

MARKWELL FOODS

SETTING THE COLD STANDARD



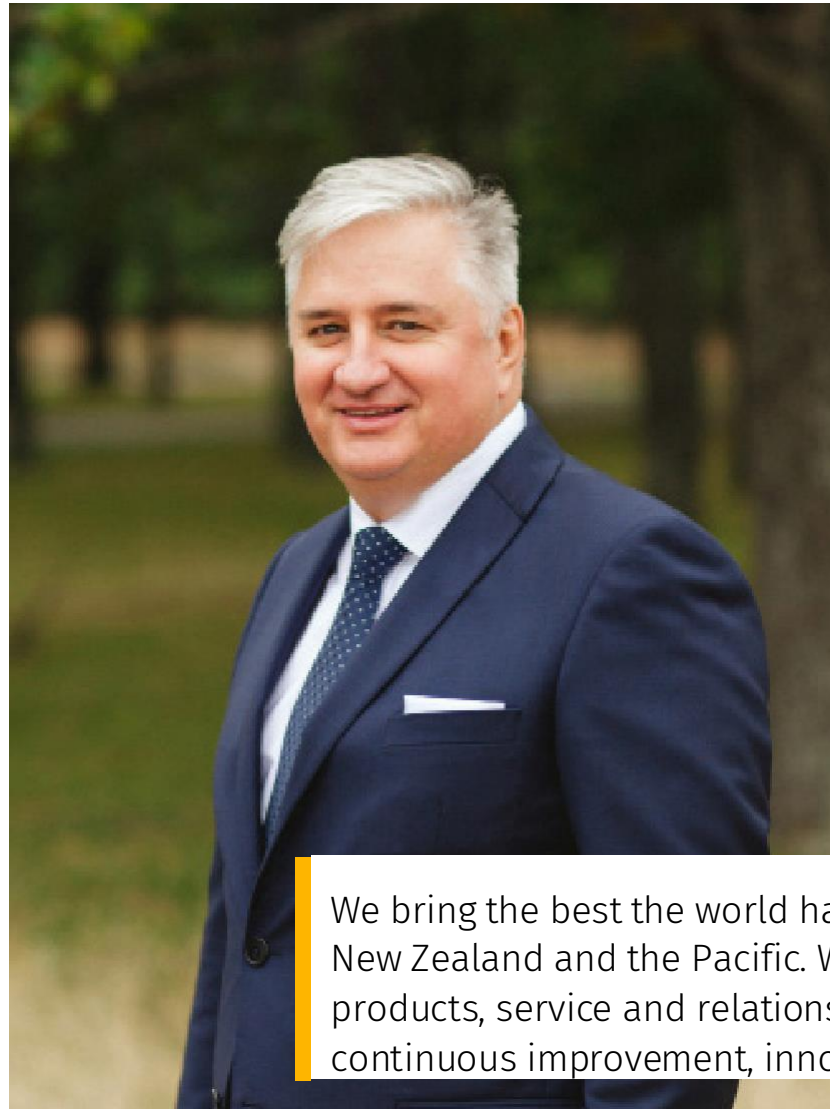
Vision

Vision

We are passionate to see 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 AUS / NZ

& 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, Ardo, Sambazon, Love Smoothies. Markwell Foods has headquarters in both Brisbane and Auckland, employs over 120 people in Australia and New Zealand. We source our products and manage the cold chain from over 50 countries throughout Europe, Asia, the Middle East, Africa, and the Americas.



Overview

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

CFAL

1993

Markwell Pacific was acquired by the Competitive Foods Group (CFAL) best known for its Hungry Jacks and KFC chain of restaurants.

MARKWELL FOODS

2000

Shore Mariner was acquired by the Competitive Foods Group (CFAL) to form a Trans-Tasman Food Group.

GALPAK

2007

The Markwell Foods product portfolio grew with the acquisition of GalPak, a renowned premium Barramundi producer.

SEABEST

2008

Markwell Foods acquired SeaBest International, a major frozen seafood supplier in the Australian retail marketplace.

LAMB WESTON

2012

Markwell Foods obtains distributor exclusivity in Australia and New Zealand for global giant Lamb Weston.

VEGETABLE & FRUIT

2014

Markwell Foods enters the frozen vegetables and berries category with the launch of Big Country and SB.

MEAT

2017

Markwell NZ acquires the meat trading company Topline to expand its product portfolio to meats.

ARDO

2018

Markwell Foods Australia acquires the exclusive agency for Ardo.

LOVE STRUCK

2018

Markwell Foods negotiates the exclusive agency for Love Smoothies. A range of premium Fruit Smoothies.

POTATO

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 & QSR. The group employs over **10,000 employees** and has revenues in excess of, **\$2.5b annually**.

Competitive Foods Australia (CFAL)



MARKWELL FOODS



COM GROUP



CONSOLIDATED FOODS



HUNGRY JACKS

Our Sister Companies

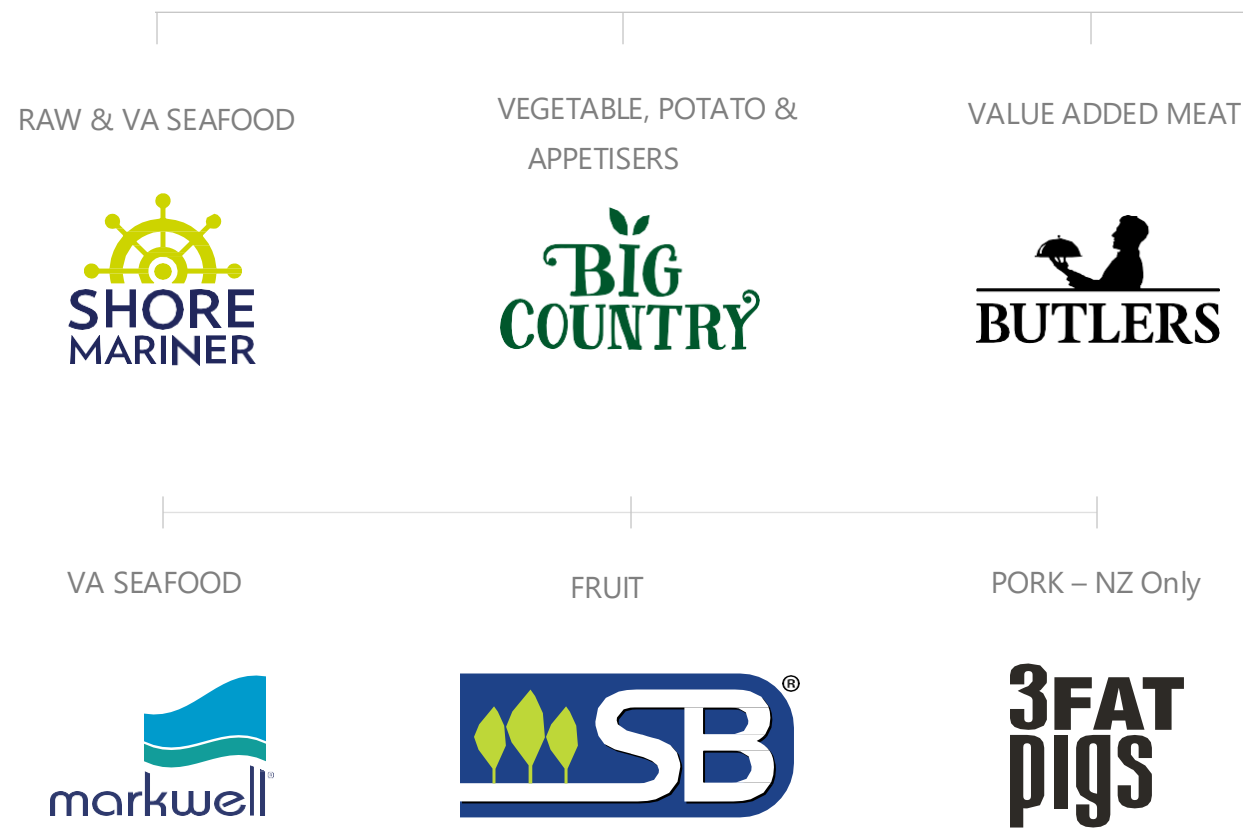
Our Brands

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.

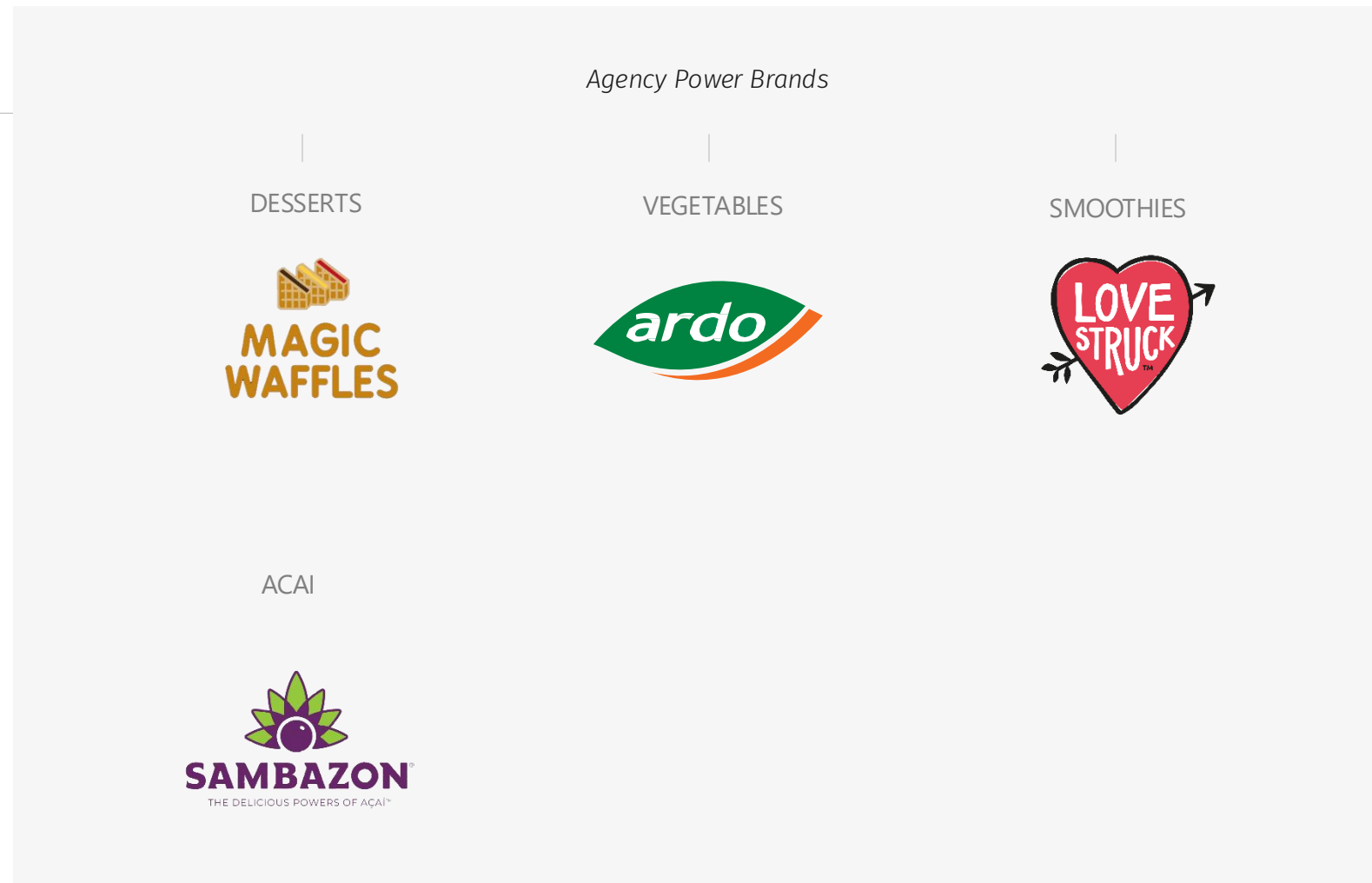
Partnering with our distributors and food professionals we have developed an esteemed portfolio of quality brands; including **Markwell, Shore Mariner, Big Country, Butlers, Green Butcher, Ardo, Lamb Weston, Sambazon, Love Smoothies Smoothies, and more.**



Markwell Foods Power Brands



Agency Power Brands



Our Brands



40 million consumers

8 sales offices

6 cold storage DC's

120+ staff

5000 containers per annum

\$250 million revenue

ONE OF THE

Largest frozen food importers and wholesalers in Australia, New Zealand and Pacific.

Our Global Supply Chain

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

50+ countries
100+ suppliers
5000+ containers
1000+ 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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