



VALLEY PRODUCE COMPANY

Product of Australia

WELCOME TO **VALLEY PRODUCE COMPANY**

**Retail and Foodservice, Airline and Catering products
United Kingdom and Europe.**



VPC CONTACT

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About VPC

Valley Produce Company was established by passionate, renowned Australian chef, Christopher Smith, and is proud to be one of Australia's most recognised and respected gourmet food companies. They source many ingredients from the Yarra Valley in Victoria - hence the name Valley Produce Company - which is renowned as one of Australia's most prestigious food and wine regions. Valley Produce Company specialises in a range of cheese condiments and infused olive oils, and is particularly renowned for their *Fruit Pyramids*, *Crackerthins* and *Truffle Infused Honey*. They are currently supplying to David Jones and selected gourmet delicatessens, restaurants and food stores throughout Australia, and have expanded internationally to America, Canada, Hong Kong, England, Dubai & New Zealand.

About Christopher Smith

At the age of 16, Christopher Smith began working at one of Melbourne's most prestigious restaurants, Marchetti's Latin, where he worked under Bill Marchetti, previously one of Australia's most respected chefs. From there, he gained valuable experience working at other prestigious restaurants in Melbourne, including Adelphi, Wildflower and Chateau Yering. In 2000, at the age of 23, he decided to hang up his chef's apron and concentrate on producing his own brand of gourmet food under the label Valley Produce Company. Having spent so much time as a professional chef and food consultant, Christopher works food like a dream. He understands the importance of flavour combinations, as well as balance and intensity of flavour. Christopher is extremely passionate about food and makes absolutely no compromise when it comes to quality.

About VPC Products

The *Fig & Almond* and *Apricot & Pistachio Fruit Pyramids* are made from 1lb of reduced fruit and contain no added colours, flavours or preservatives. VPC *Fruit Pyramids* are perfect served with blue, brie and cheddar cheeses. Unlike most other fruit pastes, VPC *Fruit Pyramids* are made by hand, contain 75% fruit and have no added pectin or fillers. The *Crackerthins* are a premium water cracker and are great with fine cheese and VPC *Fruit Pyramids*. VPC *Flatbreads* are twice-baked and spiced with a traditional blend of Italian herbs, garlic and Australian sea salt. Only fresh black Perigord truffles from France are infused into the *Truffle Honey* which is made from Australian red gum and clover honey from the Yarra Valley. VPC *Truffle Infused Honey* is a delicacy drizzled over blue cheese, prosciutto and fresh figs. Made with premium couverture chocolate, glace fruit & roasted nuts, the *Olivia's Chocolate Panforte* is great with coffee, on cheese platters or as a delicious gourmet indulgence. The *Luxury Nuts* are a premium selection of nuts that have been roasted with a special blend of herbs & spices. The VPC *Extra Virgin Olive Oil* comes from The Murray Valley region in north-west Victoria, Australia and is a combination of Nevadillo Blanco, Corregiola & Frantoio olives. The result is an *Extra Virgin Olive Oil* with great intensity and length of flavour - a very complex, fruity & smooth olive oil. The *Lemon Oil* has been infused with organic lemons and is by far the best lemon oil in Australia, having previously won a gold medal in Italy. The purity of the *Garlic & Rosemary Oil* makes it perfect for dipping with fresh, crusty bread.

Point of Difference

VPC takes pride in using the finest quality ingredients to produce a superior range of restaurant quality products with strong artisan roots. The products are hand-made in small batches with longer cooking times to ensure consistency and quality of product. As Christopher says, "I always strive to create a unique and enjoyable experience for my customers by producing a range of quality products to enjoy at home with family and friends. The products are only made in small batches to retain the flavour, texture and nutritional quality of each product". VPC is renowned for their unique range of packaging and quality of service. In-store tastings are conducted at various stores throughout Australia and overseas, as well as 'meet the maker' tours and cooking demonstrations by Christopher Smith. These all allow consumers to enjoy the VPC experience.

Food Processing Awards, UK (2006)

VPC Fruit Pyramids - *Product of the Year - Finalist*

Great Taste Awards, London UK (August 2005):

Extra Virgin Olive Oil - *Gold Medal* / Lemon Infused Olive Oil - *Silver Medal*

Fancy Food Show, San Francisco USA (February 2004):

Fruit Pyramids - "Awarded Best Product of the Aisle".

The Age Epicure (May 2003):

"...(The honeys)...taste like they're heaven sent..."

Australian Table Magazine (January 2002):

"If (Christopher Smith) sounds a bit like Australia's answer to Jamie Oliver, you wouldn't be far wrong..."

"...(the truffle infused honey is)... a gorgeously exotic addition to any dinner table..."

Divine Food & Wine Magazine (June/August 2001):

"As for the infused olive oils, there is no comparison: both are stunning..."

"...(the truffle infused honey is)...Extravagant or what?...this stuff is dynamite..."



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PRODUCTS

All the below products are also Available in Foodservice, Airline and Catering sizes.

FRUIT PYRAMIDS

Weight: 75 grams
Shelf Life: 15 months (from production).
Storage: No refrigeration required (even after opening).
 After opening, the product will last as long as the shelf life code in ambient temperatures.
 Simply cover leftovers in plastic wrap & store in the pantry until use-by date.

- Facts:**
- Voted "Best Product Of The Aisle" at The Fancy Food Show 2004 in San Francisco, USA.
 - Finalist of *Product of the Year at the Food Processing Awards, UK (2006)*.
 - Each 75 gram pyramid contains over 500 grams of reduced fruit.
 - Wheat-free and gluten-free
 - No added colours or flavours.
 - Soft but firm texture and easily spreadable.

Usage: Perfect with blue, brie & cheddar cheeses. A great addition to cheese platters.

	<u>FIG & ALMOND PYRAMID</u>	
	Ingredients:	Figs (75%), Almonds (10%), Brown Sugar, Honey, Citric Acid, Water, Sulphur dioxide added
	Serve with:	Soft, creamy brie; stilton or gorgonzola; goats cheese.
	Facts:	Using black mission figs, we caramelize the fruit and cook it down slowly to develop a rich, sweet flavour. We then add freshly roasted, crushed almonds to create a wonderful texture.
	<u>PEAR & HAZELNUT PYRAMID</u>	
	Ingredients:	Pears (75%), Hazelnut (10%), Brown Sugar, Honey, Citric Acid, Water Sulphur dioxide added
	Serve with:	Creamy, soft brie; stilton; creamy blue; aged cheddars
	Facts:	Using fresh William pears from local farmers, we peel, core and puree the pears and cook them down in small batches. Freshly roasted and chopped hazelnuts are added to give body and flavour.



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	<u>APRICOT & PISTACHIO PYRAMID</u>	
	Ingredients:	Apricots (75%), Pistachio (10%), Brown Sugar, Honey, Citric Acid, Water, Sulphur dioxide added
	Serve with:	Aged cheddars; soft, creamy brie or blue; aged gouda.
	Facts:	Made with three ripened apricots, we puree the apricots and cook them down in small batches. We then add freshly roasted, crushed pistachio kernels to give texture & colour.

CRACKERTHINS

- Weight:** 150 grams (2 x 75 g stay-fresh packs).
- Shelf Life:** 12 months (from production).
- Storage:** No refrigeration required.
 After opening, the product will last as long as the shelf life code in ambient temperatures.
- Facts:** A premium water cracker with no added colours, flavours or preservatives.
- Usage:** Fantastic with your favourite fine cheese and *VPC Fruit Pyramids!*

	<u>CRACKERTHINS - NATURAL</u>	
	Ingredients:	Wheat Flour, Water, Cheese Powder, Salt, Canola Oil, Sodium Bicarbonate, Garlic Powder, Rye Flavour.

	<u>CRACKERTHINS – BLACK PEPPER</u>	
	Ingredients:	Wheat Flour, Water, Cheese Powder, Salt, Cracked Black Pepper, Canola Oil, Sodium Bicarbonate, Garlic Powder, Rye Flavour.



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FLATBREADS

Weight: 120 grams.

Shelf Life: 7 months (from production).

Storage: No refrigeration required.
After opening, the product will last as long as the shelf life code in ambient temperatures.

Facts:

- A quality flatbread that is twice-baked and spiced with a traditional blend of Italian herbs, garlic & Australian sea salt.
- They are hand-made with fresh quality ingredients and have a distinctive flavour.
- No added colours, flavours or preservatives.

Usage: Great with your favourite dips, pates, cheese & antipasto.



FLATBREADS – SEA SALT

Ingredients:

Wholemeal Wheat Flour, Water, Sea Salt Flakes, Black Pepper, Paprika.



FLATBREADS – GARLIC & HERB

Ingredients:

Wholemeal Wheat Flour, Water, Sea Salt Flakes, Garlic Powder, Basil, Oregano, Sage, Black Pepper, Cayenne Pepper.




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TRUFFLE INFUSED HONEY

	Weight:	120 grams.
	Shelf Life:	2 years (from production).
	Storage:	Do not refrigerate. After opening, the product will last as long as the shelf life code in ambient temperatures.
	Facts:	Every jar contains 2 grams of fresh black Perigord truffles from France! No preservatives!
	Usage:	Perfect drizzled over blue cheese, such as stilton or gorgonzola. A real delicacy with prosciutto, duck, fresh figs & pears.
	Ingredients:	Australian Red Gum & Clover Honey, French Black Truffles, White Truffle Oil.

OLIVIA'S CHOCOLATE PANFORTE

	Weight:	120 grams
	Shelf Life:	13 months (from production).
	Storage:	Do not refrigerate. After opening, the product will last as long as the shelf life code in ambient temperatures.
	Facts:	Made by hand with Belgium bitter-sweet coveture chocolate, freshly roasted hazelnuts & almonds and glace fruit (peach, apricot, kiwi, fig & orange).
	Usage:	Slice to your desired thickness and enjoy with coffee, on cheese platters or as a delicious gourmet indulgence!
	Ingredients:	Coveture Chocolate (35%), Almonds, Hazelnuts, Glace Peach, Glace Apricot, Glace Kiwi, Glace Fig, Glace Bitter Orange, Sucrose (derived from wheat), Citric Acid, Preservative 224.

LUXURY NUTS

	Weight:	220 grams.
	Shelf Life:	7 months (from production).
	Storage:	Do not refrigerate. After opening, the product will last as long as the shelf life code in ambient temperatures.
	Facts:	A premium selection of nuts, roasted with a special blend of herbs & spices. Gluten-free! No added preservatives.
	Usage:	The perfect snack for entertaining. Great with a glass of beer or wine.
	Ingredients:	Peanuts (40%), Cashews, Brazil Nuts, Almonds, Pistachio, Pecans, Hazelnuts, Sugar, Egg Whites, Flaked Salt, Sweet Paprika, Thyme, Rosemary, Cayenne Pepper, Chilli Flakes, Black Pepper.




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OLIVE OILS

Weight: 375 mls
Shelf Life: 24 months (from production).
Storage: No refrigeration required.

Facts:


- Australian cold pressed extra virgin olive oil from olive groves in north-west Victoria.
- The olives are cold pressed on the same day and left to naturally filter before decanting.
- Using olives from the Murray Valley region in north-west Victoria and is a combination of Nevadillo Blanco, Corregiola and Frantoio. The oil is very complex, fruity & smooth.
- No preservatives!

	<u>EXTRA VIRGIN OLIVE OIL</u>	
	Ingredients:	Australian Premium Cold Pressed Extra Virgin Olive Oil.
	Facts:	<ul style="list-style-type: none"> • Awarded a "gold medal" at the Great Taste Awards, London UK (August 2005). • Complex, fruity & smooth; not too peppery. • This oil is the base olive oil used for VPC's Infused Olive Oils.
	Usage:	Great for cooking, drizzling over salads & dipping with fresh, crusty bread.

	<u>LEMON INFUSED EXTRA VIRGIN OLIVE OIL</u>	
	Ingredients:	Australian Premium Cold Pressed Extra Virgin Olive Oil, Organic Lemons.
	Facts:	<ul style="list-style-type: none"> • Awarded a "silver medal" at the Great Taste Awards, London UK (August 2005). • Voted "best flavoured olive oil" in Verona, Italy (April 2003). • Infused with cold pressed organic lemons. • Beautiful citrus scent; fresh, zesty & summery!.
	Usage:	Use to pan-fry chicken, seafood, fish or veal. Great drizzled over green vegetables & salads.



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	<u>GARLIC & ROSEMARY EXTRA VIRGIN OLIVE OIL</u>	
	Ingredients:	Australian Premium Cold Pressed Extra Virgin Olive Oil, Garlic & Rosemary.
	Facts:	Infused with freshly roasted garlic and rosemary using a special technique unique to VPC.
	Usage:	Enjoy with fresh, crusty bread; brush on meats when barbequing or roasting; great in pastas & risottos; perfect for roasting pumpkin, potatoes & Italian vegetables.

EXPORT AWARDS

Food Processing Awards, UK (2006): VPC Fruit Pyramids – “Product of the Year, Finalist”

Great Taste Awards, UK (2005): Extra Virgin Olive Oil - “Awarded GOLD”, Lemon Infused Olive Oil - “Awarded SILVER”

Fancy Food Show, San Francisco USA (2004): Fruit Pyramids – “Awarded Best Product of the Aisle”

Verona Olive Oil Show, Italy (2004): Extra Virgin Olive Oil - “Awarded GOLD”, Lemon Infused Olive Oil - “Awarded GOLD”

BECOME AN EXPORT PARTNER!

Retail

Valley Produce Company is one of the most successful cheese condiment manufactures currently supplying to the world market. The increased consumption of cheese worldwide, consumers now have a more sophisticated palate in regards to cheese and are enjoying new tastes and experiences. VPC has found a successful niche in developing a range of quality & innovative cheese condiments which are a successful value-add product range for leading retailers. Our success is not only attributed to the quality and uniqueness of our products, but also to the dynamic marketing strategies we adopt to drive sales for the retailer.

Foodservice

We are also emerging as a foodservice manufacturer.

Our products are very popular with leading chefs, caterers and airlines like Emirate airlines because of our innovative high quality specialty foods.

All the VPC products come in food service sizes and we can tailor make a VPC product to suit a customers specific requirements.