

Wood's NEW Vegan Mayonnaise used to create this Beetroot Dip



# Inside Edlyn

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## A word from the CEO

The educational and learning institutions are often overlooked in terms of being a valuable resource that can solve problems for businesses.

It's natural for businesses to heavily rely on, and develop internal resources to meet the challenges they face, whether they be innovation, marketing or technology related.

At Edlyn, we pride ourselves on Innovation and our abilities and processes in this area, but are always open to bringing ideas and resources from outside into the company.

Being situated close to many world class universities and tertiary institutions, we are privileged to be able to access some of the excellent resources that lies within them. Swinburne University (School of Design) and Monash University (Food Innovation Centre Monash) are just two such organisations.

In recent times we have accessed their expertise for the following initiatives:

New Packaging Research and Development. This included Ideation and concept work, design and prototyping, performance tests and analysis, as well as improving design after customer testing.

Qualitative Customer Research (related to a new packaging concept). This included experimental design, customer research and interviews, study of customer buying decisions and current behaviours related to packaging, customer feedback on new packaging concepts, analysis of the results and presentation of final findings.

By partnering with the resources within such institutions, it's possible for businesses to save time, money or both, as well as ensure better outcomes in terms of innovation and new developments. We are eager to look for future opportunities to collaborate in this way.

**Andrew Donnelly,**  
*Managing Director, Edlyn Foods Pty Ltd*



■ Rustico - Hay Shed Hill Wines Executive Chef Mike McAllister

## Meet the Bone Roasters customer Hay Shed Hill Wines - Rustico

If residents of Perth want to escape the busyness of city life, they often head south to Margaret River and surrounds, approximately 3 hours drive from the state capital.

Apart from being a wine region of some note, the Margaret River area hosts many wonderful restaurants and eateries. One in the Willyabrup Valley, just 5km from the Indian Ocean is Rustico at Hay Shed Hill Wines headed by Executive Chef, Mike McAllister. The winery, cellar door and restaurant is one of the busiest in the regions, hosting up to 60,000 visitors per year, with the restaurant serving up to 350 patrons per day in the busy holiday months.

Mike insists on the highest quality ingredients for his dishes, and has found great consistency, flavour and value in Bone

Roasters stocks. "Bone Roasters Veal Stock is neutral and very consistent, and I can still finish it the way I like", claims Mike.

The menu at Rustico focuses on Mediterranean shared plates, tapas-style dishes or for the adventurous, a six course degustation menu. These aside, two of the most popular choices are the braised beef cheek and pork belly.

If you are fortunate enough to find yourself in WA's wonderful South West region, plan a visit to Rustico at Hay Shed Hill vineyard.

# Edlyn launches Wood's Vegan Mayonnaise to market



Wood's 2.2 kg Vegan Mayonnaise and the Vegan Mayonnaise Dip and Spread Recipe booklet

Edlyn Foods is extremely excited about the recent launch of a brand new Vegan Mayonnaise product under its Wood's Premium Condiments brand.

The product itself is egg, gluten, soy and dairy free with the creaminess and authentic taste of a traditional egg based mayonnaise. It is packaged in a 2.2 kilogram pail and is made from 93 per cent Australian ingredients.



As many customers are now catering to a wider variety of consumer dietary requirements, the Wood's Vegan Mayonnaise offers customers the versatility to use this product for both their vegan and regular mayonnaise requirements.

Since its launch this product has received an overwhelming positive response from many customers stating how similar the texture and taste are compared to a traditional mayonnaise.

As part of the launch for this product Edlyn have developed a series of dip and spread recipes that use the Wood's Vegan Mayonnaise as a base. The series of 9 recipes include a fantastic sundried tomato and lemon thyme dip,

a delicious and vibrant beetroot dip and a spicy wasabi dip just to name a few.

This recipe book has proved extremely popular with customers as it again showcases the versatility of this product and how easily it can be integrated into existing menu ideas.

For over 30 years, Wood's have consistently created premium condiments by sourcing only the finest ingredients from the very best growers and suppliers and the new Vegan Mayonnaise is no exception.

# Meet the customer Redcliffe RSL

The Redcliffe RSL has been operating since 1948 at the Woody Point Hall, located along the unspoiled Redcliffe Peninsula, just 40 minutes north of Brisbane.

Boasting pristine views of Moreton Bay, the RSL operates six days a week and is known as one of the leading entertainment, dining and hospitality venues in the area. With many different facilities available to cater for the local community, the venue offers a modern bar & lounge, newly renovated bistro, an award winning restaurant, café, TAB and fantastic live entertainment in their sports lounge.

With such a large local community and member base, it is extremely important the Redcliffe RSL offers value for money to its customers whilst continuing to operate at a high standard throughout particularly in relation to the quality and options of their food offering.

Head Chef Adam Norris has been with the Redcliffe RSL for the past 7 years and is responsible for all their food menus throughout the facility.

Changing almost fortnightly and offering options to cater to all customers, the food menus throughout the facility provide an abundance of variety and choice from roasts and burgers to seafood platters and premium chargrilled steaks. The al-a carté restaurant and bar menu is designed using fresh and local ingredients embracing Australian Modern cuisine with choices catered to all tastes.

Adam has been using the Wood's range of condiments in his menus for years due to the quality and versatility of the products. And it's the Tomato Relish product that has become a true staple with the Redcliffe RSL kitchens using it on many of their dishes through from their café to their restaurant menus. 'These condiments truly represent the standard of food I want to showcase to our customers, the flavour profile



Redcliffe RSL Head Chef Adam Norris (Right) using the Wood's Tomato Relish on one of their burgers

and versatility of the relish allows me to use it within a number of meals' says Adam.

With beautiful views and fantastic food, the Redcliffe RSL offers a great family friendly experience on the beautiful Peninsula.

# Innovation Nation

The passionate Innovation team at Edlyn have had a busy 12 months working on 214 product innovation projects across the year. These projects included exciting new branded and contract products, new packaging initiatives and improvements across a variety of products. The team are driven to deliver high quality products across a broad range including sauces, relishes, dressings, mayonnaises, gravies, dry seasonings/spice blends and powdered drink mixes. The team have thrived

off the busy year and look forward to continuing to build partnerships with our customers.

Edlyn's Innovation Nation program has also had a big year with 292 new ideas submitted from members across all areas of the company. Since the program began in June 2015 we have had over 1200 ideas submitted with 346 ideas implemented across the company. Our most recent Idea of the Quarter Award recipient Seda Bagdas, was able start saving our production

team a significant amount of time each week and improving safety practises, by removing the need for maintenance assistance in a particular task. The time and cost saved from this idea has streamlined this process and created a safer working environment.



# Vegan Trends

In the last 12 months there has been growth in the vegan market with more than 360 new vegan suitable products launched into the global foodservice market. Forty three percent of these food service product launches were in the sauces and seasonings categories\*.

Supporting this growth seen in the vegan suitable market are some interesting social campaigns such as Meat Free Monday and Veganuary. Veganuary encourages people to try a vegan diet for the month of January. This initiative saw three times more participants in 2018 than the year before with 168,500 participants across the UK, USA and Australia choosing to try a vegan diet for the month.

Australia as the 3rd fastest growing vegan market in the world is playing a big role in this trend#. It is therefore likely to see more restaurants and cafés offering either a solely vegan menu or more vegan friendly options on their menus. Edlyn is proud to be able to support these restaurants and cafes with our many vegan suitable products in the Edlyn and Wood's ranges and with the launch of a new Vegan Mayonnaise under the Wood's brand.

*(References- \*Innova Market Insights and #Euromonitor International*



# Edlyn Notice Board



Edlyn's Product & Packaging Designer Brittany Puyol (Left) and her husband Adrian (Right) enjoying their recent holiday in Key West Florida, USA



Edlyn's Maintenance Supervisor Will Papargiris with his wife Diane enjoying the amazing sites & wine at Santo Winery, Santorini Greece



Edlyn's Food Technologist Liban Keynaan holidaying at Merlion Park, Singapore



Edlyn's Food Technologist Emma Battenelly (Right) with her husband Ben (Left) on their beautiful wedding day



Edlyn's Business Innovation Manager Aida Golneshin (Left) and General Manager Amir Arjmand (Right) on their recent holiday in Venice, Italy



Edlyn employees enjoying the delicious International Food Day lunch

