

GOURMAND  
PROVIDORE

THE  
MARKET  
LEADER  
FOR  
FRESH  
SEASONAL  
PRODUCE  
AND  
READYMADE  
FOODS



1990

FOR NEARLY THREE DECADES WE HAVE BEEN AT THE  
FOREFRONT OF THE EVOLUTION OF FOOD IN AUSTRALIA

NOW

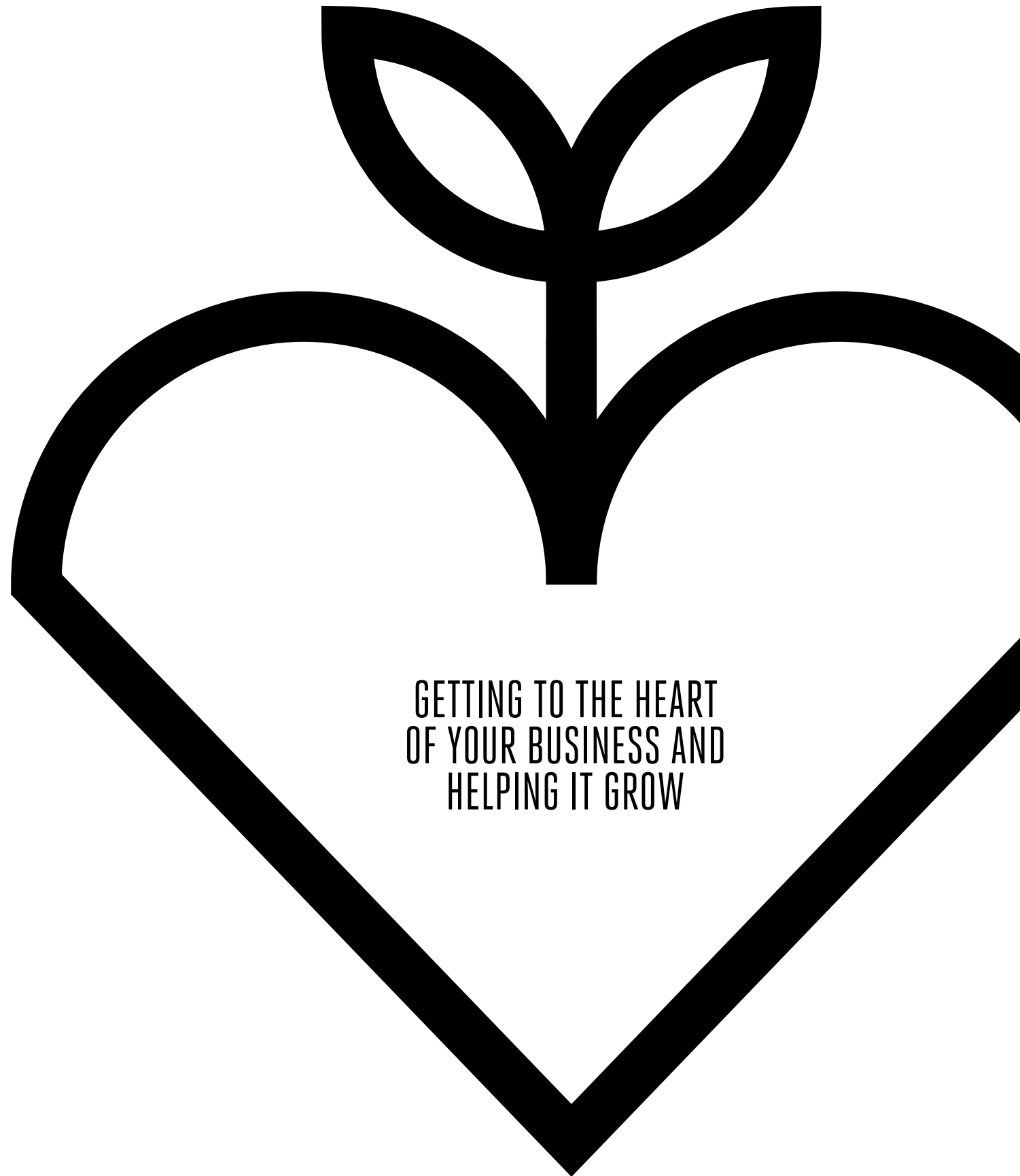
# RAW

**W**e love food. And in order to create truly great food, you need the finest ingredients. From this simple ethos, Gourmand Providore has grown a diverse and dynamic business supplying premium fresh produce, prepared fruit and vegetables and readymade goods. It is built on the knowledge and experience of our founder, Abboud Jraij. With his background in horticulture and our unrivaled access to the best growers in the country, we have become the first choice for the most discerning chefs and exclusive venues in Australia.

Our passion extends to innovation. We are at the cutting edge of food technology solutions with our development of cold chain 'safe quality food' procedures, full traceability, NSW Food Authority 'A' rating and SQF Certification v8.

All of this is delivered by a devoted team of individuals with varied and distinct skills. They are drawn from the farming, catering, manufacturing, logistics, hospitality, health and safety industries, so we truly understand the whole process, from field to plate.

# PASSION



# PRODUCE

FRESH PREMIUM  
QUALITY PRODUCE  
IS THE CORE OF  
OUR BUSINESS

With our extensive network of reputable growers, and our operations situated at the centre of the largest fresh fruit and vegetable market in Australia, we are one of the leading raw produce suppliers for Sydney. We have immediate access to over 120 fresh produce wholesalers and almost 400 growers throughout Australia.

Over the years, we have witnessed how our palates have evolved, and how the market has changed, to truly reflect the cultural diversity of Australia. These days we supply kiwanos, wing beans and daikon along with the standard fruit and veg.

Our prepared foods and readymade goods benefit from our in-depth knowledge and experience of premium market produce. By supplying the best and freshest raw ingredients to our kitchens we ensure quality across every one of our products.



The combination of our in-house chefs' knowledge and experience, with the regular feedback we receive from our growers and customers, helps us create unique specialty products that save time and money. We focus on seasonality while keeping a keen eye on current menu trends. Some products are only available for the season that certain ingredients are to hand, while others are developed when we perceive a gap in the market. We also create new products in consultation with our customers, to meet their particular needs for everyday menu items or specialty events.

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IT'S LIKE HAVING AN EXTRA  
CHEF IN YOUR KITCHEN

# READY MADE



**O**ur expert chefs are continually creating innovative, readymade food products for our customers – convenient, baked goods delivered straight from our market kitchen. These include our gourmet range of meat and vegetarian lasagnes, frittatas, quiches, muffins and pies that are ready to heat and serve. We also supply different festive and celebratory foods depending on the time of year, e.g. smoked pork hock and sauerkraut pie for Oktoberfest, and mince pies and puddings for Christmas.

# FOOD SAFETY

WE HAVE THE HIGHEST POSSIBLE STANDARDS  
IN THE WORLD, BACKED BY SCIENTIFIC EXPERTISE

**G**ourmand Providore invests in the most advanced food safety systems in Australia to ensure the absolute safety of its produce. As an SQF Version 8 accredited facility and a NSWFA Licensed premises for the production of ready-to-eat products, we have implemented and extended our requirements for ensuring all produce delivered by Gourmand Providore meets and exceeds our legislative requirements.

We can trace our produce from paddock to plate giving our customers absolute confidence.

As part of our SQF manufacturing requirements we conduct many mock testing systems annually for Crisis Management, VACCP (Vulnerability Assessment of Critical Control Points), TACCP (Threat Assessment of Critical Control Points) and SPC (Statistical Process Control). In fact, we have benchmarked a number of processes with our ongoing customers in manufacturing.

Our kitchens operate a strict colour coded system for handling allergens and staff movement within our facilities and all processing is monitored on CCTV.

None of our ready-to-eat products leave our high care kitchen until they have passed through our metal detectors. Calibrated to detect 0.3mg of metal, they provide an additional reassurance that produce has not been contaminated as it passes through sanitising, chopping, shredding, mixing and packing.

As well as operating a continuous washdown system to inhibit bacteria, we employ an ozone system every month to totally disinfectant our processing kitchens. Ozone is broad spectrum biocide against viruses, bacteria, biofilms, fungi and protozoa — none of which can build up a resistive tolerance to ozone, because it disinfects by oxidation processes. Ozone does not act as a systemic poison to microorganisms, but rather, destroys them by oxidation. Consequently, it is impossible for a microorganism to build up any resistance to oxidation.





# INSPIRING THE CULINARY ALCHEMISTS OF TOMORROW

A persistent urge at Gourmand Providore is to innovate, whether it's investing in new technology and infrastructure (as with our state-of-the-art food safety equipment) or creating a tasty new pie. The Australian food landscape is constantly changing as farming practices evolve, and as gourmet chefs push the boundaries in their kitchens. We believe it is our duty to innovate, inform, educate and inspire the culinary alchemists of tomorrow.



# THE JOURNEY

Our advanced supply systems ensure we procure, sort, pack and deliver exactly what our customers need, when they need it. But technology just enhances the process. The key to our customers' success is the time we take to discuss their changing needs, the kilometres of early morning legwork in the market to source exactly what they want, and the care we take to pack and deliver the chosen goods. When you see our vans or open our custom designed boxes, you know we have taken the greatest care to deliver premium raw or prepared produce, and readymade goods, at optimal freshness.

## GROW

It all begins here, at over 400 farms across New South Wales and Australia. Produce from our suppliers is lovingly farmed, collated, packed and shipped to Sydney Markets.

## PROCURE

Our founder and managing director Abboud Jraij navigates the market at 3am every morning to inspect the day's produce, place orders and discuss current issues and trends with growers.

## CHECK

At 4am the operations team begins accepting deliveries from the growers at the market. Here we confirm the quality, and check the weights and quantities, for every order.

## PROCESS

In line with the most stringent food safety standards in the world, our production team skilfully processes our prepared products: washing, peeling, chopping, sanitising, weighing, packing, scanning, labeling.

## MAKE

At 6am everyday our professional kitchen starts from scratch, creating our signature gourmet pies, quiches, lasagnes and more. It's also where we invent and test new products. Watch this space!

## PACK

Our careful and conscientious packers begin fulfilling customer orders – checking, collating, weighing, packing, wrapping and organising goods for dispatch.



## DISPATCH

From 3am onwards our packers and drivers begin loading customer orders into our fleet of refrigerated trucks and vans for immediate delivery.

## DELIVER

We aim for all our trucks to be fully loaded and on the road by 7am. Each day our drivers cover thousands of kilometres delivering the freshest produce and readymade goods to customers in NSW.

## STOCKTAKE

Throughout the day our team continually rotate and replenish goods in our cutting edge cool storage rooms.

## ORDERS

Orders are placed throughout the day through our online ordering system, emails and facsimiles. Customers can also contact us direct between 2am and 10pm.

## ACCOUNTS

Our accounts team is continually monitoring the latest purchases, ensuring the whole system is streamlined and easily understood by our customers.

## CLEAN

All areas are continually washed and sanitised, maintaining the highest possible food safety standards in the world.



# FAMILY MATTERS



Abboud Jraij  
Managing Director

Growing up in a farming community, Abboud's first love was the land – nurturing plants to maturity, and experiencing the joy of fresh produce. This led him to complete a Master's degree in Agricultural Science, specialising in plant protection. With this qualification, Abboud was able to work alongside growers and truly understand the nuances of a vast variety of fruit and vegetables, before and after harvest. It was on this basis that Gourmand Providore was born. The strong ongoing personal relationships Abboud has built over the past three decades with the growers and agents in Sydney Markets exemplifies the respect they have for Gourmand Providore. He continually provides first-hand information on the quality and availability of new and seasonal products, and ensures his team delivers the absolute best possible for customers.



Dean Upston  
General Manager

With an extensive background in cooking, including over 15 years as a chef in international hotels, Dean's vast experience of kitchen management has been enhanced by rigorous staff training, extensive product knowledge and consolidated purchasing solutions. During the Sydney 2000 Olympic Games he was responsible for feeding the official guests, dignitaries and delegates of the IOC and AOC for the Intercontinental Hotel Group. In overseeing Gourmand Providore he draws on his years of experience delivering handmade cooking solutions, and his know-how of the produce industry, to ensure management have the right tools to service new and existing customers. Dean has qualifications in occupational health and safety and HACCP Australia food safety management.



Dave Upston  
Operations Manager

Dave powers the engine room that keeps our wheels turning. His broad experience in logistics, particularly in relation to food preparation and handling, means that we have the most advanced and up-to-date procedures for the ordering, supply and delivery of produce in Australia. Dave also ensures that customers are continually informed about their orders and the latest advancements in the fresh produce sector.



Julio Azzarello  
Sales & Marketing Director

Julio is a nationally accredited culinary judge and president of the NSW chapter of the Australian Culinary Federation. His 30 years in hospitality, including 13 years as an executive chef for multi outlet hotels and three years as a lecturer at Le Cordon Bleu, means he is hugely respected in the industry. Julio is responsible for our sales team. He is our own Larousse, a culinary encyclopedia called upon to better understand ingredients, but also the person to assist with developing new business solutions. With his finger on Australia's culinary pulse he is always eager to discuss the latest food innovations or just share the seasonal news from the markets.



Peter Kenyon  
Sales Executive

With over 20 years' experience in prestigious five star establishments across Europe and Australia, including The Royal Garden Hotel in Kensington, London, Peter has a unique appreciation of the daily demands and pressures on chefs and their teams. He now combines his unique business background with an in-depth knowledge of fresh and seasonal produce to deliver the most cost effective solutions for Gourmand Providore's customers.



John O'Connell  
Food Quality & Safety Consultant

Drawing on over 30 years' experience in the hotel, aged care, hospitality and manufacturing industries, John has overseen the implementation of the highest possible food safety standards and management systems for Gourmand Providore. He has instigated more than 150 hospitality programs for organisations all around Australia, and guiding them to achieve BRC (British Retail Consortium), WQA (Woolworths Quality Assurance), Coles, HARPS (Harmonised Australian Retailer Produce Scheme), SQF (Safe Quality Food Institute) and HACCP (Hazard Analysis and Critical Control Points) certification. John is a certified food safety and quality trainer, proficient in training large teams in all elements of food safety and quality procedures.



Michael Hammond  
Production Manager

Michael oversees our state-of-the-art quality control systems to guarantee the consistent premium quality of all our prepared fruit and vegetables. With over 18 years experience, and unfaltering education in food safety, he is our hands-on systems expert for safe and efficient production and HACCP. He ensures all staff understand Gourmand Providore's food safety and quality standard and that they are trained to deliver on our promise.



Mikhail Poleschouk  
Warehouse Operations & Logistics

After ten years as an owner/operator of a wholesale fresh produce business, Mikhail now casts his experienced eyes over all our produce as it arrives at our warehouses. Once he is confident it is of optimal quality and freshness, he organises our packers and drivers for fast and efficient deliveries, all the while maintaining our stringent food safety practices.



Arthur Fakas  
Head Chef

Awarded Apprentice of the Year for three years running, and nominated for the Oliver Shaul Scholarship, Arthur is a chef in demand across exclusive restaurants and five star hotels. His talent originally took him to London where he worked at the prestigious OXO Tower restaurant. Returning to Sydney, he opened a small bistro in Surry Hills while teaching commercial cookery at Ryde TAFE. His far-reaching experience and endless curiosity ensures Gourmand Providore stays at the forefront in developing new products.

A FAMILY OF  
INDIVIDUALS, EACH  
WITH THEIR OWN  
DISTINCT SKILLS



Our immediate family includes the early morning prep team, kitchen crew, packers, administration staff and a fleet of drivers, but our network stretches beyond the markets to include our trusted band of growers and suppliers, and an expanding number of discerning chefs and food buyers across Sydney. We call it family because we are all joined through love – our love of great food!





WEEKLY  
REPORTS

SEMINARS

TASTING  
WORKSHOPS

MARKET  
TOURS

# SHARE

ON-SITE  
CONSULTATIONS

COOKING  
DEMOS

Despite decades of market life, we have never lost the thirst for knowledge about our industry. Our team regularly attend seminars keeping them abreast of the latest trends. It is our duty (and our pleasure) to share our expertise with a wider audience, through information sessions, tasting workshops, cooking demonstrations and market tours. With accredited culinary judges, and the president of the NSW chapter of the Australian Culinary Federation on our team, we are a credible and trusted source of information, and run enlightening and entertaining sessions for all our customers.

Our bespoke tours provide an unforgettable first hand experience of the markets. Led by our tireless managing director Abboud Jraij, we will kickstart your interest, or enhance your existing knowledge about fresh produce. We encourage all our customers to take some time out and schedule an early morning visit to the epicentre of Sydney's fresh food industry and see our dedicated team in action.

You can visit us, but we also love visiting you to discuss your specific needs face to face. There's nothing better than getting a knowledgeable external eye cast over your business.

To sign up for our next tour or arrange an appointment visit our website or call Julio Azzarello on 0413 588 366. You can keep abreast of the latest information by signing up for our regular updates and newsletter at [gourmandprovidore.com.au](http://gourmandprovidore.com.au)

# SUSTAINABILITY

## GIVING BACK TO NATURE

**W**orking with living plants, gifts of nature, we are keenly aware of our responsibilities to the environment. All our packing materials are reused or recycled. Our processing kitchens sort vegetable waste in different streams so that it can be distributed to farmers as livestock feed. Any organic waste that cannot be fed to animals (e.g. onion skins) proceeds to the market's dedicated green recycling facility, where it is transformed into green energy and fertiliser through anaerobic digestion. Even the paper in this booklet is nature-friendly. It is made without the use of elemental chlorine and has PEFC-endorsed sustainable forest certification.





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