



Best Connection

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Edlyn Announce NSW Appointments

As Australia's oldest city, Sydney has long been recognised as the country's capital in everything but name. As the nation's economic powerhouse, the Harbour City acts as a major international tourist draw card, with its rough and ready energy mixed against the backdrop of the raw and refined Sydney Opera House and Harbour Bridge.

As a result, the variety of delicious and daring culinary delights within Sydney, and moreover greater New South Wales, has exploded; generating a turnover in excess of roughly \$3.72 billion annually.

With an anticipated annual growth of 3.8% in the Foodservice Industry nationally according to BIS Shrapnel, Edlyn Foods knew the benefits were obvious in securing greater awareness and coverage in NSW. Consequently two Account Managers have recently been appointed, with the aim of servicing the needs of Foodservice wholesalers and end users alike.

Joshua Deans comes to Edlyn Foods with a background in account management, garnering experience in the smallgoods industry. Having thrived in this competitive environment, Joshua has demonstrated an excellent rapport with wholesalers and end-users alike and eagerly anticipates the challenges the new role will bring.



Jason Milich



Joshua Deans

Whilst focusing on the management of his territory, Joshua's primary objective centres on sales growth throughout all product categories. An avid sports lover, Joshua is ideally gearing his career towards a managerial role, preferably within a national sales team.

Joining Joshua is Jason Milich. Jason's initial experience within the foodservice industry largely stems from a hands-on approach, previously plying his trade as a qualified Chef. As Jason's experience and knowledge grew, he discovered his enthusiasm and natural flair for product promotion, consequently taking on sales roles within Foodservice distribution and manufacturing.

On the back of over four years experience, Jason has taken to his role with Edlyn Foods in amazing fashion. Jason, whose passion for photography is only overshadowed by his love of travelling, ultimately considers himself working towards a managerial role, or even venturing into the lucrative market of importing and exporting within the food industry.

"The appointment of two new account managers is a key step as we enter our next growth phase in NSW", states Managing Director, Andrew Donnelly.

These circumstances mean Edlyn Foods will be bidding farewell to our long time Sales Broker in NSW, Helen and Ken Muggridge from Stechrama, whose affiliation extends beyond 7 years.

The team at Edlyn Foods would like to thank Helen and Ken for their dedication over the past years.

Additionally we welcome Joshua and Jason into the fold and wish them all the best in their new roles.

At Edlyn Foods we want to ensure we are reaching the right people with our message. Please complete your details below and return via fax on 03 9330 3237 or post to Edlyn Foods, 13 Lindaway Place, Tullamarine VIC 3043.

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Inside Edlyn



Andrew Donnelly
Managing Director

The last 3 months have proved to be extremely hectic. After the usual pre-Christmas rush, things have remained busy. Sales, Production, and Recruitment of a number of key staff have kept the company well occupied since New Year.

Whilst behind our original schedule, the major move to new manufacturing and office facilities will still occur in the latter part of 2007. This new facility will combine all manufacturing and warehousing for Edlyn Foods under one roof.

An important step in planning for our new facilities, was participating in a study conducted

by RMIT University students Inge Sarunic and Christoph Begert, on the Sustainable Factory. The main aims of the project were to make recommendations for the design of a sustainable energy building, provide financially attractive sustainable solutions, and aim to achieve energy savings of 40% minimum, and Greenhouse Gases by 50% per year.

If all recommendations were adopted, energy savings would be in the order of 50% and reduction in GHG emissions approximately 90%. It is our intention to implement the majority of the reports recommendations.

I feel as business owners we have a social and environmental responsibility, to make the right decisions in this regard. The choices we make today, will have a lasting impression on the future.

I am always pleased to receive feedback and questions from readers of Best Connection.

Please contact me on adonnelly@edlyn.com.au or phone on (03) 9338 9011.

Meet the Team

New Product Development

Through knowledge and experience, Edlyn Foods is dedicated to providing a climate for innovation. The New Product Development team is always strongly encouraged to provide original and unique product offerings, ensuring our position as supplier of choice.

Championing this cause is Deborah Nguyen, our Food Technologist and Product Development Specialist. With an impressive resume spanning 12 years in food and beverage with a variety of multinationals, Deborah has been a valuable addition to the company. Monitoring new product development from concept to launch, whilst developing product reformulations and improvements, Deborah has been a valuable addition to the company.

Though regardless how busy Deborah gets, she always finds time to wind down, whether it be getting away with the caravan for a spot of fishing or tending to the abundance of orchids in her backyard.

Working closely with Deborah is Veronica Shanahan, who operates as the Quality Assurance Technician. Veronica is closely approaching three years with Edlyn Foods, taking on greater responsibility with each progressive year, showing great application and a genuine willingness to learn.

Veronica's experience in the lab extends beyond 5 years, primarily focusing on quality assurance in a variety of industries. Consequently, this passion for science has also seen her develop a curiosity in forensics, an interest she wishes to pursue in the coming future. Eager to start a family with her partner Scott, Veronica also trains in kickboxing to keep fit whilst indulging in her love of music.



(L-R) Deborah Nguyen with Veronica Shanahan

End User Profile - King's Bistro, Launceston

Tucked away in the northern regional centre of Australia's island state is Launceston. Long considered Tasmania's premier food and wine region, the delights of local produce are exemplified through the refined Sparklings, zesty Rieslings, and complex Pinot Noirs – all perfectly complementing the fresh local seafood, meats, and gourmet fruits and cheeses.

Surrounded by such culinary pleasures, it is easy to see where Damion Weedon draws his inspiration and passion from. Working as the Head Chef at the locally revered King's Bistro in the heart of Launceston, Damion recently caught up with Edlyn Foods to talk about life, food and the future of the foodservice industry.



Damion Weedon

How long have you been in the hospitality industry?

I began working as an apprentice chef nearly eight years ago now. A lot of my formative training was in a number of local leading hotels, restaurants and cafes throughout Launceston. Fortunately, given the access we have to the best quality produce, the area now has an abundance of award winning cafes and restaurants' showcasing the best Tasmania has to offer.

What inspired you to become a chef?

Growing up I was always instilled with a natural appreciation for good produce and fresh food. It seems a natural step to eventually engulf myself in an exciting and creative profession.

What's your favourite Edlyn Foods or Wood's Premium Condiments product? Why?

I particularly love the range of chutney's and relishes available through

Wood's Premium Condiments. However if I had to pick a favourite then I would highly recommend the Bush Tomato Chutney, with its great consistency and authentic texture – always a perfect compliment for a range of traditional Australian meats or any sharp cheeses such as aged cheddar or goats cheese. We have also recently introduced a Cajun Pork Loin with herbed vegetables, sweet potatoes and chive mash. We topped this off with the uniquely spicy Hot Apple Chutney – definitely my favourite dish at the moment.

What do you think is the best source of Industry information?

I've found that establishing a good rapport with the industry reps always provides a good insight into foodservice trends. I'm always encouraging regular conversations with reps and establishing good communication with merchandisers and suppliers.

What trends have you noticed lately in the hospitality industry?

I feel as though the climate within the foodservice industry is really fuelling innovation, and pushing for new, interesting and unique product offerings. However along with this innovation come a lot of imitators, so it appears vital to be first to market to ensure penetration and success.

What changes would you like to see happen in the foodservice industry?

It has always been beneficial to have access to a wider range of sample stock. I've always encouraged experimentation in the kitchen, and having new or soon-to-be-released ingredients on hand enables us to create future menu suggestions on the fly. In addition to this I find it imperative for reps to always be able to provide up-to-date information and pricing on the products available.

Spicy Mango & Apricot Crab Cakes

SERVES 10

This is one of those great dishes that chefs love to have on hand and play around with, especially entering the autumn months. It fits easily into the entrée or main course category, and has a great colour and presence on the plate. With a bit of imagination, anybody can play around with the ingredients required to produce a masterpiece.

Ingredients

- 1 kg Butterfish
- 500 gm Fish fillets
- 350 gm Crab meat
- 35 ml Fish sauce
- 250 gm **Wood's Mango & Apricot Chutney**
- Pinch Sugar
- 10 ml White wine
- 2 Eggs
- 30 gm Fresh chillies, chopped
- 1 bch Coriander, chopped
- 1 sml Ginger knob, sliced finely
- 200 gm **Wood's Red Capsicum Relish**
- 50 ml Oil.



Method

Puree the fish and then include the crab meat. Add the **Wood's Mango & Apricot Chutney**, sugar, eggs, wine, chillies and the fish sauce, along with the chopped coriander and ginger. Mix all the ingredients together to form a smooth textured paste.

Form into even sized patties. Then gently heat a little oil in a fry pan and grill. You may if you wish add a little sesame oil at this stage.

Top the cooked Spicy Mango & Apricot Crab Cakes with a little of the **Wood's Red Capsicum Relish** and garnish accordingly.

Dietary Requirements (We are what we eat and can't eat) with Robert Scott



Robert Scott

Robert Scott joins Edlyn as Consultant Chef. He brings with him many years of experience working extensively as Executive Chef throughout UK and Europe, as well as locally. A successful restaurateur, Robert also hosts a local popular cooking program on ABC Radio, and conducts culinary courses at local Victorian wineries and B&Bs.

In today's society many of our clients are becoming more aware of what they eat, how it's cooked and what it contains. Customers are more diet and ingredient conscious and to a certain degree intolerant of certain commodities that food may contain.

The Oxford dictionary defines Therapeutic as "tending to the cure of disease, medical treatment".

So what is a Therapeutic diet?

A therapeutic diet is a selection of foods and cooking methods that are used to act as a preventative, supportive or controlling measure to meet the nutritional needs of the sufferer of a medical illness or condition. There are a great number of medical problems that require a modified diet.

Many chefs' today are faced with requests for a gluten free dish.

Usually this means that the customer may be a celiac or has a coeliac condition. To help clarify this condition - it basically means the

bodies immune system recognises gluten as a foreign substance and responds accordingly. The resulting immune response is of inflammation and swelling, and some internal bleeding may occur. If a diet containing gluten is maintained the lining of the small intestine may break down and thus lose its ability to absorb food.

A sufferer's health may depend on a gluten free or wheat free diet.

This all sounds a bit high tech and even scary! It need not be.

Wood's Premium Condiments are always conscious of such requests, and produce high quality products that are gluten free. This gives the chef more ammunition for their culinary arsenal. Clients don't expect to have their taste buds insulted and ignored because the chef lacks imagination and knowledge.

Gone are the days when a vegetarian would be given a plate of steamed vegetables to satisfy their request, or if other dishes were ordered to satisfy a therapeutic diet. We can still satisfy our client's needs without sacrificing flavour or variety.

When catering to the needs of customers with special dietary requirements, try to put yourself in their shoes. They do not want to cause a fuss or create extra work for you; they only require a meal that is safe, healthy and appetising to eat. Try to do whatever you can to make their dining experience enjoyable and uncomplicated.

For a complete list of all Edlyn Foods and Wood's Premium Condiments products that are gluten free, please contact our Customer Service Department on 1300 661 908 or visit www.edlyn.com.au.

Happy and safe cooking.

Saluting an Australian Icon

Every nation, sooner or later, is confronted with an event that ultimately defines and sculpts the moral fabric of its people and its society. For the fledgling nation of Australia, 25th April is the nation's most important occasion, marking the anniversary of the first major military action fought by the ANZAC forces with the Gallipoli landings during World War I.



The intangible spirit of the ANZACs is an integral part of our heritage, ultimately paving the cornerstone that underpins the core beliefs and values of the Australian image and way of life.

However perhaps the most tangible and symbolic element of the ANZAC spirit is the Anzac Biscuit. Theories abound regarding the origins of this national icon;

however it is largely agreed that the biscuit was designed to satisfy a need. A major concern with ration supplies in WWI centred on the considerably long sea journeys undertaken to reach the war front. The solution – a hard, long-keeping biscuit that provided sufficient nutritional value, whilst could survive the excessive journey, and still remain edible.

An icon was born!

Originally coined Soldiers' Biscuits, the Anzac Biscuit has since won the hearts of all Australians as the pseudo national biscuit. Traditionally hard and flat, soldiers themselves were able to make similar forms of the biscuit from ingredients they had on hand: water, sugar, rolled oats and flour. Over the years, softer and chewier versions of the biscuits appeared, commonly due to the inclusion of coconut, butter and golden syrup.

So commemorate April 25th in a truly Australian fashion by cooking up a bunch of ANZAC biscuits and sharing them amongst family, friends and customers.

Traditional ANZAC Biscuits

Ingredients

- 1 cup plain flour
- 1 cup rolled oats uncooked
- 1 cup desiccated coconut
- 1 cup brown sugar
- 1 cup butter
- 4 tbsp **Edlyn Foods Golden Syrup**
- 1 tsp **Edlyn Foods Bi-Carb Soda**
- 2 tbsp boiling water



Method

1. Combine the plain flour (sifted), oats, coconut, and sugar in a bowl.
2. Melt the butter and **Edlyn Foods Golden Syrup** in a saucepan over a low heat.
3. Mix the **Edlyn Foods Bi-Carb Soda** with the water and add to the butter and **Edlyn Foods Golden Syrup**.
4. Pour the liquids into the dry ingredients and mix well.
5. Spoon dollops of mixture, about the size of a walnut shell, onto a greased tin. Allow for spreading. Roughly makes 24 biscuits.
6. Bake in a moderate oven on 180°C for 15-20 minutes or until brown. Allow to cool on tray.



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