

The latest news for Sandhurst

MIMMO'S MEMO

March 2015

QUINOA

WHAT'S IT ALL ABOUT?





SALUTE!

Welcome to the latest edition of Mimmo's Memo. If you've been keeping up with our last edition, we did advise that the global economy and pressures on prices have never been tighter than they are at present.



Sadly we have to say goodbye to a great member of our customer service team Sasha Robinson who joined us a little over 3 years ago. She has made a valuable contribution to our family business and has always acted with a great deal of professionalism and dedication. She will be sorely missed as she pursues her career ambition in the area of logistics and freight for a local graphics company in Caringbah. We wish her all the best.

We also say goodbye for now to Erin who is off to have baby number 3 – we wish her health and happiness and we welcome Natalie Holbrook into the chair who brings with her a wealth of experience in companies such as Freedom Foods, Heinz and Golden Circle.

We look forward your feedback on this latest edition – please email me at mimmo@sandhurstfinefoods.com.au for comments and ideas you'd like to see in upcoming newsletters.

MARKET UPDATE – PRICES

Why are my prices going up? What has happened to the currency?
In Aug 2014 we bought stock for US\$1.00 – it cost us AU\$1.05. In Jan 2015 we bought the same stock for US\$1.00 – it now costs AU\$1.25
That's an increase of nearly 20%!

What does this mean?

Even though fuel prices are coming down, our currency (generally viewed as a **commodity** currency) falls with the value of the fuel price!

As many of our components and products are imported, we expect the effect of these price increases to manifest over the coming 3 months.

Pineapple – Scarce and Expensive

For the first time in many years, we are seeing Pineapple prices escalate to the point where a Pizzeria will have to consider paying over \$5 for a tin of 3kg pineapple. Once considered a 'cheap' filler, this product continues to be in short supply in Thailand, Indonesia and the Philippines!

We expect some relief (if any) around mid-2015, but demand is already strong and they will be reluctant to put their prices down once the new season is announced.

Olive Oil – up up and away

Spain's shortfall has been felt by all of the repackers (Italy in particular). This means that prices are on the rise, and the only relief will be in the fact that demand will lag as people will start to reduce consumption

when the price gets over a certain level. As a foodservice wholesaler once told me "Olive Oil is like Petrol – if it goes up to \$5 per litre, you'll still buy it but you'll use it more carefully!" – Great advice from one of the 'old guys'!

Vegetable Oil Prices

Just as the oil price for fuel comes down, we expect that there is also pressure on producers who compete against crude oil for biodiesel.

Once the price for crude oil hovers around US\$50 per barrel, then we expect there to be some relief in sight for 20L vegetable oil

Graphic A shows →
USD per 1 AUS
6 Jan 2014 00:00 UTC —
6 Jan 2015 00:20 UTC
AUS/USD
close 0.80891
low: 0.80399
high: 0.94913



and canola. We have been supplying 20L containers of vegetable and cottonseed oil recently to selected clients and can provide quotes on full containers of this item in Jerry cans and metal tins that are square or round. Please ask your rep if you would like quotes on this item. (Approx 1200 tins/cans per container).

NZ FOODSERVICE UPDATE SUMMER 2015!!

Sandhurst team up with Gilmours to explore latest café trends across the ditch! Gilmours, a proudly run NZ company owned by FOODSTUFFS NZ, are supplied with Sandhurst products through Bluerock.



To get an idea of the stores, imagine crossing a Costco with a Campbells Cash and Carry store. The Gilmours stores have been a part of the NZ landscape for over 30 years and are owned by franchisees.

Their customer base is typically store owners and cafes. They have a lot of small business customers and a huge amount of caterers that collect stock from them on a weekly basis.

I was fortunate to do a foodservice presentation to the store owners in December 2014 and told them about the changes in the foodservice market that we are witnessing in Australia.

Some of the observations we noted and agreed upon were:

- The café market and casual dining is driving foodservice demand across Australia and NZ.
- People are looking for good quality, healthy foods - think low fat, good tasting, low carb and big flavours!
- AM (morning) dining is becoming more prevalent with evening dining on the wane.
- Provenance is everything - genuine ingredients (think Polish dill cucumbers and sauerkraut!)
- Ethnic trends are showing up in café markets - we are seeing Greek, Mexican, Italian and Asian inspired dishes on all café menus.

If you'd like a copy of the presentation, please email me at mimmo@sandhurstfinefoods.com.au

PROVENANCE STORY

What is *provenance* and what does it mean to us? At Sandhurst, we're all about the real deal. We've seen a trend recently in foodservice to forsake price for *genuine quality and provenance!*



Polish dill cucumbers, now available in 500g jars, alongside the 2.5kg foodservice jars.

Main image: The Reuben sandwich using Sandhurst's authentic Polish products pickled dill cucumbers and sauerkraut.

We noticed a good swing towards genuine dill cucumbers from Poland. The ones we source from India are ok in quality – good firm product, but nothing beats the genuine flavour of the Polish dill cucumbers that have been a part of Polish and German cuisine for centuries.

Why are dill cucumbers made in India?

India is one of the largest growers of cucumbers and gherkins in the world. Originally, the German and Polish companies set up manufacturing there as it was much cheaper to obtain raw material in drums and transport them to factories in Poland and Germany.

As India developed more, there was an increasing trend for the companies to make 100% of the product – bottled in India. At the same time, traditional pickle companies were selling to multinationals and the decision to save money by relocating the manufacturing source was an easy one – except they forgot one thing – *the customer!*

The customer decided that they will pay a little extra for genuine pickles! American packers started to make dill pickles in the USA once again on the back of a demand for locally sourced product and more genuine flavours.

We've just launched authentic Polish DILL CUCUMBERS in retail 500g jars as a response to this foodservice-led revolution!

Stay tuned for more provenance stories as we find better quality products made all around the world that stay true to our motto of Authentic Tastes with a Modern Approach!

WHAT IS NPD IN FOODSERVICE?

This month we look at *New Product Development* in foodservice and we debunk some of the mysteries behind a *new foodservice product*.

At Sandhurst, we're known as an *innovator* – we look for trends emerging in foodservice and one of the most commonly asked questions we get is “*What's next?*”

As Italian foods are quite conservative – there isn't much out of Italy that hasn't been discovered, perfected, exported and ultimately “*Americanised*” (just look at pizza!) So we look *outside* the square and find trends in Foodservice that we can tap into.

These are the sources of ‘*inspiration*’ for Foodservice New Product Development (an extract from our famous “*New Product Checklist for Foodservice*” document).

- Is it coming from an overseas menu trend?
- Is it a new ingredient featured on a cooking show (Masterchef, My Kitchen Rules etc.)
- Is it a new portion control concept for foodservice (think roasted red pepper strips for example!)
- Is it part of a wider ethnic trend (Lebanese, Mexican, Spanish)
- Is it part of a general health trend

(gluten free, low fat, paleo diet etc.)

- Is there a flavour enhancing aspect to the product (think basil pesto or olive paste!)
- Is it a café buzz product or trend?

In summary, there are quite a few ‘hoops’ that a new product has to jump through before it can be labelled as part of the Sandhurst Family Collection. Stay tuned for more updates on new products from Sandhurst in 2015 – coming soon to a warehouse near you!!!



Amarena cherries are now available in retail and foodservice from Sandhurst.

I DIDN'T KNOW YOU RANGED...

Quinoa (Pronounced Keen-Wa!) is the superfood missing from your menu. Sandhurst import this ancient Peruvian grain crop from our regular supplier of asparagus and artichokes in Peru.



Quinoa has been consumed for thousands of years in South America, but it is only in the past few years that it has become more widely known. This ancient grain is well-regarded as a “superfood” touted for its health benefits- it contains more protein than any other grain, with a good balance of all 8 essential amino acids. It is also nutritious, high in fibre, gluten-free and has a low G.I. Not to mention being loaded with minerals and antioxidants. Quinoa has a lovely fluffy consistency, with a slightly nutty flavour and is easy (and quick!) to cook.

Serve cold, tossed through a salad, or hot served with a stir-fry, stew or casserole.



JUNE PRASAD

What do you do at Sandhurst?

June (*Nickname Junee*) is our Team B leader and is responsible for producing our pestos, marinating our olives, eggplants & tomatoes, and also packaging these and various other items into vacuum bags & pails for our bulk range offered to the foodservice market.



June with some members of her team, from L-R: Kenny, Jennifer & Kushil.

What's with the Nickname?

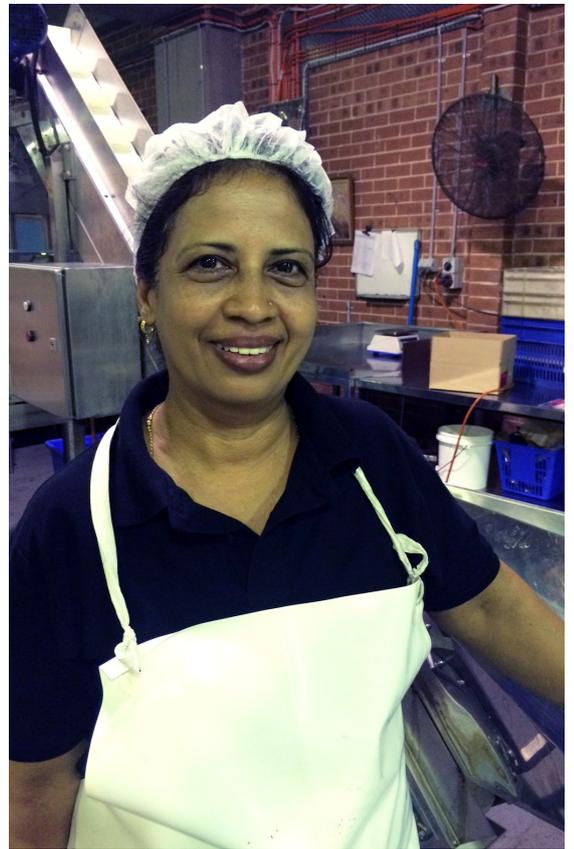
June got the name from our cousin Emma, who used to work in the order entry department. It became a name used for a custom made product. In other words, if you had a "Junee" it meant that you needed something specific made up for a customer. It was originally a "Junee Special" and then became abbreviated to just "Junee".

Where did you come from?

June is a proud Indian Fijian. She migrated to Australia in 2003 when her husband was brought here on a skilled migrant visa. In Fiji, she was a talented tailor and dressmaker – hence why she is so well organised and can put things together in an orderly fashion! Her husband knew the husband of one of the other workers here and she fronted up to Vince and asked for a job. Vince wasn't very helpful but gave her a job anyway as she looked like she meant business! She's been with us for 12 years and we appreciate her hard work and loyalty.

What about your family?

June came to Australia when her eldest daughter was 16. She is a proud mother of 3 children and has raised a hardworking family.



What does June like about Sandhurst?

Sandhurst is a family. June is part of the family and provides us with dedication and a 'care' factor that shows a great sense of pride in what she does. Recently, the Team B area had to be halved in space to make way for the new warehouse and June's team of Kushil, Kenny, Balwinder, and Amy all banded together to make the best of a difficult work area.

We'll be giving her some extra space in the new facility, which will probably be operational around April 2015. If you'd like to meet Junee, please let us know and we will arrange a special tour for you to see how she makes great products such as pesto, vacuum marinated olives, preserved lemons and pails of sun dried-semi dried tomatoes in bulk!

SITTING ON THE DOCK OF THE DAY

Our QLD team managed to rise'n'shine at 1.30am on the 28th of January to present our latest Foodservice items to AIV.



Sandhurst's Stephanie Grimish with AIV vendor Amit Dekel.

AIV is a team of independent cash van drivers who are owner-operators that look after the hundreds of small cafes, restaurants, takeaways, caterers in the Brisbane Metro Area. The drivers all have a 'run' and they return to 'base' from 1.30am to around 7am when they complete their deliveries. They source product from the huge Bidvest Facility in Morningside QLD.

Kevin Wise and Stephanie Grimish (pictured) greeted the drivers with new products such as mushrooms in butter sauce (Italian) which are used for steak'n'mushroom pies. They also showcased our mushy peas - very much the partner product for the famous Boscattle Pies that were on show. The ANATHOTH range from NZ also received rave reviews with people loving the farmstyle pickle, tomato relish and chutneys that make Anathoth a top choice for cafes and caterers!

Also on show was our new CARNAROLI Rice which is a finer version of the Arborio - it's a less 'starchy' rice and is used in risotto with our Sandhurst porcini mushrooms as well as many cold rice dishes that are very popular in Italy as a gluten-free alternative to pasta!

Well done Kevin and Steph - as they said on the day "now we can all get some sleep..."

(L-R) AIV vendor Adrian Peters, National AIV co-ordinator Gary Elder, AIV dispatcher Lisa Bird with Stephanie.



GALIPO FOODS CHRISTMAS



Galipo Foods celebrated "Christmas in the Vines" in early February. We celebrated Christmas late because of an idea from Director Sebastian Galipo who chose to host the Galipo Christmas party outside of the "silly season" when things were calmer. As we all know, pre-Christmas in Foodservice is hectic at best.



The weather was superb, the wine from Longview was exceptional, and the food was even better thanks to the mini pasta dishes cooked up by Chef Daniele Trimarchi – our very own Mutti Tomato Master who made stunning canapés and pasta dishes from Mutti Polpa and Cherry Tomatoes.

Mutti were the only brand to have a presence at the celebration, whilst other suppliers, including Pacific West chose to provide food for the party.

Sebastian acknowledged the great support of everyone that made his business a success in the Adelaide Foodservice Market – his great staff, wonderful suppliers and Countrywide who support great family businesses like Galipo Foodservices.

Sandhurst are a proud supporter of family businesses like Galipo and the families that make up the membership of the family business groups such as NAFDA and COUNTRYWIDE.



Chef Daniele cooking up with Mutti.



Mimmo and Daniele at "Christmas in the Vines".