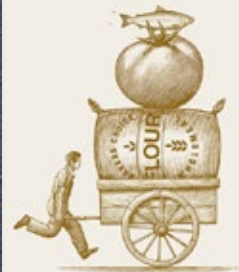


# Wise

ISSUE 2



**SERVICE  
FOODS**

BEHIND EVERY  
GREAT CHEF



## COMFORT

WINTER IS HERE AND IT'S  
TIME TO ADD SOME COMFORT  
FOOD TO YOUR MENU.

## TRADE SHOWS

CATCH UP ON THE 2023  
SERVICE FOODS' TRADE SHOWS  
THAT TOOK PLACE ACROSS NZ.

## PREPARED

SAVE MONEY AND TIME  
BY ORDERING PREPARED  
FRUIT AND VEGETABLES.

# Balars Whole Foods



## Our Ingredients

Herbs and spices have been the life-blood of the Balar family for over 140 years and Balar's proper ingredients have changed the way people cook in countries throughout the world. The ingredients in the Balars range have passed through the hands of chefs across Europe, Australasia, South Africa and the Americas. Ingredients that are still grown the same way, with the same care, in the same authentic regions that they have for generations.

## The best. Always

To give our customers the finest ingredients, great efforts are made to ensure that the quality of every harvest remains the same at every step. From the fields of India, to the forests of South America, to your plate at home. And to keep our high standards, each ingredient is also selected from the right farms in the right regions during the right season; allowing us to deliver authenticity and consistency everytime.



100%  
Natural



No additives or  
Preservatives



GMO free



Vegetarian

**BALARS GROUP**  
221 Ihumatao Road,  
Mangere, Auckland  
T. 09 258 5010

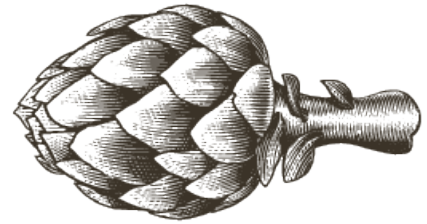
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Exclusively delivered by:



WELCOME

# A NOTE FROM THE MANAGING DIRECTOR



Kia ora, and welcome to MISE Issue 2.

To all our customers, suppliers, and team members, we appreciate your continued support as we enter challenging times for the industry. The hot topic out there is inflation, inflation, inflation! We see it everywhere across food and beverage, labour, rent, power, insurance – nearly everything. A perfect storm of supply chain challenges post-Covid, pent-up demand, and labour shortages causing the highest level of inflation since the stock market crash of 1987. When will it end?!

At Service Foods, we see firsthand some of the effects of inflation and are working hard to navigate this the best we can, to support our customers. Rest assured, inflation will slow, and unfortunately, the only way to slow inflation fast is through the use of interest rates – a blunt tool that will cause an economic slowdown.

To navigate this time, our industry must use careful menu planning - working with the seasons, tight waste and portion control and looking at different types of ingredients and menu price adjustments to remain competitive and relevant.

Please continue to focus on value versus price. Think outside the box. Customers will remain loyal when there is a strong value proposition.

At Service Foods, we continue to push ahead in a difficult period. We will continue to invest heavily in our Leonard's business, our technology and our people. With the recent acquisition of Coq Au Vin, we are broadening our reach in the Wellington region. We are focusing on investing in tools that will add value to our customers. Recently launched is our new website [servicefoodsonline.co.nz](http://servicefoodsonline.co.nz) which has detailed nutritional information, allergens and PIF sheets making menu planning easy.

We are proud to be New Zealand-owned, and we appreciate all of your continued support.



**Aneil Balar**  
Managing Director  
Service Foods

## INTRODUCING OUR NEW E-COMMERCE WEBSITE

YOUR NEXT ORDER IS ONLY A CLICK AWAY

VISIT [SERVICEFOODSONLINE.CO.NZ](http://SERVICEFOODSONLINE.CO.NZ)  
OR SEARCH **SERVICE FOODS** IN YOUR APP STORE TO DOWNLOAD



**SERVICE  
FOODS**  
BEHIND EVERY  
GREAT CHEF

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# THERE'S A SAUSAGE with your name on it!

CHEESE  
KRANSKY  
SAUSAGES  
MEATSL051



WE'RE A HOMEGROWN FAMILY BUSINESS AND BELIEVE IN DOING RIGHT BY KIWI FAMILIES. WITH GENERATIONAL RECIPES, TRADITIONAL PRACTICES AND INNOVATIVE FLAVOUR EXPLORATION; LEONARD'S WILL FOREVER BE 'THE BEST IN MEAT'.



0800 SAUSAGE

[WWW.LEONARDS.CO.NZ](http://WWW.LEONARDS.CO.NZ)



# TRADE SHOWS

**After taking a Covid-enforced break in 2022, our Trade Shows returned this year with shows in Auckland, Hamilton, Wellington and Christchurch.**

The curtains have closed on the Service Foods Trade Shows for 2023, and we want to express our sincere thanks to all those who attended. It was an incredible experience, and we couldn't have done it without your presence and support.

We were kindly supported by a large number of suppliers and show sponsors - Delegat, Dole/Pave, Stoddart, Alternative Dairy Co, Emma-Janes, Ozone Coffee Roasters, Good Vibes Water, Biopak Queen, Reso Fine Foods, Alliance, SHOTT and Jadcup.

Daniel Burt, Head of Marketing at Service Foods says the Trade Shows are an invaluable experience for customers and suppliers alike. "These shows can help fuel inspiration and expand horizons for owners, chefs and hospitality staff alike. It's a playground of flavours, techniques, and products that can help ignite creativity and allows an opportunity to discover and explore. From discovering new ingredients to witnessing live cooking demonstrations, our trade shows provide a platform for chefs to immerse themselves in menu innovation. It's where passion meets expertise, and where you can connect with industry partners, gain insights, and elevate your culinary game".

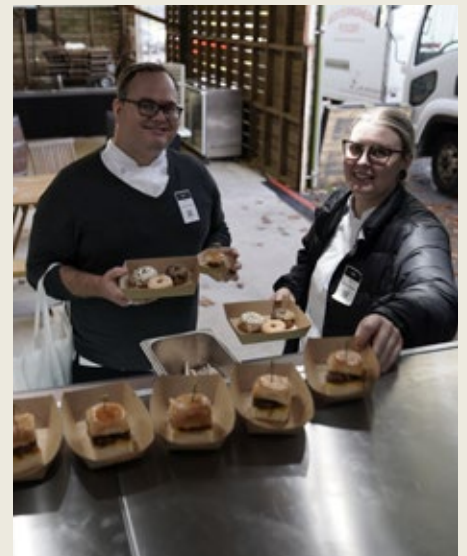
Mr Burt said there were plenty of highlights at the shows, that took place over 8 days. "It was great to connect with so many of our loyal suppliers and customers and see the many orders that flowed through as a result of discoveries made at the shows. Congratulations to all the lucky prize wheel winners and we'd also like to extend a special mention to the Service Foods team from



across the country who made these shows possible".

As we bid farewell to this year's Trade Shows, we are already hard at work planning 2024's lineup of trade shows. We are eager to welcome you back and provide a platform for industry professionals to connect, discover new products, and be inspired by food innovation.

Once again, thank you to all those who attended for being a part of our Trade Shows. Your participation played an integral role in making them a triumph. We look forward to seeing you in 2024!



# TANTALUS ESTATE: ELEVATING THE ART OF DINING ON WAIHEKE ISLAND

## A Sustainable Oasis of Culinary Excellence and Immersive Experiences

---

Nestled in the heart of Onetangi Valley on Waiheke Island, Tantalus Estate captivates visitors as a family-owned, premium vineyard, brewery, restaurant, and event venue destination. Spanning 20 acres of vineyards, olive and macadamia groves, beehives, and native wetlands, the estate showcases its commitment to best-practice sustainability while offering a diverse range of dining experiences in a picturesque setting.

At Tantalus Estate, guests are welcomed into a light-filled restaurant that offers stunning views from every angle. The attention to detail is evident throughout, with luxurious Waiheke stone floors, recycled kauri ceilings, and chandeliers made from repurposed sauvignon blanc vines, featuring hand-blown bulbs.

Leading the culinary team at Tantalus Estate is the talented Executive Chef Gideon Landman. With a career that spans South African and European Michelin-starred restaurants and luxury hotels, Gideon's journey brought him to New Zealand in 2013, where he quickly made a name for himself at iconic establishments such as Huka Lodge, the French Café and Baduzzi. Since joining Tantalus Estate in December 2020, Gideon's passion for the laid-back island lifestyle and his exploration of seasonal, locally sourced produce has elevated the dining experience to new heights.

Gideon's culinary philosophy revolves around seasonality, sustainability, and the innovative use of ingredients. Drawing inspiration from the landscapes of Tantalus Estate, Waiheke Island and the wider Aotearoa New Zealand, Gideon crafts tantalising dishes that emphasise freshness and provenance. His commitment to minimising waste is evident in his approach, utilising the whole vegetable or protein to create



infused foams, dried components, and flavourful condiments. Pickling, preserving, and salting are also key techniques employed to extend the life and flavours of fresh produce.

Tantalus Estate's menu boasts a selection of signature dishes that celebrate the Estate's unique offerings. The Ōra King Salmon Tataki with Apple, Miso, Seaweed, and Ponzu showcases the local seaweed, while the Black Origin Beef Tartare with Smoked Oyster and Vineyard Guavaberry pays homage to the property's own guava berries. The Lumina Farms Lamb Rump & Crispy Shoulder with Courgette, Fig, and Caramelised Curd showcases the Estate's dedication to using high-quality, sustainable ingredients.





**"THE TOP PRIORITIES FOR ME ARE THAT PRODUCE IS ORGANICALLY GROWN, AND ETHICALLY AND SUSTAINABLY SOURCED".**

**Gideon Landman,**  
Executive Chef

With a strong focus on seasonality, Gideon constantly seeks out the freshest ingredients and sources them locally. Tantalus Estate's 20 acres of land offer a rich biodiversity, including vineyards, olive groves, macadamia trees, citrus trees, and native wetlands. Foraging expeditions around Waiheke Island yield delicacies such as puha, kawakawa, fern shoots, samphire, nettles and watercress. The estate's own apiary provides golden honey and honeycomb, adding a touch of sweetness to the culinary creations.

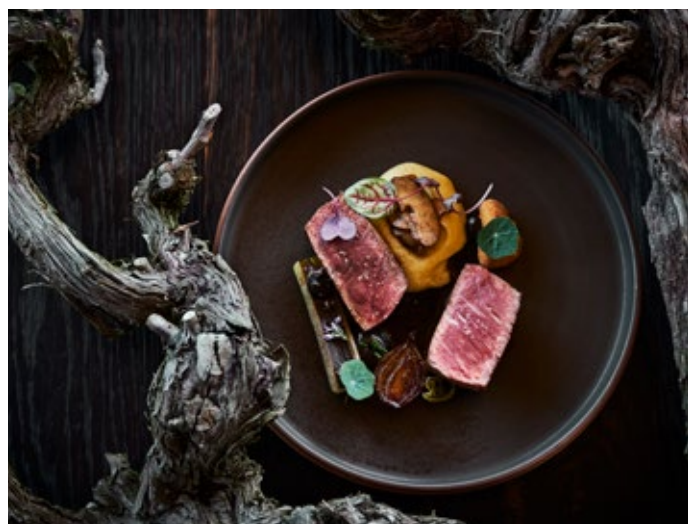
Tantalus Estate relies on high-quality products from artisanal producers around New Zealand, and their collaboration with Service Foods has been pivotal to securing access to ingredients such as wagyu, duck, and Greenstone Creek beef. Gideon first came into contact with Service Foods while working at the French Cafe.

As Tantalus Estate commemorates a decade since Carrie and Campbell Aitken became custodians of this remarkable property in 2013, their vision remains steadfast. Not content with resting on their laurels, Gideon and his team continuously expand their knowledge and skill sets. They prioritise the education and upskilling of both the kitchen staff and the front-of-house team, enabling them to engage guests with the unique Tantalus experience and showcase the stories behind the exceptional producers across New Zealand.

With a belief in empowering his team to pursue their own passions, Gideon encourages their creativity within the kitchen. Axel, a valued team member and Senior Sous Chef has cultivated exceptional relationships across the island enabling him to embark on foraging expeditions and source local treasures from the vibrant community. The Saturday night Trust the Chef degustation dinners provide an avenue for the kitchen team to explore novel ideas and techniques, all under Gideon's watchful eye, ensuring alignment with the Estate's vision while nurturing innovation.

Gideon's leadership style is infused with passion, as he inspires his team to embrace new ideas and embrace experimentation. He recognises the importance of succession planning, encouraging his team to view their roles as long-term careers characterised by excellence and success.

As Tantalus Estate embarks on the next phase of its journey, the unwavering commitment to freshness, authenticity, and innovation remains the driving force. Gideon Landman and his team, guided by the founders' visionary spirit, continue to captivate palates, enchant hearts, and elevate the art of dining on Waiheke Island.



COMFORT FOOD



# WINTER WARMERS

---

**Don't let the chill of the season put a damper on your business gear up and embrace the opportunity to delight your customers with hearty, comforting dishes that will leave them wanting more.**

There is no doubt that New Zealand delivers when it comes to comfort food. As we move into the colder months, salads and barbecue-centred dishes are replaced with slow-cooked meats and warming soups on menus throughout the country. Winter menus provide a great opportunity to integrate secondary meat cuts into dishes. Balancing the carcass is a really important sustainability goal for our specialist butchers who have been in the industry for over 15 years. These cuts include beef chuck steaks, lamb shanks and briskets, which can be slow cooked using a variety of methods and incorporated into a range of cuisines.

Why not try something different this winter and test new recipes. There has been a big influx of American flavours into Kiwi cooking, especially with barbecuing over summer. These grilled flavours can be brought into winter by cooking meat indirectly over the heat or smoking. Vegetables can also be cooked this way providing a great menu alternative for vegetarians. Accompaniments can include flat breads, risottos and polenta, which can add a real twist. Think outside the box with the flavours and seasonings to create a comforting dish.

---

**WINTER IS UPON US, AND WITH THE COOLER DAYS AND COLDER NIGHTS COME DINERS LOOKING FOR A WARM ESCAPE AND COMFORTING DINING EXPERIENCES.**

---

Curries and stews make great recipes for the cooler climates in New Zealand. Customers are often looking for comfort foods they may not have time to make themselves. They are also interested in food that is good for their wellbeing and the planet. The wide range of ingredients available to use in slow cooking makes this style of cooking a popular choice, particularly as customers focus on the cost of living. Being conscious of what customers are looking for and ordering is important when choosing menu options for winter. Look for ways to integrate similar flavours and cuts into your menu. Pies are a great way to utilise excess curries or stews and perfect as a lunch special on cold days.

**IN SEASON IS BEST**

The rise in vegetarian options and conscious consumers makes way for more vegetables and seasonal ingredients on winter menus. Starchy vegetables such as potatoes and kumara are always popular in comforting dishes, however make the most of New Zealand's seasonal winter produce to expand your menu.



SFCODE:  
VEGF08



ROSEMARY  
SFCODE:  
VEGF4800

BAY LEAVES SFCODE:  
BAY1500

Carrots grow well in New Zealand and are harvested mainly in the cooler months. These versatile vegetables can be used in slow cooks and pasta sauces, but also pickled in different styles. Kimchi is a great use of carrots, appealing to customers' increased interest in gut health, but also adds a pop of colour to the dish.



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### LEAN INTO SOUPS, ADDING A TWIST TO THE KIWI CLASSICS AND MAKE THE MOST OF CUSTOMERS' WILLINGNESS TO TRY SOMETHING NEW.

---

Winter is also a great time to use cruciferous greens on your winter menus. Vegetables such as bok choy, broccoli, cabbage and cauliflower add different textures and flavours to dishes. They can also be cooked in a variety of styles, baked over a wood fire, steamed, used in stir fries, the opportunities really are endless.

High in nutrients, green vegetables are a great source of vitamins and minerals to include in comfort foods, which can often appear to be unhealthy or 'stodgy'.

#### MAKE THE MOST OF SLOW

Winter really is the season for low and slow. Lean into soups, adding a twist to the Kiwi classics. Add a touch of spice to your usual pumpkin soup, or think about different options, such as an Italian meatball soup or a comforting Tikka Masala soup. Modernise comforting classics to serve alongside soups and stews. Think about scones, empanadas or even savoury crumbles to serve on top of

soups.

Make the most of customers' willingness to try something new. Create specials, testing new recipes with cuts of meat that you might not normally use. Look into secondary cuts of meat and try different cooking methods. These cuts of meat are often overlooked, but they are often full of flavour. Also ensure to make sustainable choices, using bones and leftover vegetables to make stocks and broths that can be used in all sorts of dishes.

#### THE PRICE IS RIGHT

There is no denying that right now, diners around New Zealand are focused on the cost of living and looking for affordable options. Winter is the ultimate season to make the most of comfort food and generous servings. With over 4000 products imported from around the world, and 8,000+ locally sourced products, the team at Service Foods is on hand to help you deliver the best experience possible for your customers.



# SPICE IT UP

Spices have been a staple in cooking since ancient times, adding not only flavour and aroma, but also depth and complexity to dishes across the culinary spectrum.



## ZA'ATAR

Za'atar is a Middle Eastern and Mediterranean herb and spice blend that is known for its distinctive flavor. The name refers to both the herb and the blend of spices that are used to season food. The spice blend typically includes sumac, sesame seeds, thyme, oregano, and other herbs, and can vary depending on the region. Some recipes also include salt and other ingredients like cumin or coriander. Za'atar is often used to flavor meats, vegetables, and breads, and is a popular addition to dips like hummus. The herb itself is a type of wild thyme that is commonly found in the Middle East and has a similar flavor profile to the spice blend.

SFCODE: ZAATAR

## GARAM MASALA

Garam masala is a distinctive and flavourful blend of spices originating from India, with each region having its unique take on this traditional spice blend. Garam masala has various health benefits, acting as an anti-inflammatory agent while aiding in digestion.

SFCODE: MASALAG



## NUTMEG

Native to the Banda Islands in Indonesia, nutmeg is botanically known as *Myristica fragrans*. This spice is named after the Latin *nux muscatus*, which means "musky nut." Nutmeg is not actually a nut, but a seed that is dried and ground for spice. Nutmeg is full of antioxidants and anti-inflammatory properties.

SFCODE: NUTMP

## CAJUN MIX

Cajun spice mix is a blend of bold and flavourful spices commonly used in Cajun cuisine. Typically including ingredients like paprika, cayenne pepper, garlic powder, and onion powder, it adds a kick of heat and a depth of flavour to dishes like gumbo, jambalaya, and blackened fish.

SFCODE: CAJUNS1

## MUSTARD

Mustard seeds are native to parts of Europe, Asia and North Africa. There are roughly 40 different species of mustard seeds, with black, brown, & white being the most popular types. Mustard seeds are rich in vitamin K and vitamin C.

SFCODE: MUSTSB



## PAPRIKA

Paprika belongs to the nightshade family and originates from Mexico. The paprika spice is made from the pods of *capsicum annum*. Paprika is lower in the chemical capsaicin, which causes the burning sensation of chilli. This spice is high in vitamin A and vitamin E.

SFCODE: PAPRIKA



## SPICES

### CLOVES

Cloves have played a vital role in the history of the spice trade, with its origins tracing back to the Moluccas in Indonesia, where it was highly valued and documented as early as 600 AD. The aromatic spice comes from the flower buds of the *Syzygium aromaticum* tree. Cloves are a good source of iron and vitamin C. Apart from its culinary use, cloves also have medicinal properties and are commonly used to relieve toothache and as a natural remedy for digestive issues.

SFCODE: CLOVEW500



### FIVE SPICE

Five spice powder is a complex and aromatic blend of five key spices used in Chinese cuisine. Made from a mixture of ground cinnamon, cloves, fennel seeds, star anise, and Szechuan peppercorns, this spice blend adds a unique flavour and aroma to a variety of dishes. Its sweet and savory taste, coupled with a slightly bitter note, creates a harmonious balance of flavours that tantalize the taste buds. This spice blend is incredibly versatile and can be used in both savoury and sweet dishes. It's commonly used to flavour meats, such as roasted duck, pork belly, and beef stir-fry, but also adds depth to vegetable dishes, such as stir-fried broccoli, cauliflower, and carrots. Five spice powder is also a great addition to soups and stews, providing a warming and comforting flavour.

SFCODE: FIVESPI



DID YOU KNOW THAT IN ANCIENT TIMES, SPICES SUCH AS CINNAMON AND BLACK PEPPER WERE SO VALUABLE THAT THEY WERE OFTEN USED AS CURRENCY?

## In a committed relationship with the planet

Bio craft board packaging made from 85% renewable materials

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Plant-based bio caps

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Code: VITAOM

Code: VITAS1

Coming soon







# PREPARED PRODUCE

**If you're a busy chef, Service Foods can help you save time and money with high-quality prepared produce. These consistent, versatile, and less wasteful veggies are the perfect choice for any kitchen.**

At Service Foods, we are committed to providing our customers with high-quality products and services that can help their businesses succeed. Our range of prepared produce is a perfect example of this commitment. These products have a range of benefits including time-saving, consistency and versatility, reduced food waste, and cost savings.

Service Foods offers the freshest selection of prepared produce available from our branches across New Zealand. Our prepared produce departments are based in Auckland, Hamilton, Wellington and Christchurch where we process and pack the products in-house, enabling us to service both the North and South Islands. Our extensive range of produce arrives every second day from the growers and includes a wide variety of vegetable options, such as cabbage, carrots, potatoes, onions, mushrooms, capsicum, pumpkin and more.

We also offer fruit salad mixes, including pineapple, apples, pears and grapes. One of the biggest benefits of our prepared produce is the time they save in the kitchen. With prepared produce, kitchen staff will no longer need to spend time washing, peeling and cutting. Instead, they can use the fruit and vegetables immediately, saving valuable time.

Our prepared produce is made to order with consistency and versatility in mind. We have strict measures in place to ensure that our prepared produce is always fresh. We only hold stock for the next day to ensure that our products are as fresh as possible. This means that chefs can rely on our produce being at its best, with the maximum shelf life available.

---

**PREPARED PRODUCE ADAPTS TO TRENDS & SLAW RECIPES CHANGE WITH FEEDBACK & DIETARY NEEDS. OUR EVOLVING RANGE KEEPS CUSTOMERS SATISFIED.**

---

Our dedication to freshness and quality extends to every aspect of our prepared produce range, ensuring that our customers always receive the best possible products. Whether it's hand-cut, machine-diced, sliced, peeled, grated, julienne, batons and more, our prepared produce is made to order. With Service Foods, chefs can be confident that they are getting the best possible products, every time.



SFCODE:  
VEGFP086



SFCODE:  
VEGFP114



SFCODE:  
VEGFP153



SFCODE:  
VEGFP072



## PREPARED PRODUCE



SFCODE:  
VEGFP173



SFCODE:  
VEGFP013

At Service Foods, we take pride in our produce teams' ability to stay ahead of the game when it comes to food trends. Our team is constantly researching and monitoring the latest trends and industry news to ensure that we are meeting the needs of our customers. As a result, our prepared produce product list is always evolving to keep up with changing tastes and preferences. One of our upcoming additions to the range is prepared carrot and zucchini noodles, which have become increasingly popular due to the rise in low-carb diets such as keto. In addition to introducing new products, we are always looking for ways to improve our existing range. Our slaw recipes are a prime example of this, with regular updates based on customer feedback and changing dietary needs.

Reducing food waste is a challenge for the food service industry. Our prepared vegetables are sold in measured quantities, which means that chefs can calculate the exact amount needed for each dish. This helps to reduce the risk of overbuying and throwing away excess, which can be costly. Chefs no longer need to buy more vegetables than they need, reducing the risk of waste.

Finally, our prepared vegetables offer significant cost savings. By reducing prep time and waste, chefs can free up valuable time and resources to focus on other aspects of the restaurant. This can help to improve the overall efficiency of the kitchen and ensure that the business runs smoothly.

Service Foods' range of prepared vegetables is an excellent choice for busy

chefs who are looking to save time, reduce food waste and increase efficiency in their kitchens. With vegetables that are already washed, peeled, cut, and packaged, chefs can create consistent, high-quality dishes. The flexibility to customise cuts and sizes further enhances the versatility of the range, while the measured quantities sold ensure that chefs only buy what they need. By taking advantage of this convenient and cost-effective solution, chefs and kitchen staff can spend more time focusing on other aspects of their menu and providing excellent service

**A WIDE RANGE OF  
VEGETABLES AND FRUIT  
SALAD MIXES, WITH BENEFITS  
SUCH AS TIME-SAVING,  
CONSISTENCY, REDUCED FOOD  
WASTE, AND COST SAVINGS.**



## PREPARED PRODUCE

[bit.ly/SFPreparedproduce](https://bit.ly/SFPreparedproduce)





# BENEFITS OF PREPARED FRUIT AND VEGETABLE — SAVINGS CHART

<b>COLESLAW</b>	SERVICE FOOD'S PREPARED PRODUCE	SELF PREPPING VEGETABLES
<b>COST PER KG</b>	\$3.76	\$4.62
<b>TIME TO PREPARE 10KG</b>	NIL	30 MINS
<b>WASTAGE</b>	0%	5-8%
<b>LABOUR COST</b>	\$0.91	\$13.75
<b>TOTAL COST 10KG</b>	\$38.51	\$62.26

<b>PEELED &amp; CUT POTATOES (AGRIA)</b>	SERVICE FOOD'S PREPARED PRODUCE	SELF PREPPING VEGETABLES
<b>COST PER KG</b>	\$4.54	\$3.93
<b>TIME TO PREPARE 10KG</b>	2 MINS	30 MINS
<b>WASTAGE</b>	0%	10-15%
<b>LABOUR COST</b>	\$0.91	\$13.75
<b>TOTAL COST 10KG</b>	\$46.31	\$56.98

Please note that the prices provided are for indication and explanatory purposes only and are not reflective of actual prices which can fluctuate.



## SAVE TIME WITH OUR READY TO USE — PREPARED PRODUCE

**BRANCH OFFICES** AUCKLAND, HAMILTON, TAURANGA, WELLINGTON, NAPIER,  
GISBORNE, PICTON, CHRISTCHURCH, WESTPORT, GREYMOUTH

[SERVICEFOODS.CO.NZ](http://SERVICEFOODS.CO.NZ)

# ROSEMARY

**Discover the versatile flavours, and nutritional benefits of Rosemary, an aromatic herb that enhances your culinary creations.**

Rosemary is a small evergreen perennial shrub from the Lamiaceae (mint) botanical family native to the Mediterranean region. Rosemary has a long history, with culinary and medicinal use dating back to the Romans and Greeks in 500 B.C.

Rosemary is an aromatic herb commonly used in small amounts, pairing perfectly with lamb and beef. Rosemary is also used both fresh and dry to add flavour to stuffing, oils and marinades, as well as vegetables such as parsnip, onion and potatoes. This fragrant herb isn't just used to make dishes taste great. Rosemary is also a great source of nutrients, packed full of calcium, iron, magnesium, vitamin B6 and vitamin C.

Rosemary has a low moisture content and keeps its flavour when dried. Fresh sprigs can be stored in your fridge with a damp cloth, preserving their zesty taste up to one week. Dried Rosemary should keep its flavour for up to six months when stored in an airtight container.

Service Foods offers fresh, fragrant Rosemary sourced from a local grower in Waiuku, which can be enjoyed year-round.



**FRAGRANT AND LOCALLY SOURCED FROM WAIUKU, ROSEMARY IS A VERSATILE HERB WITH A RICH HISTORY, TANTALISING TASTE, AND NOURISHING BENEFITS.**

# LET'S VIBE

A New Zealand-based company founded by Stefan Crooks, offering natural, zero-sugar beverages packed with flavor



Vibe Drinks is a New Zealand-based company that was founded by Stefan Crooks. His vision was to create a drink that not only tasted great but also gave consumers a boost of energy without the crash that often comes from high sugar energy drinks.

The result is a range of natural and delicious drinks that are packed with flavour. Vibe Drinks are zero-sugar, keto-friendly, gluten-free, and free from artificial colours and preservatives, making them a perfect choice for health-conscious consumers. A finalist in the 2022 Global Water Drinks Awards, Vibe has 8 natural fruit-flavoured sparkling waters including Orange Mango, Cola, Raspberry, Apple, Watermelon, Grape, Lemonade & Peach.

Living with type 2 diabetes, Crooks knew he had to make changes and embarked on his own personal journey to health, losing 55kgs in the process.

Using his own challenges as motivation, Crooks set about creating an alternative to the highly-sugared and carbonated drinks that are marketed to children. "We were determined to

re-educate young Kiwis around the way they eat and created a functional menu that promoted the concept of everyday, often and sometimes. This gives students and teachers a simple food selection process".

"We know these drinks aren't good for us but telling people not to have something they already like is pointless, we set about creating a drink that takes us back to childhood memories without the sugar and with a light carbonation to give that 'aha moment'. I wanted flavours that took me back to the day I had that popsicle, or when I grabbed a grape off the vine in the back yard, or when I bit into a peach or had that sour raspberry" says Crooks.

Crooks says flavours trick the mind. "Our yearning for sweetness has nothing to do with the body needing sugar. It's to do with sensations we think we need".

---

## VIBE DRINKS

 [vibedrinks.co.nz](http://vibedrinks.co.nz)

VIBE IS AN OFFICIAL SPONSOR OF DIABETES NEW ZEALAND, AN ORGANISATION DEDICATED TO IMPROVING THE LIVES OF PEOPLE WITH DIABETES IN NEW ZEALAND BY PROVIDING SUPPORT, INFORMATION, ADVOCACY, EDUCATIONAL RESOURCES AND ADVICE ON NUTRITION AND PHYSICAL ACTIVITY. EVERY VIBE SOLD HELPS THE WORK OF DIABETES NEW ZEALAND.

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- ✓ Soy-free
- ✓ Gluten-free
- ✓ GMO-free
- ✓ No Added Sugar
- ✓ Probiotic
- ✓ Nut-free
- ✓ Vegan



[raglanfoodco.com](https://raglanfoodco.com)  
for recipe inspiration + more



A TOITŪ NET  
CARBONZERO  
CERTIFIED  
ORGANISATION  
SINCE 2018

Yoghurt Coconut Natural: 700g – YOGH103 | 2.3kg - YOGH121  
Yoghurt Coconut Vanilla Bean: 700g – YOGH110 | 2.3kg - YOGH122



# MEET OUR TEAM

**Through our team, passion and precision come together. Step behind the scenes and meet Shivam, Cathy and Shaun - 3 members of the team behind every great chef.**

## **Shivam Pandya** **Sales Account Manager**

Shivam has been an integral part of Service Foods since 2010, when he joined the North Island team after the Auckland branch opened. He currently works as a sales account manager for the Waikato region, specialising in ethnic foods. Shivam started as a pick packer and worked his way up after receiving training for various licenses, including forklift and class 4. He was eventually promoted to warehouse manager.

In his role, Shivam enjoys problem-solving and tackling new challenges, which are common in the food industry. He values diversity and believes that everyone has a strength and a valuable contribution to make. Shivam is grateful to work with a team that is always willing to lend a hand to fill gaps.

According to Shivam, Service Foods stands out for the leadership of its senior management team. They lead by example and inspire him. Shivam appreciates the company's culture of hard work, dedication, and teamwork, believing that these values are critical to the success of the company and the satisfaction of its customers.

Shivam's positive attitude and commitment to excellence make him an essential asset to the Service Foods team. His deep knowledge of the industry and willingness to take on new challenges have made him a valuable member of the team. He is proud to be part of the Service Foods family and looks forward to continuing to contribute to the company's success.



**“SERVICE FOODS STANDS OUT NOT ONLY FOR ITS EXCEPTIONAL PRODUCTS AND SERVICES BUT ALSO FOR THE INCREDIBLE LEADERSHIP OF OUR SENIOR MANAGEMENT TEAM”.**



## STAFF UPDATE

### Cathy Yee National Operations Manager

As the National Operations Manager for Service Foods, Cathy Yee is a trusted source of knowledge and guidance for everyone in the organisation. With more than 10 years of experience setting up new branches, training employees, developing processes, and managing trade shows, Cathy has done it all. Her expertise and experience have made her an invaluable member of the Service Foods team.

Despite her busy schedule, Cathy thrives in the fast-paced and challenging environment of the food industry. She enjoys the fact that Service Foods is a family business that achieves a lot, and is always open to new ideas and opportunities. Cathy has been a witness and contributor to the company's journey of growth over the past decade.

Throughout her time at Service Foods, Cathy has worked on a wide range of projects, from developing new product lines to improving delivery processes. Her work has helped to increase efficiency and has been instrumental in expanding the company's reach across New Zealand. Cathy is always eager to share her knowledge and expertise with others, and is known for her friendly and approachable demeanor.

Another aspect of Cathy's role is managing people. She works closely

with the different branches of Service Foods, ensuring that they are all working efficiently and effectively. Communication is key in this regard, and Cathy is skilled at building relationships with the various stakeholders in the industry.

Despite the challenges, Cathy finds her work at Service Foods to be both rewarding and fulfilling. She takes pride in the company's accomplishments and is excited about what the future holds.

**"I'M GRATEFUL TO BE A PART OF A FAMILY BUSINESS THAT ACHIEVES SO MUCH. TOGETHER, WE ARE SHAPING THE FUTURE OF THE COMPANY AND THE INDUSTRY".**



### Shaun Williams Account Manager

Shaun Williams is one of the shining stars at Service Foods Tauranga, having spent a total of 5 years with the company. Although he briefly left in 2020 to start his own business, Service Foods managed to convince him to return. Initially, Shaun worked part-time to help establish the then new Tauranga branch, but he quickly became tied to the local community.

Shaun's favourite aspect of working at Service Foods is the variety it offers in terms of people, challenges, and the company's family-oriented outlook. He cherishes his team and values their contributions immensely. From raiding the GM's bar fridge to making berry compote for waffle day, Shaun emphasises how important his team is. Tauranga's supportive team goes the extra mile to ensure each other's success.

As a seasoned member of the Tauranga team, Shaun plays a vital role in ensuring the branch's success. He has been an instrumental part of building relationships with local customers and suppliers and ensuring that the branch runs smoothly. He enjoys the fast-paced nature of the food industry and being a chef by trade is always eager to learn about new products and techniques.

Despite the challenges that come with working in the food industry, Shaun finds his work at Service Foods to be both rewarding and fulfilling. He takes pride in his contributions to the company and is excited about the new endeavours. With his wealth of experience and dedication to his team, Shaun is sure to continue making a positive impact on Service Foods Tauranga for many years to come.



# GREAT TO MEAT YOU

## Service Foods is now distributing Carrara Wagyu and Ebony Angus Beef, boosting its position as a supplier of premium quality meat products.

Service Foods is proud to be a distributor of the Carrara Wagyu and Ebony Angus Beef brands. This move has strengthened Service Foods' position as a supplier of high-quality meat products and enhance our ability to meet the needs of a growing demand for high-quality, sustainable and ethically produced meat products.

**DISCOVER A WORLD OF UNPARALLELED FLAVOR AND QUALITY WITH CARRARA WAGYU AND EBONY ANGUS BEEF, NOW AVAILABLE THROUGH SERVICE FOODS. THESE PREMIUM BEEF BRANDS ARE RENOWNED FOR THEIR SUPERIOR MARBLING, TENDERNESS, AND EXCEPTIONAL FLAVOR.**

Jeff Putt, National Meat Specialist (and also known as the BBQ Butcher) said access to these ranges is allowing Service Foods to meet a growing demand for high-quality products. "Since launching through the nationwide delivery network, we've been inundated with demand. With Carrara Wagyu and Ebony Angus Beef, chefs can confidently deliver quality and satisfaction to their discerning customers, making these premium beef brands the perfect choice for chefs looking for a high-quality beef product".

Ebony Angus and Carrara Wagyu have unique characteristics that make them amongst the world's premium beef products. Both are renowned for their superior marbling, texture and flavour

Ebony Angus Beef is carefully selected from Black Angus cattle. This top-quality, grain-fed beef is aged to perfection for maximum flavour and a superior eating experience each time. The Ebony Angus Beef range includes a variety of cuts, including brisket, tomahawk, scotch, sirloin, eye fillet and rump.

Carrara 640 is also a highly regarded beef brand that is well known for its tenderness, flavour and marbling. Carrara 640 is the end-product of a complex and rigorous process involving grain feeding, selective breeding and meticulous tracking and selection which all contribute to its exceptional quality. The Carrara 640 range includes a variety of cuts, including sirloin, scotch, topside and briskets.

If you are interested in these world-renowned products, please contact your representative at Service Foods.

**"WE ARE DEDICATED TO MEETING THE GROWING DEMAND FOR HIGH-QUALITY, SUSTAINABLE, AND ETHICALLY PRODUCED MEAT PRODUCTS. THIS STRENGTHENS OUR POSITION AS A TRUSTED SUPPLIER OF HIGH-QUALITY MEATS."**

– Richard Campbell,  
Commercial Director



MARBLE SCORE

4-5



MARBLE SCORE

6-7



MARBLE SCORE

8-9



MARBLE SCORE

9+



Discover a world of unparalleled flavor and quality with Carrara Wagyu and Ebony Angus Beef, now available through Service Foods. These premium beef brands are renowned for their superior marbling, tenderness, and exceptional flavor.



# TASTE WITH MACHI

**Discover the innovative food company, Machi, creating a diverse range of delicious products that blend traditional Asian techniques with New Zealand's unique ingredients.**

In the heart of Manukau, Machi, the innovative food company, is creating an exciting range of food products that celebrate diversity and flavour. Their philosophy is to bring together the best of traditional Asian cooking techniques resulting in a range of delicious and moreish products.

Machi are a 100% New Zealand owned food processing facility specialising in the supply of fresh, chilled, and frozen chicken, fish, beef and lamb products. Established by Max Ho in 2007, the company has grown rapidly and evolved into a leading food manufacturer employing over 70 people.

Machi's product line includes kebabs [MACH001], Asian finger food – dim sims [MACH003], sui mai [MACH004], spring rolls [MACH007], panko chicken schnitzel [MACH005] as well as seasoned/coated chicken pieces (thighs, nibbles, tenders, drums). Every product is made using the freshest

locally and imported ingredients, carefully selected for their quality, taste, and nutritional value.

When it comes to comfort food, few things are as satisfying as a plate of crispy, juicy chicken tenders. And when it comes to chicken tenders, Machi's panko crumbed chicken tenders [MACH051] are the perfect choice for your menu.

Made with high-quality chicken and a blend of tasty seasonings, these tenders are the perfect addition to any meal. They're great on their own as a snack or appetiser, or they can be used to create a variety of delicious dishes.

One great recipe to try is a classic chicken tender sandwich. Simply fry the tenders until they're crispy and golden brown, then serve them on a soft bun with lettuce, tomato, and your favourite sauce. It's a simple but delicious meal that's sure to satisfy.

**"MACHI'S OFFERS HIGH-QUALITY PRODUCTS TO CUSTOMERS. THEY ARE A TRUE DELIGHT IN TERMS OF TASTE AND VERSATILITY."**

**- Andrew Park, Category Manager - Service Foods**

Another great way to use these tenders is to create a hearty chicken tender salad. Simply chop up the tenders and toss them with seasonal greens, veggies, and dressing for a fresh and flavourful meal.

For a more indulgent option, try making chicken tender nachos. Layer the tenders on top of a bed of tortilla chips, then sprinkle on cheese, jalapenos, and any other toppings. Pop the whole thing in the oven until the cheese is melted and bubbly, then dig in!

When it comes to chicken kebabs, Machi's are some of the best around.

Made with tender pieces of chicken marinated in a flavourful blend of either lemon and herbs [MACH031], spicy [MACH001] or southern style [MACH006], these kebabs are ideal as a finger food option for catered functions or bar snacks or as an entrée for cafés, bistros, sports clubs and restaurants. They're great for grilling, baking, or even pan-frying, and they're a versatile product that can be used in a variety of different dishes.

No matter how you choose to use them, Machi offers a product range that is delicious and versatile made with ingredients that any chef will love. With their perfect blend of seasonings and crispy texture, they're sure to become a favourite in your kitchen.

When it comes to their manufacturing process, Machi is committed to sustainability and ethical practices. They

use minimal packaging and are always looking for ways to reduce waste and their carbon footprint.

The Machi manufacturing process begins with sourcing the best ingredients from trusted suppliers in New Zealand and abroad. Once the ingredients have been inspected, tested and approved, they are prepared and mixed according to precise recipes, using state-of-the-art equipment and techniques to ensure that each batch is consistent and meets high standards for flavour and texture.

After the products have been prepared, they undergo rigorous quality control testing to ensure that they meet our strict standards for safety and quality. Machi use cutting-edge technology to test for contaminants and to verify that each batch meets exacting standards.



## THE TECHNOLOGY

A GEA multiformer which enables versatility & the flexibility to produce a wide range of formed product

GEA OptiFlour & OptiAir technology for flour coating - this equipment enables a thin pre-dust to seeded flour types & light to medium crumbs. It has a patented flour divider for accurate pickup control & is designed for performance within high capacity production lines.

GEA CrumbMaster which handles both fine & coarse crumb efficiently with a unique circulation system that virtually eliminates crumb damage.

GEA TempuMixer & the GEA OptiDipper for batter & tempura products



## WHAT IS PANKO?

Panko is a type of breadcrumb that originates from Japan. It is made from bread without crusts, which is ground into large, airy flakes rather than finely ground crumbs. The word "panko" actually means "bread crumbs" in Japanese, and it has become increasingly popular in Western cuisine due to its unique texture and lightness. This gives it a lighter, crunchier texture that many chefs prefer.



# THE WARMING SEASON

If you're looking for fresh, in-season produce, here is a guide as to what you can find right now.

## MUSHROOMS

Mushrooms are fungi that grow from spores growing best in moist soils and humid climates. Edible mushrooms have been cultivated and consumed for thousands of years in China and Japan. Mushrooms are nutritious, low in calories and full of B vitamins, potassium and fibre.

## POTATOES

Potatoes come from the Solanaceae family. Potatoes, also known as spuds, feature a starchy texture making this vegetable perfect for a winter-comforting carb option. Potatoes are an excellent source of vitamin C, potassium, dietary fibre and other essential vitamins and minerals.

## KŪMARA

Kūmara, also known as sweet potato, is part of the Convolvulaceae plant family and is available in three distinct varieties - golden, red and orange. Kūmara is a great source of vitamin C and vitamin E.

## PARSNIPS

Parsnips belonging to the Apiaceae family. This vegetable has a long history dating back to ancient times when it was harvested for its sweet root. Parsnips are a nutritious vegetable high in folate, vitamin K and vitamin C.

## BROCCOLI

Broccoli belongs to the mustard (Brassicaceae) family and is native to the Mediterranean region. In Italian, broccoli means 'little sprouts'. Broccoli is a great source of fiber, iron, potassium, vitamin C and vitamin K.





# FSL FOODS

## Frozen produce, done right. FSL Foods celebrates 20-years in frozen fruit and veggies, with exciting plans ahead.

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FSL Foods, the company behind leading brands Fruzio, Barnicoat Range, Goodness Kitchen and The Berry Fix has celebrated its 20-year anniversary in March this year. Based in sunny Nelson, the berry business was founded in 2003 with the aim to deliver quality frozen fruit and vegetables, year-round at a great price.

Managing Director and fourth-generation family member, Eliana Glover is delighted with how far the family business has come over the years, stating "We've been in the business of sourcing and supplying frozen fruit and vegetables for 20 years, but our family history in the berry industry dates back to the 1930's when my great grandfather, Pop Warnes planted the very first raspberry crop in the Tasman region. Reflecting on our journey, we're extremely proud of the small contribution we've made to New Zealand's berry industry. We've worked hard as a small company to become New Zealand's most trusted frozen produce supplier, forming great relationships with our customers along the way."

Specialising in individually quick frozen (IQF), FSL Foods now has a trusted global supply network to not only meet the demand of the New Zealand market, but also to ensure their fruit is grown in optimum climates and conditions. Eliana explains "It's important to us that we ensure top quality control standards and agricultural practices are adhered to amongst our New Zealand and

international BRC accredited growers. As part of our business practice, we go above and beyond industry standards personally vetting every supplier we work with. Quality standards, ethical sourcing and traceability are at the heart of everything we do."

Although frozen produce is at the very core of the business, FSL Foods expanded their offering to supply a range of ambient products including Fruzio single strength juice concentrates, puree and pulps, all locally produced at the Nelson factory. The company also distributes Mission Foods range of conveniently frozen-packed products, offering authentic Mexican flavours to New Zealand. From flour tortillas to the more traditional gluten-free corn tortillas and pre-cut frozen corn chips, Mission products offer unbeatable flavour and are a proven firm favourite amongst Service Foods customers.

FSL Foods has a 15-year strong partnership with Service Foods. Deborah Kan, FSL's Business Development Manager (Foodservice) says "The versatility of our products and our strong brand reputation make us a favourite amongst a diverse range of Service Foods customers. We pride ourselves on these relationships and our ability to provide a tailored approach. Ranging from bakeries to restaurants, cafes and catering, we utilise both internal and external data sources to allow us to make insightful decisions to benefit each customer."

Moving into the next 20 years, Eliana explains "It's exciting to think about all the opportunities ahead of us and I feel very lucky to be part of the team that gets to take this company into the next 20 years. We've got several big projects in the pipeline already and I have no doubt that with such a knowledgeable and passionate workforce at the heart of this company, there is nothing we can't achieve."

The milestone celebration also marks the beginning of the company's goal to operate more sustainably. "Collectively, we recognise the importance of sustainability across all aspects of our operations and our environmental impact has become a real focus for us. The team have shown a real commitment to the journey and alongside the support we've received from the team at Ekos, we're actively seeking out learning opportunities to upskill, educate and information share amongst ourselves. We have a long and very exciting road ahead of us" says Eliana Glover.



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**"OUR PARTNERSHIP WITH FSL FOODS HAS BEEN STRONG FOR MANY REASONS, BUT IT'S THEIR COMMITMENT TO QUALITY CONTROL STANDARDS, ETHICAL SOURCING, AND TRACEABILITY THAT REALLY STANDS OUT TO US. AS FSL FOODS ENTERS THE NEXT 20 YEARS, WE'RE EXCITED TO SEE WHAT THE FUTURE HOLDS".**

**- Mikyla Janssen, Category Manager - Service Foods**





## FSL FOODS

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"I WANT TO EXTEND OUR SINCEREST CONGRATULATIONS TO FSL FOODS ON THEIR 20-YEAR ANNIVERSARY. IT'S BEEN AN ABSOLUTE PLEASURE WORKING WITH FSL FOODS OVER THE LAST 10 YEARS AND WATCHING THEIR BUSINESS GROW AND EXPAND INTO A LEADING FROZEN PRODUCE SUPPLIER IN NEW ZEALAND".  
- Aneil Balar, Managing Director - Service Foods

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# HAWKES BAY



**When disaster struck, the hospitality industry was ready to step up and support their local communities.**



The start of 2023 delivered another devastating blow for the hospitality industry, in particular for our colleagues, friends, and family in the Gisborne and Hawkes Bay regions. The need to support the region has been identified by our hospitality industry who are leading the charge with tangible ways of helping the affected regions. The camaraderie and community strength has only grown in the Hawkes Bay and Gisborne regions.

At the end of February Service Foods joined the relief efforts by working alongside the Civil Defence, Rapid Relief Team NZ, NZ Food Network, and Kahu NZ. These partnerships enabled us to ensure essential food and supplies made it to whanau's that were impacted.

**"EVERYONE IN THE COMMUNITY IS BACKING EACH OTHER... WE COULDN'T DO THIS WITHOUT THE SUPPORT OF ALL THE INDIVIDUAL GROUPS COMING TOGETHER."** – Mike Moloney, Silence of the Lambs Catering Company

Owner of Silence of the Lambs Catering Company, Mike Moloney, has been working tirelessly with community groups throughout the Hawke's Bay region to feed those most in need. Mike and his team volunteer their evening hours and weekends driving to isolated locations and providing the community with a free feed, a listening ear, and even hugs as required. Between the 17th of February and 22nd of April, the team have hosted over 15 events, feeding over 2200 people.

The Silence of the Lambs team are a wonderful example of unwavering dedication and compassion that this community has for its land and people.



Outside of the Hawkes Bay and Gisborne regions, Service Foods Christchurch and Service Foods Wellington got behind the 'Cooking Up a Storm' fundraiser. These branches supplied a range of dry, chilled, and frozen, in support of the cause. This event raised over \$200,000 with over 152 venues across the country involved.

Service Foods Christchurch also supported The Birdwood Fundraiser. This time donating further stocks of frozen, dry, chilled, butchery, and produce. We are proud to be able to participate in these fundraising efforts and humbled by the response from the wider community.

## BAY LEAVES



# BAY LEAVES

**Discover how bay leaves add aroma and health benefits to cooking, from the bay laurel tree**

Bay leaves, with their unique flavour and aroma, are a versatile ingredient that have been used in cooking for centuries. In addition to their culinary uses, bay leaves may offer potential health benefits due to their essential oils and other plant compounds. These benefits include anti-inflammatory and antioxidant effects, as well as digestive support. When using bay leaves in cooking, it's important to remember to remove them before serving

and to use them sparingly. Bay leaves can be added to a variety of dishes, from soups and stews to sauces and marinades. They are a popular ingredient in Mediterranean and Middle Eastern cuisine, but can be found in recipes from around the world. So why not try adding bay leaves to your next savory dish and enjoy their unique flavor and potential health benefits!

 SFCODE: BAYL500

# WE MAKE THE BASES



**WILD  
CHEF**

GOURMET FOOD  
MANUFACTURER



**GLUTEN-FREE | DAIRY-FREE | VEGAN FRIENDLY**



**WILD ACRE**  
— F A R M S —

BEEF × PORK × LAMB × VENISON × POULTRY × SMALLGOODS

**NOTHING worthwhile**  
**IS EASY, and NOTHING EASY**  
**IS WORTHWHILE**

Wild Acre Farms is a collective of similar minded people across New Zealand who still aspire to the old fashioned notions of simple, honest animal husbandry. Treat your stock well, be respectful to the land around you, so your family can continue to work the land as they have done for generations...

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