



Company Presentation

GAVIN CLIFFORD & ROGER LAZARO



# COMPANY BACKGROUND

- Ezy Chef Pty Ltd was incorporated in Australia in 2008.
- It was formulated from a desire of one of our directors to texture modify hard produce into a puree.
- Early work undertaken with Food Science Australia (CSIRO) to develop the process.
- Following the trials a detailed market acceptance study was undertaken in Australia specifically in the Industrial; Food Service; Aged Care and Hospital sectors.
- Decision to proceed with establishing the business was founded on the positive market research.
- Key brand proposition was to ensure Ezy Chef's Vegetable puree & mash products are 100% Pure; i.e. No Preservatives, No Additives and No Colours.
- Ezy Chef is proud to be an Australian Company, and source 100% Australian grown produce to manufacture wonderful easy to use Vegetable Puree, Mash, & Fresh cuts; and ready to eat Soups. We have recently launched Puréed Fruit toppings and Coulis.



# COMPANY BACKGROUND

- Directors exposed to a combined 130 plus years experience in the Food Industry.
- Experience covers Growing; Technical; Engineering and Management / Ownership expertise.
- Experience across a wide array of manufacturing sectors.. Beverages (Ambient & Chilled); Chilled Soups; Fresh Cuts; Wet Salads; Canning – Fruit, Vegetables & Seafood; Packaging...
- Manufacturing plant set-up in Laverton North.
- Our catch cry is..

*“Ezy Chef Puree’s  
Limited by your imagination...”*





# COMPANY BACKGROUND

- Gone are the days of WASHING, PEELING, CUTTING, COOKING & MASHING. Ezy Chef's all natural 100% Vegetable Puree and Mash Products replaces all these cumbersome actions and provides a product that can be used as a straight accompaniment or in soups, scones, pastas, pizzas, pies, breads and muffins.



**No Preservatives • No Additives • No Colours**

**100% Pure**

**Butternut Pumpkin Puree**

**No Peeling, No Washing, Ready To Use**

NUTRITIONAL INFORMATION		
Servings Per 2kg Pack: 10		
Serving Size: 200g		
	Per Serve	Per 100g
Energy	412 kJ	206 kJ
Protein	4,6 g	2,3 g
Fat Total	1,4 g	0,7 g
- Saturated	0,0 g	0,0 g
Carbohydrates	15,4 g	7,7 g
- Sugars	11,6 g	5,8 g
Sodium	2 mg	1 mg

Ingredients: Butternut Pumpkin

Keep frozen at -18°C.

Once thawed, do not refreeze.

Note: When thawed, separation of pumpkin from its natural juices may occur; the pumpkin & juices coagulates when heated to form a thick puree. Keep chilled and use within 72 hours of thawing.

This package contains only the finest pure butternut pumpkin puree. There are absolutely no preservatives or additives of any kind. 2kg of *EzyChef Butternut Pumpkin Puree* will make approximately 12 serves of creamy pumpkin soup in only five minutes.

**5min Pumpkin Soup Recipe**  
 2kg Butternut Pumpkin Puree  
 5 cups milk  
 300g Thickened Cream  
 2 tbs of chicken stock powder  
 Salt and Pepper to taste  
 Combine all ingredients in a pot and heat, then its ready!  
 Serve with a sprinkle of nutmeg on top.

**Ezy Chef Pty Ltd**  
**18a Westside Drive, Laverton North**  
**Victoria 3026 Australia**

**Phone: (03) 9318 9752**

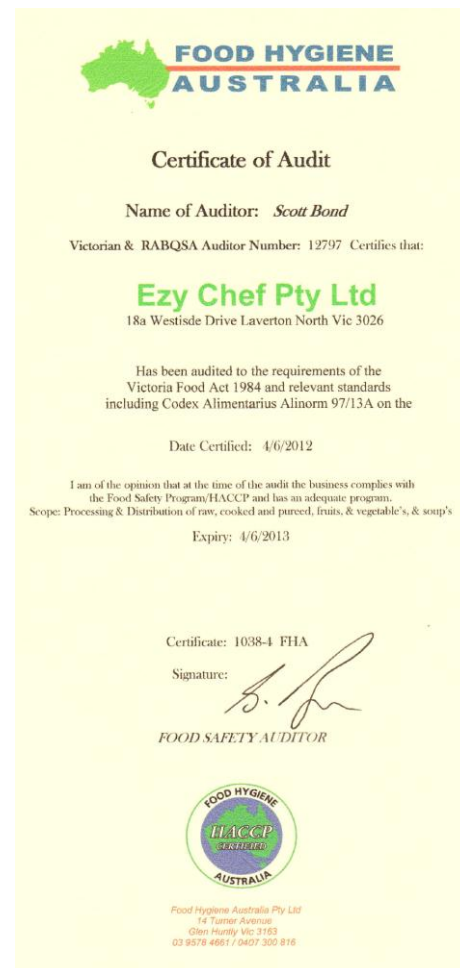
**Product Of Australia Made In Australia**  
**ABN: 99 529 401 512**

2kg



# COMPANY BACKGROUND

- All manufacturing undertaken at our food premises in Laverton North, under the Wyndham City Council registration.
- HACCP certified.
- Organic certified.
- Halal Certified
- Kosher Certified





# COMPANY PRODUCTS

## Texture Modified Product Range

Our product range is Gluten Free and Allergen Free (except for some soups where dairy has been added)

- Vegetable Puree and Mash Products
- Ready to Eat Puree Soup Products
- Thickened Soup Products
- Fruit Puree Products
- Fruit Coulis & Toppings
- Natural progression to Meat Puree Products



# COMPANY PRODUCTS

## Butternut Pumpkin Puree





# COMPANY PRODUCTS

## Carrot Puree

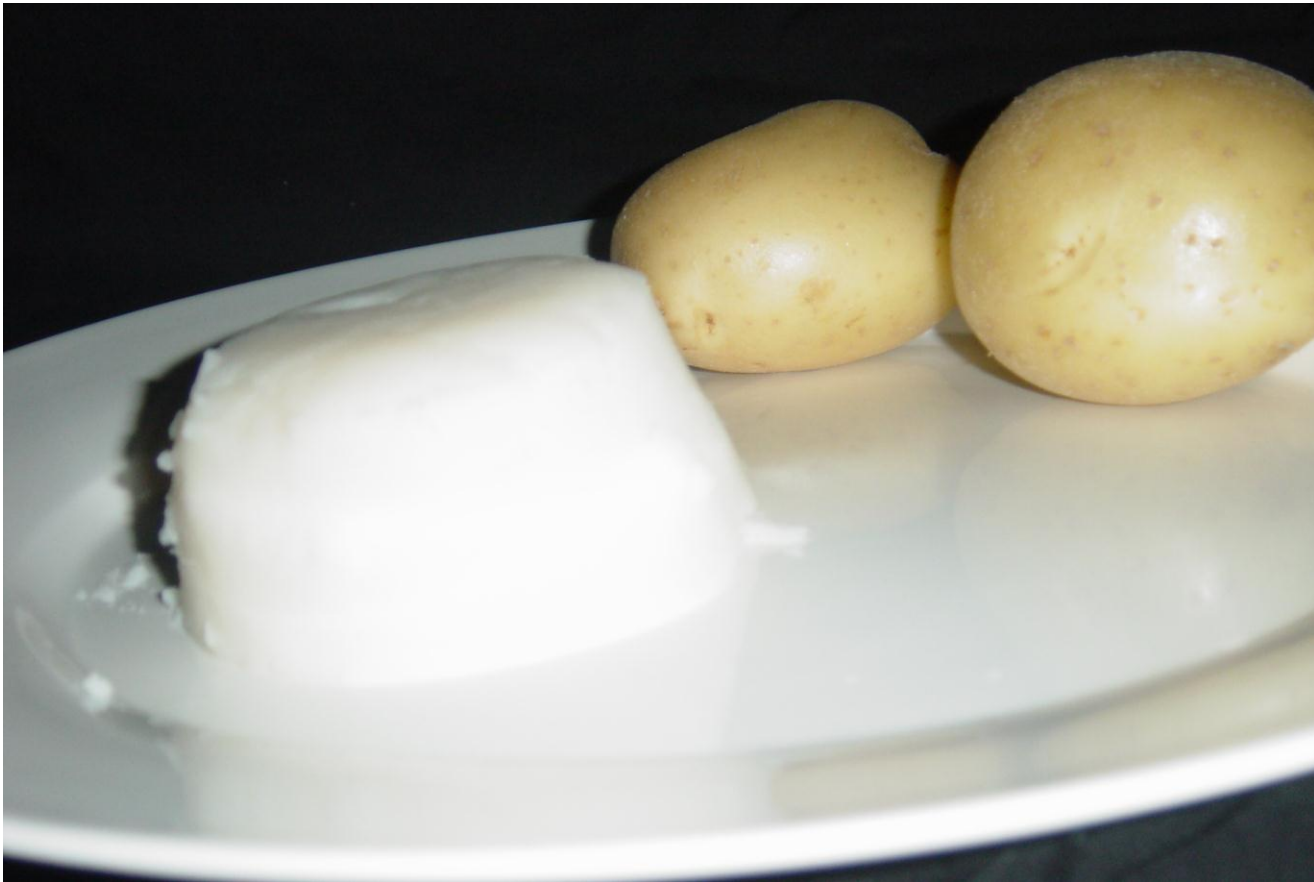






# COMPANY PRODUCTS

## Potato Mash





# COMPANY PRODUCTS

## Broccoli Mince





# COMPANY PRODUCTS



**Ezy Chef...  
Fruit Puree's and  
Fruit Toppings / Coulis**



# COMPANY PRODUCTS

## Ezy Chef Soups

Our Soup range is produced using fresh produce and a smooth texture. Home style flavours include...

- Butternut Pumpkin
- Broccoli
- Cauliflower
- Carrot with Ginger-Lemongrass
- Vegetable
- Mushroom
- Potato & Leek
- Potato & Celery
- Potato & Corn
- Pea & Ham
- Lentil & Vegetables
- Tomato





# PRODUCT LIST & PACKAGING

<b><u>Products</u></b>	<b><u>Packaging</u></b>
Butternut Pumpkin Puree & Mince	1kg, 2kg, 6kg, 15kg
Potato Mash	2kg, 6kg
Carrot Puree & Mince	2kg, 15kg
Broccoli Mash & Mince	2kg
Sweet Potato Mash	2kg
Onion Puree	2kg
Fruit Puree's; Toppings (Strawberry, Apple, Raspberry, ....)	Under development (1kg, 2kg, 15kg)
Fruit Coulis	1.25kg Squeeze Bottles
Pureed Soups	2kg (Capable of single serve or larger sizes)
Fresh Cuts	5kg bags



# SHELF-LIFE

- All Ezy Chef's Fresh Chilled Vegetable Purees and Mash products are produced with 12 days shelf life.
- External analysis suggests that shelf life of 3 weeks can be achieved if product is maintained under 4 deg C.
- All Ezy Chef's Frozen Vegetable Puree, Fruit Puree and Pureed Soup are produced with 24 months shelf life.
- Fruit Coulis / Toppings are produced with 6 months shelf life chilled.



# EZY CHEF PRODUCT BENEFITS

- Fully certified to HACCP, Kosher and Halal
- Versatile and easy to use by Cooks and Chefs.
- All our Vegetable Puree and Mash products are 100% PURE – No additives, No Preservatives, No Colouring.
- Meets with Australian Department of Health and Ageing – HACCC (Home & Community Care) Guidelines



# SUMMARY

- We thank you for your interest in Ezy Chef and its products.
- Please contact us should you require samples or further information.
  - Website: [www.ezychef.com.au](http://www.ezychef.com.au)
  - Email Enquiries: [sales@ezychef.com.au](mailto:sales@ezychef.com.au)
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