



Final report

Gulf Foods Immersion Event February 2025

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Abstract

Globally the demand for healthier food and snacking is driving innovation and growth opportunities. Australian Red Meat can play an important role in innovation, meeting the consumer needs for clean ingredients and unlocking enhanced value for industry beyond the traditional centre of plate meat portion.

Three leading Australian businesses focused on red meat innovation participated in the Gulfood (Dubai) Immersion 2025 program with the support of the MLA Product and Packaging team. The combination of a curated retail safari focused on understanding the competitive landscape, facilitated meetings with major buying groups or distributors in the region and the ability to understand how to trade successfully in the region were all key objectives. This project was commissioned to support capability building through a deeper understand of the role that Australian Red Meat can play in delivering healthy snacking or wellness products (with inclusion of Australian red meat/by-products) in the Middle East.

*This report updates previous work on value creation of red meat to support the MLA strategic objectives and provide guidance for the red meat industry. *

Executive summary

Gulfood Dubai stands as one of the world's most prestigious food exhibitions, attracting global participation and cementing its reputation as the largest International Food Expo. While official visitor numbers are yet to be confirmed, the February 2025 edition hosted 5,500 exhibitors from 129 countries, spanning a massive 1.3 million square feet. Its growing popularity has led to plans for the 2026 event to be divided between two exhibition venues.

Under the MLA initiative to support new and emerging Australian meat value add businesses, Prof. Consulting Group was engaged to provide in-market support. The scope of our engagement included offering a strategic market overview, guiding participants through the exhibition, and facilitating connections with key influencers to aid market entry into the GCC region and enhance the visibility of their product portfolios. The Gulf Cooperation Council (GCC) is a regional, intergovernmental, political, and economic union comprising Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates. (UAE)

Australian Participants

1. [Highlands Natural](#)
2. [Chief](#)
3. [Kilcoy Nutritional](#)

These companies have pioneered the use of traditionally low value cuts / discarded animal parts to create innovative highly nutritious health products, including bone broths, beef protein bars, collagen bars, collagen powders, spray dried beef, spray dried offal and nutrient-dense supplements. With an established presence in Australia, their participation at Gulfood was aimed at exploring avenues for market entry and trade expansion within the UAE and the broader GCC region.

Table of contents

Executive summary	3
1. Background	5
2. Objectives.....	5
3. Methodology	6
4. Results/Findings	13
5. Feedback	14
6. Conclusions & Recommendations	16
7. List of tables and pictures.....	17
List of Tables	17
List of Pictures.....	17

1. Background

In line with the strategic goal of the MLA to contribute to ‘Doubling the value of Australian Red Meat by 2030 and Ensuring that Australian Red Meat remains the most trusted source of protein’, the MLA Product and Packaging team have been working with multiple partners through the delivery of research to identify commercialisation opportunities through products that resonate with today's changing consumer needs and create value for industry. This work has resulted in multiple businesses having successfully completed their R&D pathway and commenced the adoption activities and commercialisation. This immersion activity has been designed to develop and pilot a structured method for ensuring that study tours are aligned to innovation priorities and that field-based knowledge gathering in a systematic manner by industry participants, that have expressed the interested in partnering with the MLA to drive the red meat value added product mix. Prof Consulting Group as a market leader in consumer, retail and manufacturing analysis, having worked across multiple markets and supply chains were engaged to bring international experience, market insights and strength of networks to this initial study tour supporting the participants.

2. Objectives

Table 1: Objectives and Status

Objective	Achieved
To provide an R&D report in the MLA format as an extension of previous work	Yes - report delivered covering the approach and learnings from the immersion tour
Pre – show development program, ensuring each exhibitor Pitch Ready, alignment on target buyers, and preferred retail buying groups.	Yes – delivered through one-on-one sessions
Executive summary of the retail landscape within the region developed and provided to further build market understanding	Yes – Delivered as a pre read
Deliver a curated retail safari highlighting the approach to health and wellness, leading brands and the role of meat-based solutions	Yes – covering specialist independents pharmacy, pet, major retailers and cafe
Identify suitable opportunities to showcase the MLA R&D capabilities for Australian Red Meat	Yes- Food 500 panel representation secured for the MLA to contribute to the conference running alongside Gulfood
Deliver an engagement session with a specialist sales or distribution company providing an overview on complexities or compliance requirements to trade in the region	Yes – a ½ day session delivered with BeBoxa
Identify target buyers (warm leads), facilitate meetings around the show and show management services	Yes – including meetings at the show, and additional opportunities post the show based on buyers' availability and response times
Close out of opportunities from the Immersion event preparing each participant for the follow up	Yes – through one-on-one review sessions

3. Methodology

Prof. Consulting Group was selected for this project based on its extensive experience with the MLA and in-depth knowledge of the UAE and GCC markets.

Key planning steps:

Pre-Visit.

- Remote meetings and one on one sessions with each participant
- Understand the products they have developed or are developing
- Review sales/marketing material
- Provide a consultation to refine the pitches being prepared by the three companies in line with buyer experience and local market expectations.
- Provide a pre-show plan of retail safari and show meetings.
- Provide any preshow visit information as required.

Visit.

- Retail Safari
- Core store visits including Grocery, Pharmacy, Health & Wellness, Café
- Market overview
- Meeting with sales agency
- Show Navigation
- Show meetings, face to face, on stand and follow ups.

Post Visit

- Follow up on missed meetings
- Sharing of warm leads that emerged post show
- Follow up assistance if required
- Participant feedback and reflections
- Final Report

Retail Safari (1 Day)

Table 2: Retailers Visited and Role in Dubai Grocery Market

Retailer	Role	Location
Carrefour (Hypermarket)	Franchise of French Chain	Buttana Mall
Spinneys	Leading Premium Grocer	Jumeira
Geant Hypermarket	French owned Grocer	Dubai Mall
Life Pharmacy	Leading Chain	Dubai Mall
Hapi Cafe	Cafe (Bone Broth)	Alkazzan Park
Organic Food & Cafe	Independent Grocer	Oasis Centre
Choithrams	Mainstream Grocer	Safa Park
Al Maya	Distributor owned Grocer	Nahda Dubai
Baqer Mohebi	Distributor owned Grocer	Nahda Dubai
Union Coop	Mainstream Grocer	Jumeirah
The Pet Shop	Leading Pet store chain	Al Wasi Road
Waitrose	Leading Grocer with UK link	Dubai Mall
Chemist Warehouse	Aus Health & Wellness Chain	Bur Juman
Holland & Barrett	UK Health & Wellness Chain	Dubai Mall
Lulu	Major Grocery Chain	



Picture 1 Retail Safari- Lulu Hypermarket



Picture 2: Proud CEO, Brock Hutton with Chief Products in Dubai's first Chemist Warehouse



Picture 3: Hapi Cafe sampling their famous Bone Broth (using Australian beef bones)

Table 3 Sales Force meeting (½ Day)

Sales Force/ Distributor	Role	Location
BeBoxa	Sales & marketing agency	Buttana Gate

Key Meetings scheduled during Gulfood

Table 4 Warm Lead meetings

Company	Business Nature	Level of Engagement
Agthia Group	Distributor	Vice President
Al Douri Group	Distributor	Business Dev Manager
Forsan Foods	Distributor	CEO
Laperva	Sports Nutrition	Stand Visit
Agari Trading	Distributor	CEO
Hype Energy Drink	Sports Nutrition	Stand Visit
Banna Brothers	Distributor	CEO
Bono	Sports Nutrition	Stand Visit
Safco	Distributor	Cat Manager
Upfield Food Group	Brand	Commercial Director
Emirates Snack Foods	Distributor	Food Service Manager
Wildflower Insights	Sales Force / USA	CEO
BeBoxa	Sales Force UAE	CEO

Key facilitated introductions that landed post the show

Table 5: Post Show Warm leads

Company	Business Nature	Level of Engagement
Kerry Ingredients (APAC)	Ingredient supplier (B2B	Director
NWA Sales (USA)	Sales & Marketing (USA)	Co-Founder
Admirals	Distributor	General Manager
Lulu	Major Grocer	Director
Choithrams	Mainstream Grocer	Category Manager



Picture 4: Understanding the competitive landscape for Organic Bone Broth during Gulfood



Picture 5: Jimmy Luscombe Co-Founder of Highlands Natural with Simon Atkins of Prof. Consulting at Gulfood



Picture 6: Food Insecurity with an Innovative Approach, John Marten, MLA sharing valuable insights into how the MLA R&D activities are focused on reducing waste and creating value



Picture 7 Buyer engagement Gulfood



Picture 8: Jimmy Luscombe, Highlands Natural hosting a meeting on the MLA pavilion



Picture 9: Ready for day 2 at Gulfood, meeting at the MLA Pavillion

4. Results/Findings

It became clear that the three participants were at different stages of their business development paths and as a result, required an individual approach to Gulfood. This was reflected in the final outcomes and each businesses representative definition of success.

The first business due to their stage of evolution and product readiness quickly moved into the discovery phase, focused on understanding the market opportunities, compliance requirements including different approaches to Halal requirements across the region and identifying potential ingredient supply channels through enhanced knowledge of the leading brands in the market and their manufacturing facilities.

Potential product supply opportunities to be further explored by the participant included: -

- Protein Drinks
- Enhanced nutrition Burgers & Mince products
- Protein Powders
- Pet Nutrition.

This process has provided a base from which the business can better understand the regulations and accreditations required to enter the market.

It also highlighted the routes to market, although they have multiple entry points into the region and are a major supplier to Forsan Foods who was one of the main meetings had during the show.

There are some technical issues to overcome with the developing products, however, in principle the product concept of enhancing the nutrient content of mince/burgers/pet food etc is credible and those companies at GF who were engaged with understood the concept.

One challenge faced was several of the opportunities identified were with companies or brands manufacturing in Europe which due to processing plant approvals is currently out of reach.

The second business has developed a premium product range with Bone Broth, Tallow and high nutrient supplements as the core offer during Gulfood. They are in the early stages of their business development, although have an established market in Australia and Asia within the premium grocery and wellbeing markets. The retail safari showed that there was very little if any competition in the ambient Bone Broth market. A visit to HAPI Café, which is a chef-based café that makes two versions of bone broth, served hot as an alternative to coffee demonstrated the growing trend and reaffirmed the target consumer group. The retail safari also reinforced the importance of differentiating from the soups/stocks category to the Food to Go or Sports Health categories. There was one brand of chilled Bone Broth that was sold with chilled stocks and soups. This was found in two outlets, Spinneys and Organic Food & Café, packed into a sachet style pack. The combined retail safari and Gulfood meetings indicated that there is a market for this premium product, however, the positive health effect needs to be highlighted, and packaging format further developed. A change in packaging type would set it aside from inferior nutritional Broths sold alongside stocks and transform it into a 'drink' potentially sold with cans of chilled coffee, kombuchas or like the Starbucks offer.

Talking to various distributors, it was clear that they had little knowledge of the health benefits of Bone Broth but are ready to see the next trend from Australia.

There was one company at the show from UAE who were manufacturing a broth, they were listed in one of Coop's in the region.

Following 2 very positive meetings with the owner of BeBoxa, a sales & marketing agency the client has a growth plan for the region and referring all other warm leads from Prof Consulting into one central provider.

The third participant is the most established business within the group with a good range of tried and tested products with sales momentum and brand recognition.

They already have an established distributor within UAE and sales within one of the pharmacy chains within the region.

However, the retail safari and Gulfood exhibition demonstrated that they could be operating within the more established grocery retail sector given the right support via a sale/marketing agency rather than a distributor.

The market is flooded with High Protein bars using plant protein, in Spinneys we counted 200SKU's on the protein bar fixture.

To gain a dominant position, Chief needs more approved SKU's and a marketing device that would highlight that their products were different to others on the market.

There would be options to be listed and displayed in various categories in the store, but to grow brand awareness, having an all-in-one shipper may be the way to go.

Halal accreditation is key and further product registration to expand across the GCC would be required, an in-country agent or MLA support would be required to make this as smooth as possible.

Introductions to Forsan Foods gave the whole group of participants a deeper appreciation of the market requirements and opportunities across the GCC region and potential links within UAE & KSA.

This was particularly attractive for participant 3 who has the more extensive range, branding and logistics gives the business a strong position once the full range is Halal accredited.

Follow up with this client has shared additional contacts and contacts that were established by the Prof team during the show.

5. Feedback

In addition to regular reviews during the event on progress vs the objectives or specific support needed, post the trip a formal review was conducted with each participant. the following measures feedback was gathered from each participant to provide valuable insights into the outcomes of this program, and shared learnings to strengthen further events.

We applied two approaches a numerical survey to deliver an average satisfaction rating across specific questions using the 1-5 rating (1 being poor 5 excellent and the MLA's method of Liked, Learnt, Lacked & Longed

Table 6 Post show participant feedback

Questions	Average rating
How did you rate the quality and value of the retail safari to your business objectives	4.6
How did you rate the Pre engagement session to support your business objectives	4
Rate the value of the show and the warm leads	3
How effective was the value on attending the show and the insights gained	4
How effectively did you rate the warm leads to support your business objectives	3.3

How did you rate Gulfood as an event	4
Would you recommend a repeat of the program to a similar business	4

Table 7 Post show feedback and opportunities

Liked	Learnt
<ul style="list-style-type: none"> • The collegial benefit of like-minded businesses travelling and learning together • The detailed planning of the trip, communication and show management • Prof's level of understanding of the UAE and the categories • Strong alignment of meetings re the needs of my business • Curated retail safari enabling access to a cross section of the market in a condensed time • The ability to centralise all the warm leads into my local agent 	<ul style="list-style-type: none"> • Educational value of the show and the retail safari to strengthen my approach to the market • Different route to success for the UAE utilising sales & marketing agencies and distributors • Different market demands on Halal accreditation and process • Category insights and where I need to target/differentiate my brand and range • The role of packaging to communicate target usage and category positioning • Financial modelling vs COGs to be competitive in the region • Sales & Marketing meeting and market approach • Depth of facings needed to be competitive in retail • Compliance and Regulatory challenges across the region and the need for specialist support
Longed for	Lacked
<ul style="list-style-type: none"> • Pre-Show sample boxes sent to key target buyers in advance 	<ul style="list-style-type: none"> • Social Meet the Buyer Event (although out of scope this time) • Ability to showcase our product alongside Australian Red Meat (on the pavilion as a snack, drink or at the industry event as part of the menu.

Benefits to Industry

The three businesses being supported by MLA and Prof Consulting have learnt about the region and how trading in the region is structured.

These are lessons that can be shared across the MLA group of clients in terms of assistance with regulations:

- What is required for each product type?
- What are the barriers to entry?
- Who can assist with the completion of regulatory documents?
- What fees are required to have documents completed and submitted?

Check list to include:

- Do I need an in-country agent?

- What will a Sales & Marketing agent do that a distributor may not?
 - How do I get samples into the region before product accreditation?
 - What commissions are required?
 - Who are the best initial target customers and how to contact them.
-
- To grow the business for the 3 Participants will enable other businesses to develop to trade within the UAE region.
 - It will encourage a greater use of 5th Quarter animal products that will provide a positive health effect for consumers and contribute to the MLA's 2030 strategic objective.
 - Provide a more sustainable meat industry within Australia using product that would previously been discarded to landfill.
 - See total animal revenue increase through the use and positive development of the 5th Quarter products.
 - Grow awareness of dietary insufficiencies due to the lack of Offal Nutrients in the average Australians' diet.
 - Grow awareness of the benefits of Beef Collagen vs Marine Collagen and how the body absorbs and utilises both.

6. Conclusions & Recommendations

Each business came to Gulfood with a different agenda and with the vision of achieving slightly different outcomes.

During the follow up meetings with each business, they highlighted that they appreciated that this was a group event and found that visiting an event such as this with other businesses and experts was a positive experience.

- It allowed for sharing of experience and expertise
- It allowed for understanding the pit falls those others further on in the journey had made and,
- It allowed for a bond that enables each to feel comfortable enough with each other to ask for advice and guidance as they progress on their journey to sell product UAE/GCC.

Each business has reported a positive experience.

- Participant 1 - accepted that this was far more of a fact-finding mission to enable the business to better understand the next steps in product and sales development.
- Participant 2 - achieved the objective to secure an in-country agent to take them through the requirements to trade, to create sales connections and to manage the process daily.
- Participant 3 - found that by using experts to show them the market, introduce them to a wide range of people they achieved a greater understanding of what their next steps need to be outside of the established link with their current distributor and drive further growth.

A formal follow-up on the warm leads was delivered with each participant to ensure the benefits of the pre work and momentum is maintained. Additionally, each company that agreed to a meeting has been formally written to and their support acknowledged to ensure access and relationships are retained for future events/opportunities.

From a Prof Consulting position, we knew that Gulfood was going to be incredibly busy but were surprised by the amount of people and the difficulties this threw up in terms of fulfilling every meeting commitment and contact with buyers.

We would in future endeavour to arrange a meet the buyer event before the show or outside of the main show day subject to their being sufficient participants which would then enable the supported businesses an opportunity to show product, meet decision makers and to go into the show with the knowledge of what was required.

We would suggest sample boxes are prepared and sent to the key buyers prior to the event, this would require planning as these samples may require accreditation before being allowed past customs.

Although the retail safari was a 'one size fits all' efforts were made to try to cover all stores that may be relevant to each business. It was a credit to the whole group that they acknowledged that not every store was for them but took the time to allow the group to review the stores.

In summary each participant benefited from the trip in different ways, each way contributing to their own approaches to commercialise the outputs from their R&D activities, access new markets and contribute to the MLA's 2030 objective. Engaging some of the largest grocers and distributors in the region who in many cases are already trading Australian Red Meat to showcase some of the industry driven innovation will have enhanced trust and confidence in the industry.

7. List of tables and pictures

List of Tables

Table 1 Objectives & Status

Table 2 Retailers visited and role within Dubai Grocery Market

Table 3 Sale Force meeting

Table 4 Warm Leads meeting

Table 5 Post show Warm Leads

Table 6 Post show Participant Survey & results

Table 7 Post show Participant feedback and opportunities

List of Pictures

Picture 1 Retail Safari visit Lulu

Picture 2 Chief in Chemist Warehouse

Picture 3 Hapi Cafe local Bone Broth specialist

Picture 4 Understanding the local competition

Picture 5 Jimmy Luscombe and Simon Atkins, Showtime

Picture 6 John Marten, MLA Panel Forum Food 500

Picture 7 Buyer pitching

Picture 8 Buyer meeting on the MLA Pavillion

Picture 9 Day 2 Gulfood

Appendix

Participant pitch decks

- Kilcoy Global Foods
- Chief Nutrition
- Highlands Natural



Australian World-Class Facilities



KGF Kilcoy, Queensland, Est. 640

Capacity: 2,000 cattle per day

Our Kilcoy facility is a highly efficient, state-of-the-art facility regarded as one of the most modern in Australia. This Tier 2 facility supplies premium grain-fed chilled and frozen beef primal cuts, quartered beef, offal and co-products to diverse global markets.



Kilcoy Cuisine Solutions, Bells Creek, Queensland, Est. 2942

Capacity: 500 tonne per week

Our state-of-the-art Bells Creek facility is Tier 2 export registered and delivers multi-protein raw and cooked food solutions, specialising in retail and foodservice channels. Our Ready to Cook and Ready to Heat products are supplied to local and export markets.



KGF Coominya, Queensland, Est. 187

Capacity: 500 tonne per week

Our recently-acquired Coominya facility is Tier 2 export registered and specialises in burger patties, producing up to 3 million per day. The plant supplies major quick service restaurants and retail channels, in local and export markets.



KGF Kyneton, Victoria, Est. 1943

Capacity: 750 cattle and 9,000 smallstock per day

Our Tier 2 export registered Kyneton facility uses innovative technology to produce premium grass-fed and grain-fed beef, lamb, sheep and goat products. KGF Kyneton produces chilled and frozen options, primal cuts, 6-way cuts, offal and co-products.



KGF Lance Creek, Victoria, Est. 1912

Capacity: 1,000 cattle per day

Lance Creek is a Tier 2 export registered facility set amongst the stunning South Gippsland region, renowned for its fine produce. KGF Lance Creek produces premium grass-fed and grain-fed beef, as well as our Wagyu beef products, offered as chilled and frozen primal cuts, offal and co-products.

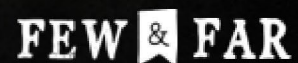
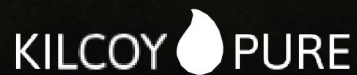
Multi-Award-Winning Brand Portfolio

Kilcoy Global Foods has evolved beyond our roots as an Australian meat processor. Now, we are a global organisation pushing the boundaries of innovation to create bespoke food solutions for our customers.

We are proud to have built a multi-award-winning portfolio of brands with a reputation for quality and excellence. Our brands are united through a single promise – to deliver an exceptional eating experience, every time.



KILCOY DIAMOND



Innovative Solutions for a Sustainable Future

An Unwavering Commitment

Kilcoy Global Foods' commitment to sustainability is paramount. We believe achieving world-class environmental performance is not only the right thing to do, but essential for the long-term success of our business. We know the decisions we make today will impact generations to come.



Carbon Neutral

Kilcoy Global Foods is proud to have achieved Climate Active Carbon Neutral certification for business operations at our Kilcoy and Kyneton facilities, and Birtinya Head Office.



Self Generation

We generate our own power through renewable energy initiatives such as solar power, self-generated biogas fuelled generators, and covered anaerobic lagoons to convert our waste into fuel.



Circular Land Management

We reuse 100% of our wastewater for non-potable uses and irrigating our 1,000 acres of farmland, which produces 4,000+ tons of hay per year for local producers.



Zero Waste Commitment

Our comprehensive processing facilities, state-of-the-art technology, and diverse markets allow us to achieve 100% carcass use. We recycle, re-use and divert waste where possible.



Best-In-Class Water Management

We recycle 100% of our wastewater and aim to reduce water usage by 10% every year. That's equivalent to 30 Olympic-sized swimming pools at our Kilcoy site alone.



Coal Elimination

We're eliminating our carbon footprint generated by coal by switching to sustainable fuel sources such as solar, hay, sorghum, self-generated gas and wood pellets.



Solar Power

State-of-the-art, large-scale solar systems are our secondary source of energy. Our solar energy investment at all Kilcoy Global Foods facilities continues to reduce our reliance on the grid.

We Never Stop Raising the Bar

Our customers know us for our consistent quality, reliable supply and award-winning solutions. This is the result of more than 70 years maintaining best-in-class practices.

Quality Assurance

From the procurement of raw materials to the export of finished products, we are meticulous in our quality approach at every step in the supply chain. As a result, we ensure absolute integrity, traceability, and compliance with even the most stringent global regulations.

Supply Assurance

We operate a global network to reliably supply premium food solutions to customers in more than 35 countries. Our strategic locations, global partnerships, year-round availability, and paddock to plate traceability make Kilcoy Global Foods a consistent, dependable global supplier.

Food Safety

Through rigorous control measures and strict adherence to Good Hygienic Practices, we maintain impeccable standards at all times.

Certified to the Highest Australian and Global Standards

At Kilcoy Global Foods, industry standards are our base, not our benchmark.

We comply with and exceed industry accreditations to deliver premium fresh, natural, healthy and convenient foods solutions to the world. Our hygienic practices ensure we maintain impeccable standards at all times.



We Source from the Best

Our facilities' geographical locations along Australia's East Coast give us access to the best livestock from Australia's leading producers, year round. These strategic locations mean access to plentiful high-quality feed, and the ability to draw on an extensive supply from the most suitable regions to align with our brand programs and customer expectations.

Many of our producer partnerships are built on years of trust, shared capabilities, a passion for industry innovation and working together to continuously improve. We've always had the same shared goal: to deliver responsibly raised, high-quality products.

At Kilcoy Global Foods, we source our livestock from Australian farmers, some of the largest and most innovative feedlots in the country, and world-class breeders.

Profound responsibility

At Kilcoy Global Foods, our dedication to animal welfare goes beyond compliance– it's embedded across every facet of our operations. Our full-time accredited Animal Welfare Officers ensure our livestock's health, comfort and wellbeing. The ethical, compassionate treatment of animals is not just policy – it's our promise to the animals, our customers and the communities we serve.

Kilcoy Pastoral Company Limited (trading as Kilcoy Global Foods) ABN 89 009 671 112. Registered Officer: 36 Innovation Parkway, Birtinya, Queensland, Australia, 4575

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The Essence of Nutrition

Kilcoy Nutrition is the result of a specialised spray drying technology that processes our premium beef organs into a super-fine powder, versatile in various applications and product formulations. Beef organs are the most nutrient-dense component of the animal, and when converted to the spray-dried form, can be beneficial for use in human and pet nutrition.



Human health

Our non-odorous Kilcoy Nutrition products contain a rich source of essential vitamins and minerals required for optimal health. Our super-fine powder can be captured in capsules or tablets, offering people a simple and easy way to boost their dietary intake.



Pet health

Even our furry friends can benefit from the Kilcoy Nutrition range. Whether it's used as a topper, in kibble or pet treats, pets can benefit from the rich nutritional benefits. And because it's produced under strict food safety standards, customers can trust that their animals are getting a safe, high-quality product.



Benefits of the spray dried process

Spray drying is a gentle process exposing the substances to only a short burst of heat, then provides a cooling effect via the evaporation process, which protects products from higher bulk temperatures.

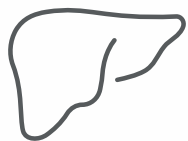
Benefits include:

- Ability to create large volumes quickly and efficiently, while also preserving the efficacy of the product.
- Improved bioavailability
- Super-fine powders
- Consistent particle size and stability
- Spray drying uses less energy than other processing methods, making it a more environmentally friendly option
- Superior yield to other drying method



Our Range

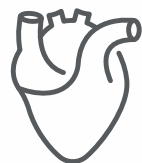
Kilcoy Nutrition's super-fine, spray dried powder can be used in many ways, giving customers the flexibility to blend it into their own unique formulation.



Beef Liver

Rich in:

- Protein
- Vitamins B1, B2, B3, B5, B12
- Vitamin A
- Copper
- Iron
- Magnesium
- Phosphorus
- Potassium
- Zinc



Beef Heart

Rich in:

- Protein
- Vitamins B1, B2, B3, B5, B6, B12
- Vitamin A
- Copper
- Iron
- Magnesium
- Phosphorus
- Potassium
- Zinc





We'd love to hear from you! If you'd like to know more about our products, services or capabilities, please get in touch at

ppaige@kilcoyglobalfoods.com

kilcoyglobalfoods.com

Technical Data Sheet



Beef Liver Powder (Non-Human)

Description

This is dry-mediatory for dry blending, it is a unique blend of dried beef livers and other AAFCO listed ingredients that enhances the acceptance of dry dog and cat food.

Physical and Chemical Testing

Parameter	Limits	Units
Moisture	<5	%
Fat	12.0 max	%
Protein	42 min	%
Ash	6.0 max	%
pH	7 max	%
Nitrogen	>6.72	%
Carbohydrate	<1	%

Contaminants Testing

Parameter	Limits	Units
Aflatoxin M1	0.5 max	ug/kg
Mercury	0.01 max	mg/kg
Lead	0.5 max	mg/kg
Arsenic	0.5 max	mg/kg
Heavy Metals	10.0 max	mg/kg
Antibiotics	Not Detected	

Storage Conditions and Shelf Life

To be stored in a cool dry environment, away from direct sunlight and foreign odours. Specifically: Temperature: 5°C to 30°C, Humidity: 30% to 70% RH, no condensation under any condition. Shelf life of 24 months in original, unopened bag.

Declarations

GMO Status

Does not contain GMO's as per FSANZ Food Standards Code Standard 1.5.2 (Clause 4.1c).

Halal Certified



Microbiological Testing

Parameter	Limits	Units
Standard Plate Count	<10000	cfu/g
Salmonella	Absent /25g	Presence
Listeria	Absent	Presence
E-Coli	Absent/3g	cfu/g
Yeast	<50 cfu/g	cfu/g
Mould	<50 cfu/g	cfu/g

Physical Characteristics

Appearance	Dry, uniform, brown free-flowing powder
Flavour	Roasted meaty flavour

Ingredient Listing

Beef Liver

Additives/Processing Aids/Carrier

Maltodextrin
Yeast
Enzymes
Antioxidants
Preservative

Allergens

May contain traces of Dairy

Packaging

20kg heat sealed polyethylene bag

Country of Origin

100% Product of Australia

Document Updated: 19/11/2024

Nutritional Information



Beef Liver Powder (Non-Human)

Total Sugars	g/100g	3.5g
Carbohydrates	g/100g	40g
Energy	kJ/100g	1480kJ
Thiamin (Vitamin B1)	mg/100g	0.12mg
Riboflavin (Vitamin B2)	mg/100g	0.79mg
Niacin (Vitamin B3)	mg/100g	2.6mg
Retinol (Vitamin A)	ug/100g	90ug
Pantothenic Acid (Vitamin B5)	mg/100g	0.46mg
Cobalamin (Vitamin B12)	ug/100g	9.50ug
Sodium	mg/100g	2020mg
Copper	mg/100g	0.35mg
Iron	mg/100g	19mg
Magnesium	mg/100g	33mg
Phosphorus	mg/100g	4780mg
Potassium	mg/100g	895mg
Selenium	mg/100g	0.025mg
Zinc	mg/100g	3.5mg



Document Updated: 5/11/2024

Technical Data Sheet



Beef Heart Powder (Non-Human)

Description

This is dry-mediatory for dry blending, it is a unique blend of dried beef hearts and other AAFCO listed ingredients that enhances the acceptance of dry dog and cat food.

Physical and Chemical Testing

Parameter	Limits	Units
Moisture	<5	%
Fat	25 max	%
Protein	42 min	%
Ash	6.0 max	%
pH	7 max	%
Nitrogen	>6.72	%
Carbohydrate	<1	%

Contaminants Testing

Parameter	Limits	Units
Aflatoxin M1	<0.5 max	ug/kg
Mercury	0.01 max	mg/kg
Lead	0.5 max	mg/kg
Arsenic	0.5 max	mg/kg
Heavy Metals	<10.0 max	mg/kg
Antibiotics	Not Detected	

Storage Conditions and Shelf Life

To be stored in a cool dry environment, away from direct sunlight and foreign odours. Specifically: Temperature: 5°C to 30°C, Humidity: 30% to 70% RH, no condensation under any condition. Shelf life of 18 months in original, unopened bag.

Declarations

GMO Status

Does not contain GMO's as per FSANZ Food Standards Code Standard 1.5.2 (Clause 4.1c).

Halal Certified



Microbiological Testing

Parameter	Limits	Units
Standard Plate Count	<10000	cfu/g
Salmonella	Absent /25g	Presence
Listeria	Absent	Presence
E-Coli	Absent /3g	Presence
Yeast	<50 cfu/g	cfu/g
Mould	<50 cfu/g	cfu/g

Physical Characteristics

Appearance Dry, uniform, brown free-flowing powder

Flavour Roasted meaty flavour

Ingredient Listing

Beef Heart

Additives/Processing Aids/Carrier

Maltodextrin
Yeast
Enzymes
Antioxidants
Preservative

Allergens

May contain traces of Dairy

Packaging

20kg heat sealed polyethylene bag

Country of Origin

100% Product of Australia

Document Updated: 19/11/2024

Nutritional Information



Beef Heart Powder (Non-Human)

Total Sugars	g/100g	11g
Carbohydrates	g/100g	34g
Energy	kJ/100g	1570kJ
Thiamin (Vitamin B1)	mg/100g	0.13mg
Riboflavin (Vitamin B2)	mg/100g	1.4mg
Niacin (Vitamin B3)	mg/100g	3.9mg
Retinol (Vitamin A)	ug/100g	62ug
Pantothenic Acid (Vitamin B5)	mg/100g	0.79mg
Cobalamin (Vitamin B12)	ug/100g	13.1ug
Sodium	mg/100g	2330mg
Copper	mg/100g	0.53mg
Iron	mg/100g	12mg
Magnesium	mg/100g	64mg
Phosphorus	mg/100g	4030mg
Potassium	mg/100g	1120mg
Selenium	mg/100g	0.021mg
Zinc	mg/100g	3.3mg



CHIEF NUTRITION

Health is your most valuable asset.
Choose the world's cleanest snacks and supplements.



wearechief.com

@chief.nutrition

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CLEAN SNACKS THAT CUT THE CRAP

Let's cut the crap. When you're time poor you make poor choices. If you had time to read all the small print on that 'healthy' snack you probably wouldn't feel too good about it.

At Chief Nutrition, we deeply care about what we put in and what you get out of it. We're uncompromising on taste, health and sustainably sourced ingredients.

- ✓ **Real food.** Low in sugar and free from ultra processed ingredients like artificial thickeners, emulsifiers, sweeteners, sugar alcohols and seed oils.
- ✓ **Organic, grass-fed, grass-finished and regeneratively farmed beef.** Free of antibiotics, hormones, herbicides and pesticides. High animal welfare.
- ✓ **Nose-to-tail eating.** Primal cuts for bars and biltong, hides for collagen, organs for capsules.

Chief.

LEVERAGE 3 OF THE FASTEST GROWING TRENDS



1

Healthy, Wholefood

Whole food, low carb/sugar, high protein, gluten free, dairy free, non GMO, dried and cured meats, no preservatives.

2

Sustainably Sourced

Organic, sustainable, regeneratively farmed, grass-fed and finished

3

On-the-go Convenience

Snack bars, savoury snacks, meal delivery, e-commerce shopping.

wearechief.com

YOU'RE HELPING FARMERS AND THE PLANET



We're proud supporters of Thankful For Farmers who partner with brands like ours to raise money to support sustainable farming (including moving towards Regenerative Agriculture) and regional communities across Australia.



Charlie Amott, global thought leader, educator and spokesman for Regenerative Agriculture.



thankful®
for farmers

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We're on a mission to help move the world from unsustainable, industrially farmed junk food...

“REGENERATIVE AG IS SHAPING THE FUTURE OF FOOD”

- FORBES MAGAZINE

NET EMISSIONS

+33	Conventional Beef (U.S.)
+9	Pork (CA)
+6	Chicken (U.S.)
+4	Beyond Burger
+3.5	Impossible Burger
+2	Soy Bean (U.S.)
-3.5	White Oak Pastures Beef

Source: Quantis, Carbon Footprint Evaluation of Regenerative Grazing at White Oak Pastures, www.quantisintl.com

REGENERATIVE MODEL

...to healthy, sustainable, regeneratively farmed real food.

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COLLAGEN BARS

Original

LOW
SUGARGLUTEN
FREEDAIRY
FREEALL
NATURAL

Hazelnut Brownie

CB-C-HB-12



INGREDIENTS

Nuts (cashews [46%] and hazelnuts [11%]), halal grass-fed bovine collagen [25%], tapioca starch, raw organic cacao, pure organic maple syrup, MCT oil powder (MCT oil coconut based, acacia fibre), camu camu, Himalayan salt, vanilla bean powder, monk fruit.

PER 45G SERVE

204 Cal
16g Protein
6g Carbs
2g Sugar
4g Fibre

Peanut Butter

CB-C-PB-12



INGREDIENTS

Nuts (peanuts [33%] and cashews [28%]), halal grass-fed bovine collagen [25%], tapioca starch, pure organic maple syrup, MCT oil powder (MCT oil coconut based, acacia fibre), camu camu, Himalayan salt, monk fruit.

PER 45G SERVE

231 Cal
17g Protein
5g Carbs
2g Sugar
4g Fibre

Cashew Shortbread

CB-C-CS-12



INGREDIENTS

Cashews [61%], halal grass-fed bovine collagen [25%], tapioca starch, pure organic maple syrup, MCT oil powder (MCT oil coconut based, acacia fibre), camu camu, vanilla bean powder and monk fruit.

PER 45G SERVE

215 Cal
16g Protein
6g Carbs
3g Sugar
3g Fibre

Lemon Tart

CB-C-LT-12



INGREDIENTS

Cashews [61%], halal grass-fed bovine collagen [25%], tapioca starch, pure organic maple syrup, MCT oil powder (MCT oil coconut based, acacia fibre), camu camu, cold pressed lemon oil, monk fruit.

PER 45G SERVE

196 Cal
16g Protein
6g Carbs
3g Sugar
3g Fibre

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COLLAGEN BARS

With Chocolate

LOW
SUGAR

GLUTEN
FREE

DAIRY
FREE

ALL
NATURAL

Salted Caramel

CB-C-SC-12



INGREDIENTS

Cashews [53%], halal grass-fed bovine collagen [18%], tapioca starch, dark chocolate (cocoa solids 70%, sugar, sunflower lecithin, natural flavour) [4%], macadamia nuts [4%], maple syrup, mesquite powder, lucuma powder, camu camu, S.officinatum prebiotic fibre, potassium chloride, monk fruit, Himalayan salt.

PER 45G SERVE

221 Cal
13g Protein
9g Carbs
4g Sugar
4g Fibre

Choc Mint

CB-C-CM-12



INGREDIENTS

Cashews [57%], halal grass-fed bovine collagen [20%], tapioca starch, dark chocolate (cocoa solids 70%, sugar, sunflower lecithin, natural flavour) [4%], cocoa powder [2%], maple syrup, S.officinatum prebiotic fibre, vanilla extract, organic camu camu, peppermint oil, monk fruit.

PER 45G SERVE

218 Cal
14g Protein
9g Carbs
3g Sugar
4g Fibre

Double Choc

CB-C-DC-12



INGREDIENTS

Cashews [59%], halal grass-fed bovine collagen [18%], tapioca starch, dark chocolate (cocoa solids 70%, sugar, sunflower lecithin, natural flavour), cocoa powder, maple syrup, S.officinatum prebiotic fibre, vanilla extract, natural chocolate flavour, camu camu powder, MCT oil powder, monk fruit.

PER 45G SERVE

227 Cal
14g Protein
9g Carbs
3g Sugar
5g Fibre

Choc Peanut Butter

CB-C-PC-12



INGREDIENTS

Cashews [35%], peanut butter [22%], halal grass-fed bovine collagen [20%], tapioca starch, dark chocolate (cocoa solids 70%, sugar, sunflower lecithin, natural flavour), peanuts [4%], pure maple syrup, S.officinatum prebiotic fibre, organic camu camu powder, MCT oil powder, monk fruit.

PER 45G SERVE

227 Cal
14g Protein
7g Carbs
3g Sugar
5g Fibre

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MEAT BARS

Organic



Traditional Beef Bar

CB-BBAR-TB-12

INGREDIENTS

Organic Grass-fed Beef (80%), amaranth flour, currants, coconut aminos, vinegar, salt, spices, lactic acid.

PER 40G SERVE

146 Cal
18g Protein
5g Carbs
1g Sugar



Beef & Chilli Bar

CB-BBAR-BC-12

INGREDIENTS

Organic Grass-fed Beef (80%), amaranth flour, currants, coconut aminos, vinegar, salt, spices, lactic acid. Includes Cayenne Chilli.

PER 40G SERVE

146 Cal
18g Protein
5g Carbs
1g Sugar



Smokey BBQ Beef Bar

CB-BBAR-SB-12

INGREDIENTS

Organic Grass-fed Beef (77%), amaranth flour, spice mix (salt, sugar, rice flour, garlic, capsicum, spices, onion, acidity regulator [sodium acetate], marjoram), coconut amino sauce, currants, vinegar, lactic acid, smoke flavour. Spices include paprika, cinnamon, clove, pepper and a slight touch of chilli.

PER 40G SERVE

129 Cal
16.9 g Protein
7.8g Carbs
3.9g Sugar



Chipotle & Lime Beef Bar

CB-BBAR-MX-12

INGREDIENTS

Organic Grass-fed Beef (77%), amaranth flour, chipotle and lime seasoning (dehydrated vegetables, spices, salt, food acids [sodium acetate, citric acid], natural smoke flavour, anticaking agent [calcium phosphate], natural flavours, paprika oleoresin), coconut amino sauce, currants, vinegar, lactic acid, smoke flavour. Spices include paprika, garlic, onion and chilli

PER 40G SERVE

131 Cal
17.1g Protein
7.8g Carbs
3.4g Sugar

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BILTONG

Organic

ZERO
PRESERVATIVESLOW
SUGARGLUTEN
FREEDAIRY
FREEALL
NATURAL

Traditional Biltong

CB-B30-TB-12
CB-B90-TB-6

INGREDIENTS

Organic Halal grass-fed grass-finished Beef (92%), organic coconut aminos, vinegar, Himalayan salt, spices. Spices include pepper, nutmeg and cumin. No garlic or onions.

Available in 30g and 90g bags

PER 30G SERVE

81 Cal
14g Protein
1g Carbs
1g Sugar



Beef & Chilli Biltong

CB-B30-BC-12
CB-B90-BC-6

INGREDIENTS

Organic Halal grass-fed grass-finished Beef (92%), organic coconut aminos, vinegar, Himalayan SE cayenne chilli, spices. Spices include pepper, nutmeg cumin and paprika. No garlic or onions.

Available in 30g and 90g bags

PER 30G SERVE

82 Cal
14g Protein
1g Carbs
1g Sugar



Smokey BBQ Biltong

CB-B30-SB-12
CB-B90-SB-6

INGREDIENTS

Organic Halal grass-fed grass-finished Beef (92%), vinegar, Coconut Aminos, Salt (incl. Himalayan salt), sugar, rice flour, garlic, capsicum, spices, onion, acidity regulator (sodium acetate), marjoram.

Available in 30g and 90g bags

PER 30G SERVE

76 Cal
13g Protein
1g Carbs
1g Sugar



Chipotle & Lime Biltong

CB-B30-MX-12
CB-B90-MX-6

INGREDIENTS

Organic Halal Grass-fed and Grass Finished Beef (90%), Seasoning (Dehydrated Vegetables, Spices, Sea Salt, Sugar, Food Acids, Natural Smoke Flavour, Anticaking Agent [Calcium Phosphate], Natural Flavours, Paprika Oleoresins, Vinegar, Coconut Amino Sauce, Lime Extract.

Available in 30g and 90g bags

PER 30G SERVE

84 Cal
14g Protein
2g Carbs
1g Sugar

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BILTONG
Organic



**Carnivore
Biltong**

CB-B30-TB-12
CB-B90-TB-6

INGREDIENTS

Organic Halal Grass-fed, Grass-finished Beef
(96%), vinegar, salt

Available in 30g and 90g bags

PER 30G SERVE

74 Cal
14g Protein
0g Carbs
0g Sugar

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COLLAGEN POWDER

Australian

LOW
SUGAR

GLUTEN
FREE

DAIRY
FREE*

ALL
NATURAL

* Excludes Vanilla



Creamy Vanilla

CB-ACP-CV-450
450g (30 Serves)

INGREDIENTS

Australian Grass-fed Hydrolysed Bovine Collagen Peptides (73%), Buttermilk Powder (Milk), Guar Gum, Natural Vanilla Flavour 2.8%, S.officinatum prebiotic fibre, Monk Fruit Extract, Organic Camu Camu

PER 15G SERVE

58 Cal
11g Protein
1g Carbs
1g Sugar



Dark Chocolate

CB-ACP-DC-450
450g (30 Serves)

INGREDIENTS

Australian Grass-fed Hydrolysed Bovine Collagen Peptides (73%), Cocoa Powder (14%), Organic Raw Cacao Powder (10%), Himalayan Rock Salt, Guar Gum, Organic Camu Camu, Monk Fruit Extract

PER 15G SERVE

57 Cal
11g Protein
1g Carbs
0g Sugar



Unflavoured

CB-ACP-UNFL-450
450g (30 Serves)

INGREDIENTS

100% Australian Grass-fed Hydrolysed Bovine Collagen Peptides

PER 15G SERVE

59 Cal
14g Protein
0g Carbs
0g Sugar

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ABOUT COLLAGEN PROTEIN



While some brands use Australian bovine sources, they ship raw ingredients to the US to be hydrolysed then ship it all the way back to Australia. Our collagen is 100% Australian grown, hydrolysed and made. Home grown quality you can trust.

- Helps speed up muscle recovery
- Helps build tendon strength
- Helps reduce joint pain and improve mobility
- Improves bone growth and density
- Supports skin hydration
- Reduces fine lines and wrinkles
- Supports skin elasticity, thickness and regeneration



Best Protein Powder Yet!

It's taken me a few months of trialing others to find one I'm truly happy with. My skin, nails and hair are improving after just 3 weeks.



Seriously Good

Tastes great and seriously works! I've noticed a significant increase in my recovery.

wearechief.com

ORGAN SUPPLEMENTS

Organic



Beef Liver Capsules

CB-LCAP-120
120 Capsules
(30 serves)

INGREDIENTS

Organic Australian, Grass-fed and Grass Finished Beef Liver (81%; 500mg), Bovine Gelatine Capsule (19%; 120mg).

PER 2G SERVE

0.5mg Iron
960 ug Vit. A
0.6mg Vit. B3
44ug Vit. B9
6.5ug Vit. B12



Liver, Kidney & Heart

CB-CHKCAP-120
120 Capsules
(30 serves)

INGREDIENTS

Organic Australian, Grass-fed and Grass Finished Beef Liver (27%; 167mg), Kidney (27%; 167mg), Heart (27%; 167 mg), Bovine Gelatine Capsule (19%; 120mg).

PER 2G SERVE

0.7mg Iron
320ug Vit. A
15ug Vit. B9 (Folate)
3ug Vit. B12
1.5mg Vit. C



Beef Offal Capsules

CB-OCAP-120
120 Capsules
(30 serves)

INGREDIENTS

Organic Australian, Grass-fed and Grass Finished Beef Liver (16.13%; 100mg), Kidney (16.13%; 100mg), Heart (16.13%; 100mg), Spleen (16.13%; 100ma), Tripe (16.13%; 100mg), Bovine Gelatine Capsule 19.35% 120mg).

PER 2G SERVE

0.6mg Iron
193ug Vit. A
14ug Vit. B9 (Folate)
2ug Vit. B12
1mg Vit. C



Beef Liver Powder

CP-LPO-180
120 Capsules
(30 serves)

INGREDIENTS

Organic Australian Grass-fed and Grass-finished Beef Liver (100%)

PER 2G SERVE

0.48mg Iron
960ug Vit. A
44ug Vit. B9 (Folate)
6.48ug Vit. B12
1mg Vit. C

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ABOUT BEEF ORGAN SUPPLEMENTS



Modern diets don't typically include high nutrient foods such as organ meats, and modern agriculture is producing plant based foods that don't contain nearly the same level of vitamins and minerals our grandparents enjoyed.

In short, we often need to supplement but almost all store bought supplements are cheap, imported, synthetic vitamins which the body doesn't as easily recognise. This makes it harder for your body to absorb and use them efficiently.

Put back the nutrients modern diets leave out with Organic, Grass-fed and Regeneratively Farmed Beef Organs. Freeze dried to lock-in essential vitamins and minerals.



My Go To Multivitamin Now

Liver is now my go to multivitamins. I don't buy conventional multivitamins anymore. My energy level is so much better now. Love it.



Amazing

Feel the uplift immediately. Recommended to everyone who needs vital minerals.

wearechief.com

THANKFUL BARS

Supporting Thankful.org

ZERO
NASTIESHIGH
FIBREDAIRY
FREEALL
NATURAL

Choc Chia

CB-TFUL-CC-12

INGREDIENTS

Prebiotic fibre tapioca, dark chocolate [17%] (cocoa solids 70%, sugar, sunflower lecithin*, natural flavour), oats [15%], sunflower seeds [14%], pepitas [10%], S.officinarum fibre, chia seeds [2%], quinoa [2%], lupin protein, maple syrup

PER 30G SERVE

122 Cal
9.1g Dietary Fibre
10.7g Carbs
3.7g Sugar



Choc Berry

CB-TFUL-CB-12

INGREDIENTS

Prebiotic fibre tapioca, dark chocolate [17%] (cocoa solids 70%, sugar, sunflower lecithin*, natural flavour), oats [15%], sunflower seeds [9%], pepitas [9%], goji berries [7%], S.officinarum fibre, chia seeds [2%], quinoa [2%], dried mixed berry powder [2%], lupin protein, maple syrup, citric acid

PER 30G SERVE

120 Cal
8.7g Dietary Fibre
11.3g Carbs
4.2g Sugar



Choc Lemon Coconut

CB-TFUL-LC-12

INGREDIENTS

Prebiotic fibre tapioca, dark chocolate [17%] (cocoa solids 70%, sugar, sunflower lecithin*, natural flavour), oats [16%], sunflower seeds [10%], pepitas [10%], S.officinarum fibre, sulphite free coconut [4%], chia seeds [2%], quinoa [2%], lupin protein, maple syrup, lemon oil [1%]

PER 30G SERVE

121 Cal
9.1g Dietary Fibre
9.6g Carbs
3.2g Sugar

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ABOUT THANKFUL BARS



A collaboration with Thankful.org to raise awareness about the health benefits of gratitude and spread good vibes around the world. Every bar you buy helps support Thankful in their mission to create positive social impact.

About Thankful.org

Being thankful is more than a feeling, it's a powerful force to create a better world. Thankful.org creates positive social impact by providing funding to support sustainable agriculture and regional communities, reducing household food waste through initiatives like the Saveful App, and Empowering women and girls to promote gender equality and eliminate violence against women.



My Go-To Snack

These bars are so yummy and have a great amount of dietary fibre, making them a great snack. Highly recommend for anyone looking for a tasty bar.



Do good, eat good!

I love finding a snack that supports causes that I believe in. Plus, they make the perfect lunch-box treat for my kiddos! Hooray!

wearechief.com

PRODUCT LIST

*No GST applies

Product Name	RRP inc GST	Inner Qty	Outer Qty	Product Code	Unit Barcode	Carton Barcode
Collagen Bar Salted Caramel	\$5.95	12	24	CB-C-SC-12	9357204000918	19357204000915
Collagen Bar Choc Mint	\$5.95	12	24	CB-C-CM-12	9357204000901	19357204000908
Collagen Bar Double Choc	\$5.95	12	24	CB-C-DC-12	9357204000604	19357204000601
Collagen Bar Choc Peanut Butter	\$5.95	12	24	CB-C-PC-12	9357204000611	19357204000618
Collagen Bar Cashew Shortbread	\$5.95	12	24	CB-C-CS-12	9369998020959	19369998020956
Collagen Bar Hazelnut Brownie	\$5.95	12	24	CB-C-HB-12	9369998119127	19369998119124
Collagen Bar Lemon Tart	\$5.95	12	24	CB-C-LT-12	9369998129744	19369998129741
Collagen Bar Peanut Butter	\$5.95	12	24	CB-C-PB-12	9369998041329	19369998041326
Beef and Chilli Bar	\$6.50*	12	24	CB-BBAR-BC-12	9357204000017	19357204000014
Traditional Beef Bar	\$6.50*	12	24	CB-BBAR-TB-12	9357204000000	19357204000007
Smokey BBQ Beef Bar	\$6.50*	12	24	CB-BBAR-SB-12	9357204000024	19357204000021
Chipotle & Lime Beef Bar	\$6.50*	12	24	CB-BBAR-MX-12	9357204000031	19357204000038
Beef and Chilli Biltong 30g	\$6.95*	12	12	CB-B30-BC-12	9357204000215	19357204000212
Traditional Beef Biltong 30g	\$6.95*	12	12	CB-B30-TB-12	9357204000208	19357204000205
Smokey BBQ Biltong 30g	\$6.95*	12	12	CB-B30-SB-12	9357204000246	19357204000243
Chipotle & Lime Biltong 30g	\$6.95*	12	12	CB-B30-MX-12	9357204000260	19357204000267
Carnivore Biltong 30g	\$6.95	12	12	CB-B30-CAR-12	9357204000338	19357204000335
Beef and Chilli Biltong 90g	\$16.95*	6	12	CB-B90-BC-6	9357204000239	19357204000236
Traditional Beef Biltong 90g	\$16.95*	6	12	CB-B90-TB-6	9357204000222	19357204000229
Smokey BBQ Biltong 90g	\$16.95*	6	12	CB-B90-SB-6	9357204000253	19357204000250
Chipotle & Lime Biltong 90g	\$16.95*	6	12	CB-B90-MX-6	9357204000277	19357204000274
Carnivore Biltong 90g	\$16.95*	6	12	CB-B30-CAR-12	9357204000703	19357204000335
Beef Liver Capsules	\$44.95	120	48	CB-LCAP-120-6	9357204000727	93572040007030
Beef Liver, Heart & Kidney Caps	\$44.95	120	48	CB-CHKCAP-120-6	9357204000710	93572040007276
Beef Offal Capsules	\$44.95	120	48	CB-OCAP-120-6	9357204000338	93572040007108
Beef Liver Powder	\$54.95	1	64	CB-LPO-180	9357204000956	
Collagen Powder Unflavoured	\$49.95	1	10	CB-ACP-UNFL-450-6	9357204000758	93572040007580
Collagen Powder Dark Chocolate	\$49.95	1	10	CB-ACP-DC-450-6	9357204000772	93572040007726
Collagen Powder Creamy Vanilla	\$49.95	1	10	CB-ACP-CV-450-6	9357204000765	93572040007658
Thankful Bar Choc Chia	\$3.95	12	12	CB-TFUL-CC-12	9357204000840	19357204000847
Thankful Bar Choc Berry	\$3.95	12	12	CB-TFUL-CB-12	9357204000857	19357204000854
Thankful Bar Choc Lemon Coconut	\$3.95	12	12	CB-TFUL-LC-12	9357204000864	19357204000861

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HEALTHY PEOPLE, HEALTHY PLANET



We're in this for you. Let's all live a Chief life.

If you're like us, you want to live your best life. You don't just want to survive, you want to thrive. You want to live long and strong. You want to live a life you're proud of and do what's right. We call this living your Chief life.

Made for #PackFlippers

Are you a Pack Flipper? You know, the person that looks at the back of the pack because they give damn about what they put in their body. We're pack flippers too, in fact, it was flipping packs that made us want to start a health food company that actually made healthy food.

Why "Chief"?

adjective: chief

a. most important

b. having or denoting the highest rank

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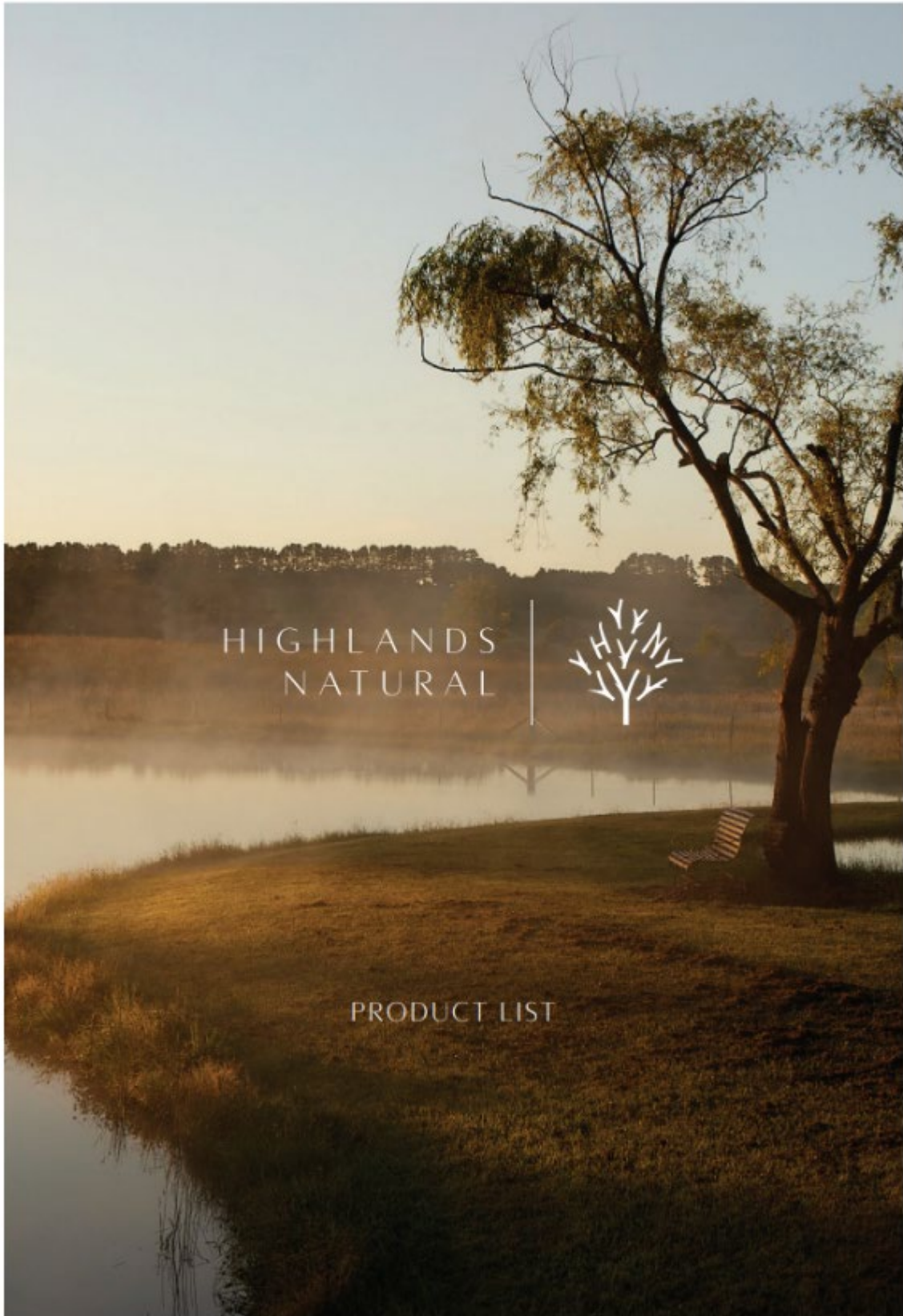
WE'RE HERE FOR YOU!

Jack Mortlock
General Manager
wholesale@wearechief.com



Chief.

wearechief.com





ORGANIC BEEF STOCK

- Certified Organic Grass-Fed and Finished Beef Bones
- 100% Whole Food Natural Ingredients
- Gluten & Preservative Free
- Rich In Collagen, Amino Acids & Electrolytes
- Nutrient Dense & Umami Rich
- Seasoned with Celtic Sea Salt, Rich in Trace Minerals
- Simmered with Certified Organic Vegetables and Filtered Water
- Halal Certified



ORGANIC CHICKEN STOCK

- Certified Organic Chicken Bones
- 100% Whole Food Natural Ingredients
- Gluten & Preservative Free
- Rich In Collagen, Amino Acids & Electrolytes
- Nutrient Dense & Umami Rich
- Seasoned with Celtic Sea Salt, Rich in Trace Minerals
- Simmered with Certified Organic Vegetables and Filtered Water



ORGANIC GRASS-FED BEEF BONE BROTH

- 6.75g Gut Healing, Muscle Repairing Glutamine & 5.1g Collagen Per Serve
- 1.45g Glycine For Sleep, Heart and Brain Health
- 100% Whole Food Natural Ingredients
- Gluten & Preservative Free
- Rich In Amino Acids & Electrolytes
- Nutrient Dense & Umami Rich
- Organic Vegetables & Ayurvedic Whole Herbs & Spices
- Halal Certified



ORGANIC FREE RANGE CHICKEN BONE BROTH

- Certified Organic Chicken Bones
- 4.1g Naturally Extracted Type II Collagen
- 100% Whole Food Natural Ingredients
- Gluten & Preservative Free
- Rich In Amino Acids & Electrolytes
- Nutrient Dense & Umami Rich
- Organic Vegetables & Ayurvedic Herbs & Spices



BOVINE MULTI-ORGAN MEATS CAPSULES

- Contains 132% of Daily Vitamin B12 Requirement Per 2g Serve
- 100% Natural Ingredients
- Rich Source of Bio-Available Heme Iron
- High in Co-Q10, Selenium, Copper, Folate, Zinc, Choline, B Vitamins (Including B12)
- Fat Soluble Vitamins A, D, E & K
- Increases Immunity & Vitality
- Certified Organic Grass fed & Finished
- Halal Certified



BOVINE IRON + ORGANIC GRASS-FED SPLEEN CAPSULES

- Certified Organic Grass-Fed and Finished
- Nature's Richest Source of Bioavailable Heme Iron
- Highly Absorbable, Without the Need for Vitamin C to Assist Iron Uptake
- One Serving Provides 10.26mg Iron, Nearly 100% of the Average RDI for Heme Iron
- Contains Over 23 x the Iron Amount to Beef Liver
- One 600mg Capsule Contains 3.42mg of Iron for Convenient Dosing Based on Iron Requirements
- 100% Natural Ingredients
- Halal Certified



ORGANIC GRASS-FED TALLOW

- Certified Organic, Grass-Fed & Finished
- 100% Natural Ingredients
- Gluten & Preservative Free
- Rich In Omega 3 Fatty Acids
- Good Source of Fat-Soluble Vitamins Such as Vitamins A, D, E, and K
- Anti-Inflammatory Fatty Acids – Conjugated Linoleic Acid (CLA) and Palmitoleic Acid
- Growth Hormone & Antibiotic Free
- Keto Friendly, Paleo Friendly
- Halal Certified



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