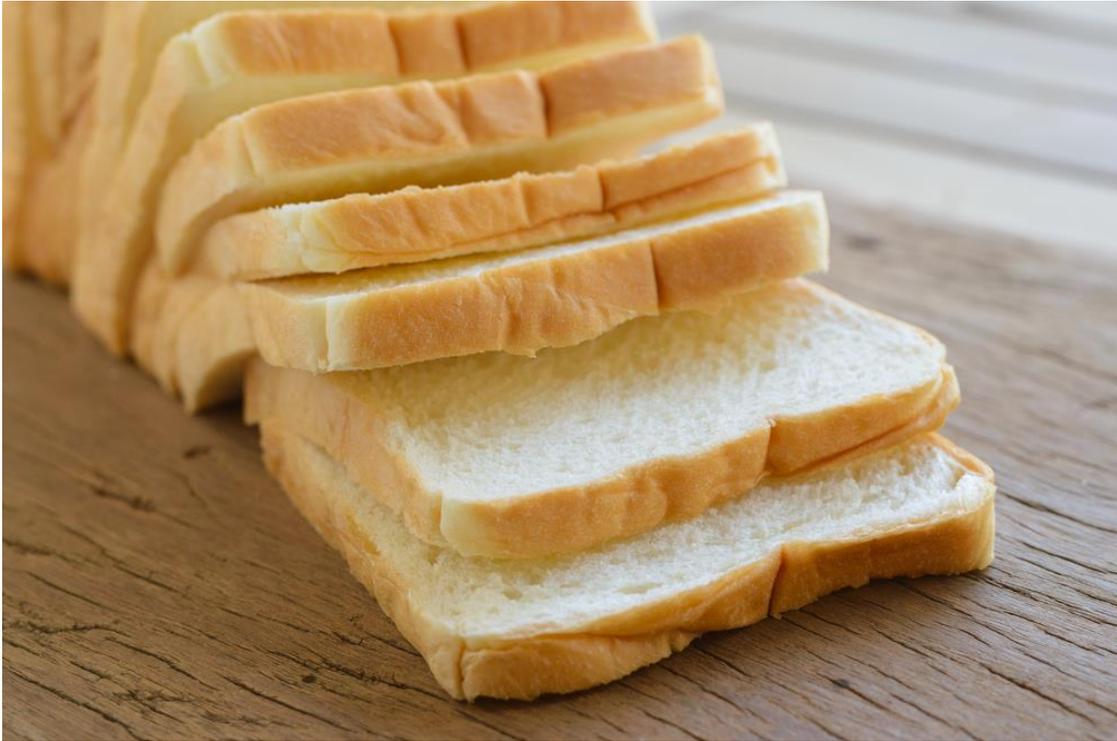


Goodman Fielder



About Goodman Fielder

Procurement Australasia partners with Goodman Fielder Food Service to provide our Members with access to a large range of brands that you know and love.

Known for their breads, Goodman Fielder Food Service has an extensive range of foodservice products which can assist with menu planning and meal preparation. Goodman Fielder boast an excellent portfolio of consumer brands well known across Australia. These include Mighty Soft, Helga's, Wonder White and many more. Goodman Fielder also has a range of cooking oils and other ingredients to support meal preparation. For generations consumers have turned to their well-known brands to deliver central food items to them every day.

Goodman Fielder is a leading regional food company across Australia, New Zealand and Asia Pacific. They manufacture, package, distribute, market and sell a wide range of food products that cover every meal occasion. Through Goodman Fielder Food Service you can get a variety of products, including fresh baking (directly supplied), artisan and specialty breads, edible oils, pastry, rice, margarine spreads, bakery ingredients, oat based cereals, mayonnaises, sauces, vinegars as well as cake and dessert mixes (available through our distribution partner Bidfood).

Environmental sustainability

Goodman Fielder's vision is 'to be the leading and most innovative local food company'. They believe that environmental sustainability will support their vision and have therefore set environmental priorities across their supply chain and operations. These include reducing waste, managing the impacts of climate change, responsible sourcing and sustainable packaging across their supply chain, and reducing energy consumption, reducing water consumption, reducing waste and legal compliance and local community relationships across their operations. They are also a proud supporter of Foodbank, the largest hunger relief organisation in Australia.

**Goodman Fielder Product Range available through
Procurement Australasia**



- Mighty Soft
- Wonder White
- Helga's
- Country Life Bakery
- Bush Oven Outback Bread
- Lawson's Traditional Bread
- Molenberg
- QBA

**Goodman Fielder Food Service brands available through
Procurement Australasia**

- Bush Oven Outback Bread, Country Life Bakery, Helga's, Lawson's Traditional Bread, Mighty Soft, Molenberg, QBA & Wonder White – bread
- Cacao Ivory – chocolate
- Chefri, Crisco, ETA, Fryall, Gold Choice, Gold Cup, Gold 'n' Canola, Kernol No. 4, Meizan, Neptune, Profry, Simply & Zena – oil
- Cornwell's – vinegar
- Equal – sugar substitute
- Fortune – rice
- Fry Rite, Red Band – shortening
- Golden Award, MeadowLea & Mrs McGregor's – margarine
- Goodman Fielder Ingredients
- Holbrooks & ETA – sauces
- La Famiglia – garlic bread
- Pampas – pastry
- Pilot – bakery margarines & shortenings
- Praise – mayonnaise
- White Wings – quality pre-mixed products, oats & muesli
- Whole Earth – sugar substitute, made with stevia

Goodman Fielder's range of brands & products that provide ingredients for foodservices are available from Bidfood, Procurement Australasia's preferred distribution partner. Fresh bread and bakery snacks are directly supplied from Goodman Fielder.

Foodservice Solutions

Procurement Australasia deliver high quality food service solutions by working with major manufacturing/supply partners, equipment partner and specialist foodservice consultants. Talk to us about benchmarking your break costs for possible savings, sourcing fresh nutritious foods and consultancy for menu planning, operations review and training.

