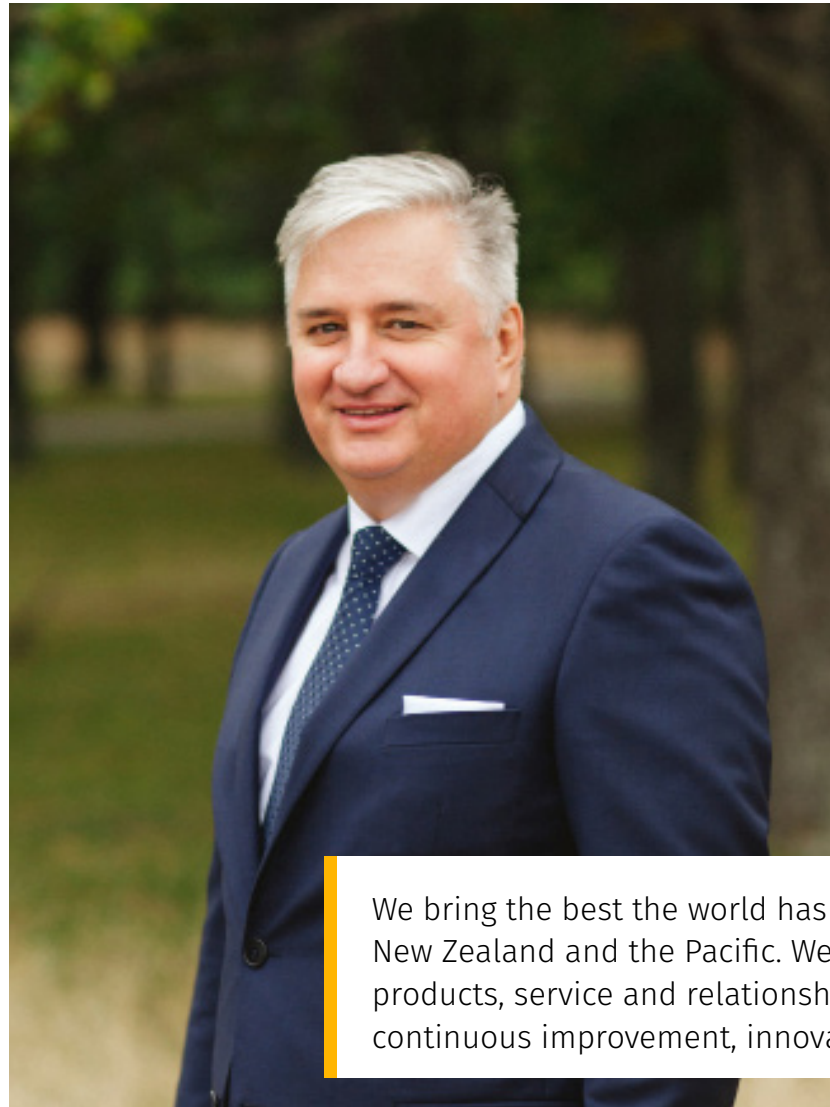
# Vision

## 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

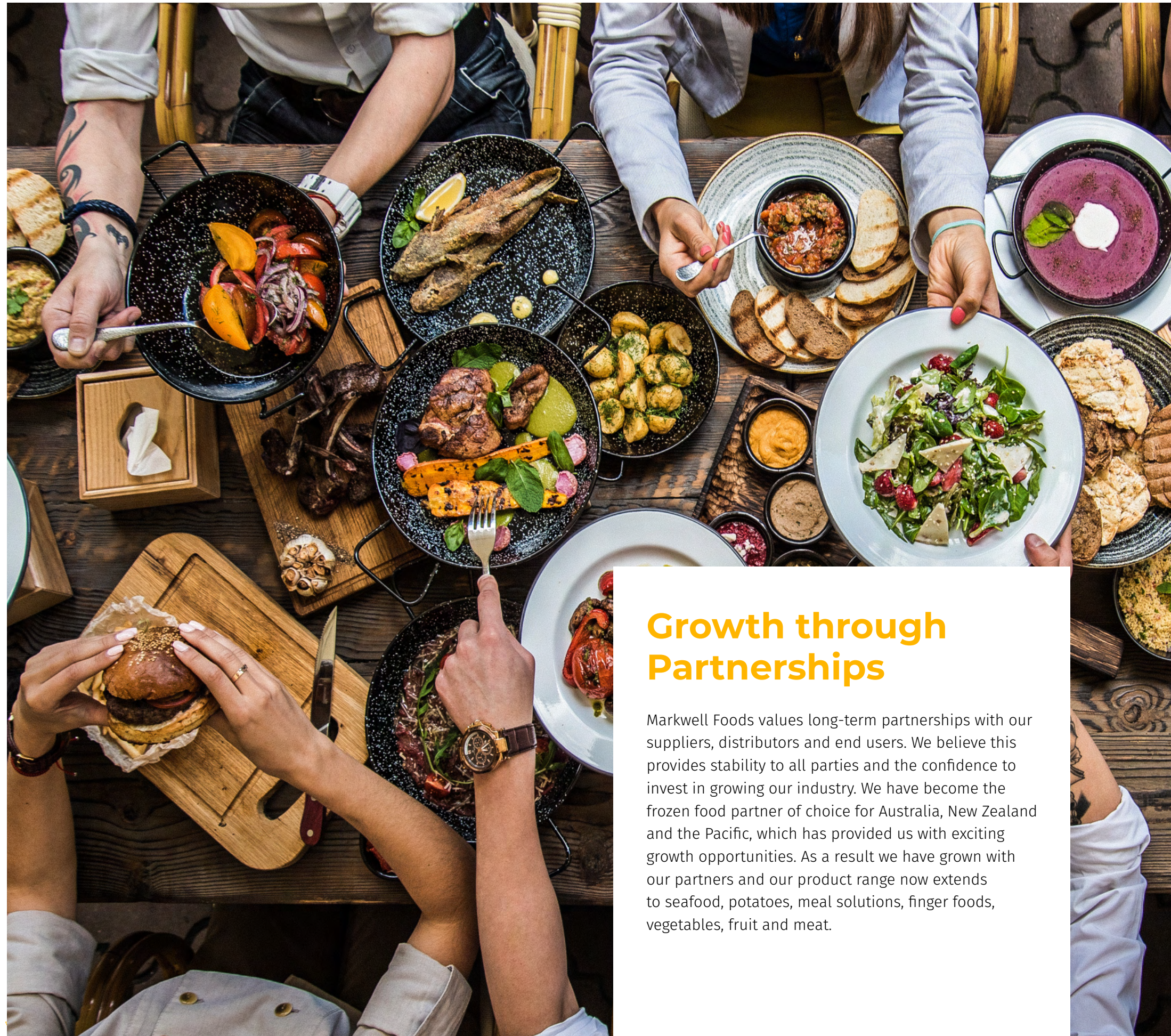
# & Purpose



# 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 Markwell, Shore Mariner, Big Country, Butlers, The Green Butcher, Ardo, Lamb Weston, Sambazon, Love Smoothies.

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

<b>MARKWELL PACIFIC</b> 1950  Markwell Pacific starts as a family owned fishery and processing company in Tweed Heads, Australia.	<b>SHORE FOODS</b> 1980  Shore Foods starts as a pioneer in the imported seafood business with the Kingfisher brand and innovates with proprietary products new to New Zealand from all over the world.	<b>CFAL</b> 1993  Markwell Pacific was acquired by the Competitive Foods Group (CFAL) best known for its Hungry Jacks and KFC chain of restaurants.	<b>SHORE MARINER</b> 1993  Shore Foods acquired Mariner Foods Ltd and became Shore Mariner.	<b>MARKWELL FOODS</b> 2000  Shore Mariner was acquired by the Competitive Foods Group (CFAL) group to to form a Trans-Tasman/ Pacific food group.	<b>GALPAK</b> 2007  The Markwell Foods product portfolio grew with the acquisition of Galpak, a renowned premium Barramundi producer.	<b>SEABEST</b> 2008  Markwell Foods acquired Seabest International, a major frozen seafood supplier in the Australian retail marketplace.	<b>FINDUS</b> 2008  Markwell Foods obtained the brand license in Australia and New Zealand for European super frozen food brand Findus.
<b>LAMB WESTON</b> 2012  Markwell Food Group obtains distributor exclusivity in Australia and New Zealand for global giant Lamb Weston.	<b>VEGETABLE &amp; FRUIT</b> 2014  Markwell Food Group enters the frozen vegetables and berries product category with its launch of Big Country and SB.	<b>MEAT</b> 2017  Markwell NZ acquires the meat trading company Topline to expand its product portfolio to meats.	<b>ARDO</b> 2018  Markwell Foods Australia acquires the exclusive agency for Ardo.	<b>LOVE SMOOTHIES</b> 2018  Markwell Foods Australia and New Zealand negotiates the exclusive agency for Love Smoothies.	<b>POTATO</b> 2021  Markwell Foods Australia launches a proprietary range of potato & appetiser products under the Big Country Label.		



# 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





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

**40 million** consumers

**8 sales offices**

**6 cold storage** DC's

**120+ staff**

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

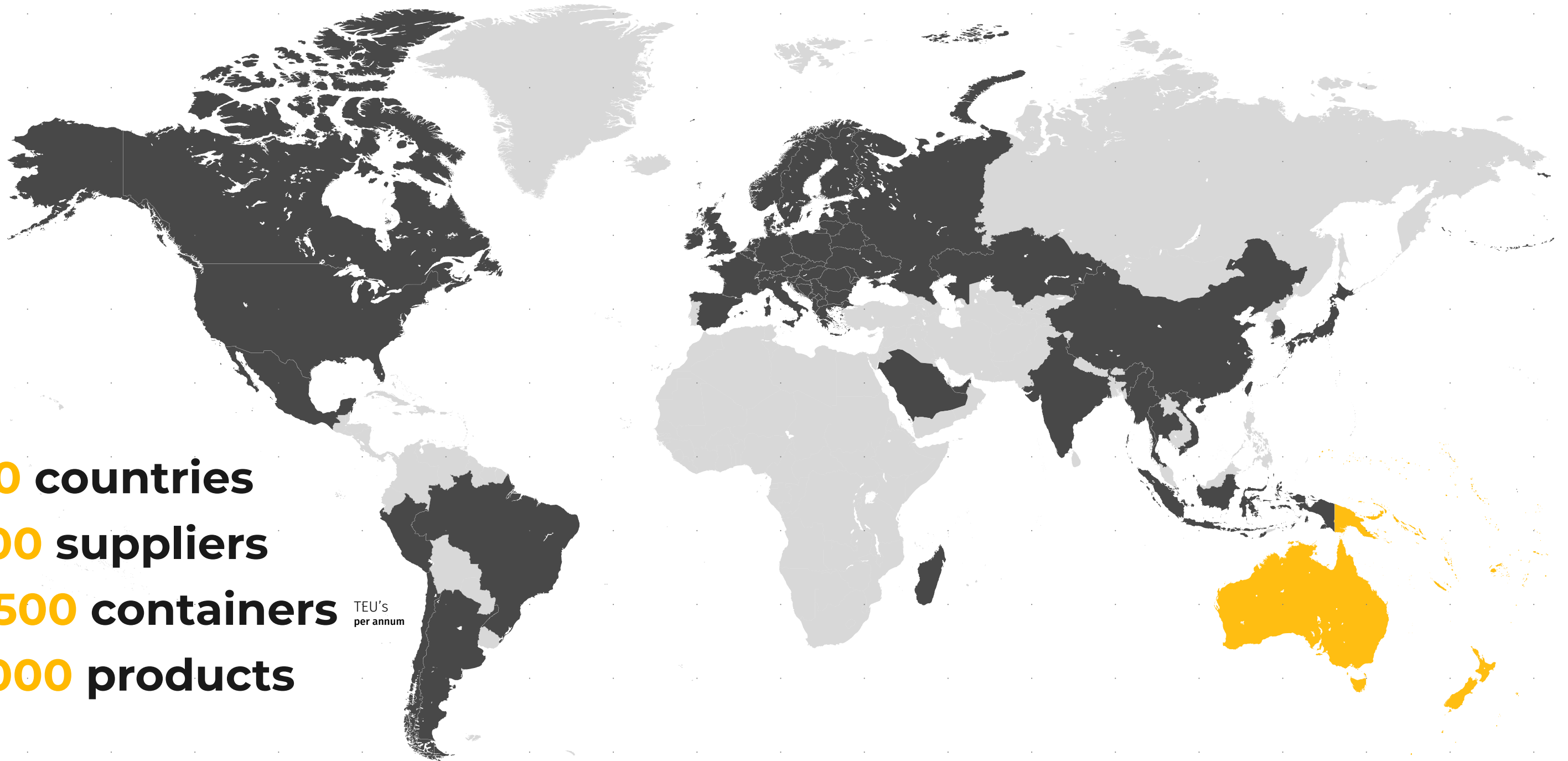
**\$250 million** revenue



# 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



# 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.

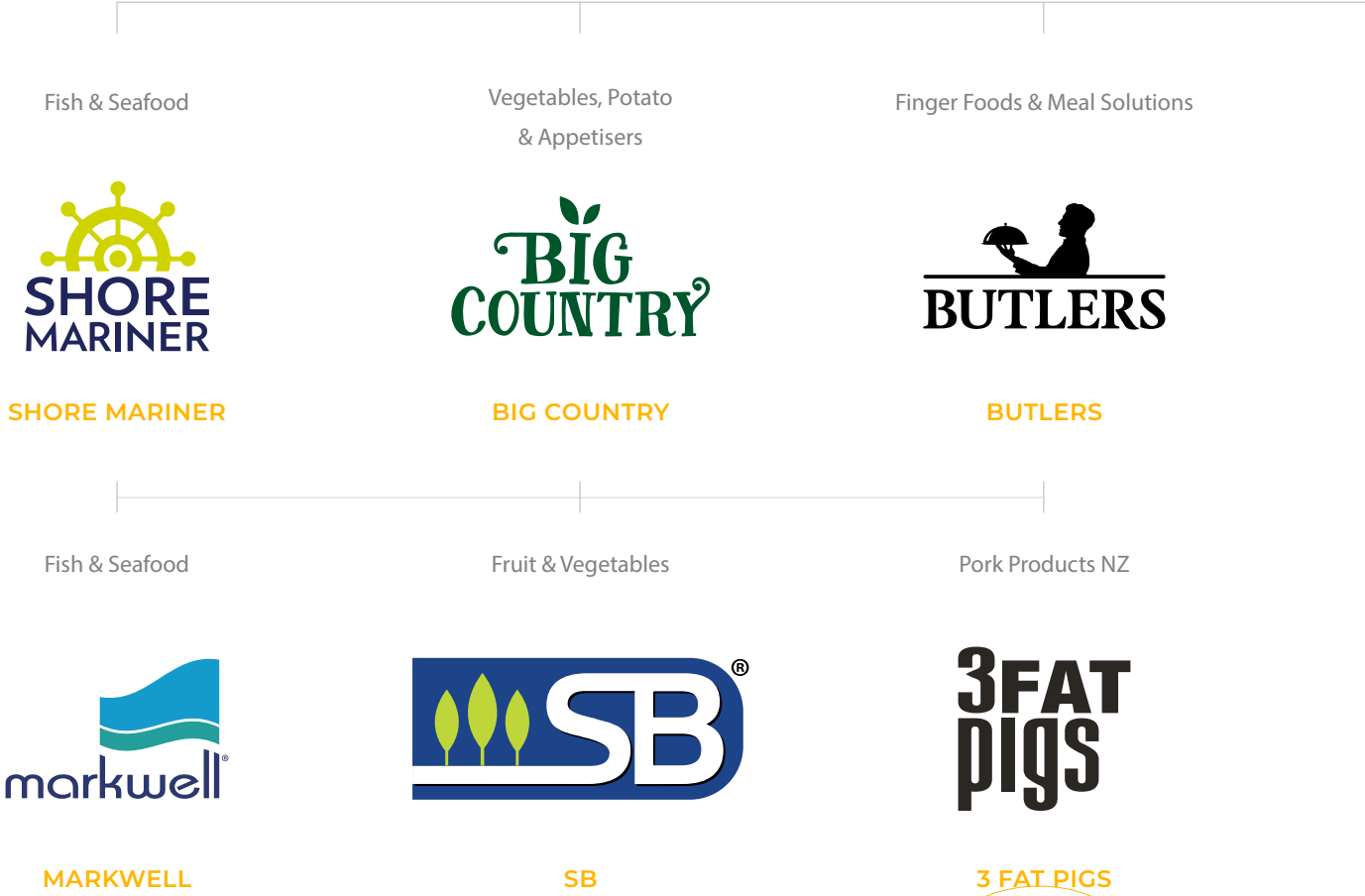
Partnering with our distributors and food professionals we have developed an esteemed portfolio of quality brands; including **Markwell, Shore Mariner, Big Country, Butlers, Green Butcher, Ardo, Lamb Weston, Sambazon, Love Smoothies Smoothies, and more.**

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.

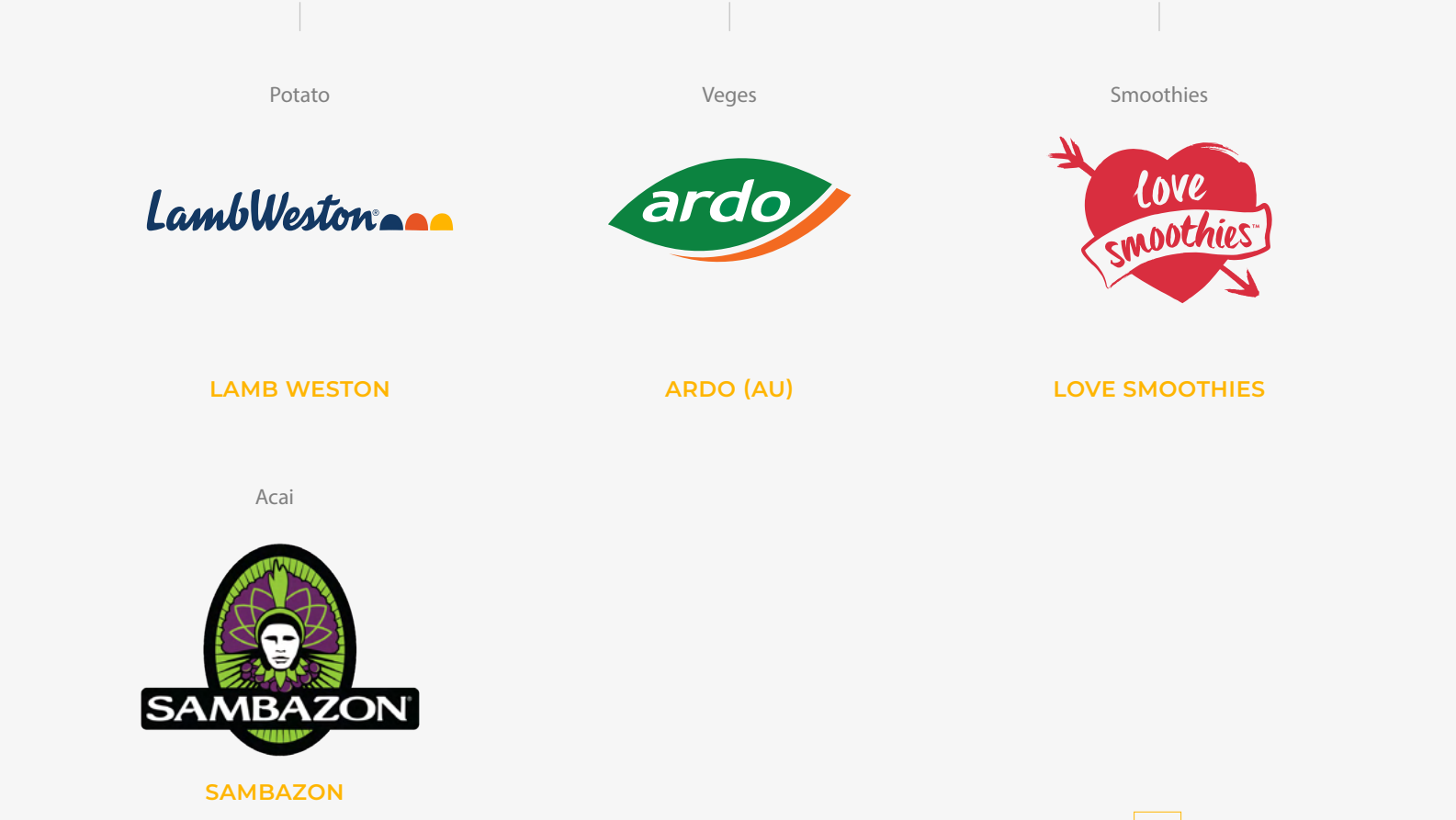
If you're interested in partnering with Markwell Foods to help grow your business in our market, **we'd love to hear from you.**



Markwell Foods Power Brands



Agency Power Brands



Our Brands



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 & Appetisers

Markwell Foods now markets Potato & Appetiser products under 2 separate brands.

New Zealand markets the Lamb Weston range of products, known and loved by consumers in more than 100 countries around the world.

Australia markets the new Markwell Foods proprietary range of products, packed exclusively for us by the world's leading producers under our own Big Country label.

The range consists of Traditional Fries, Value Added and Specialty Cuts, along with a range of Appetiser products.



## 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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