



World of
WILMAR
2025 PRODUCT CATALOGUE



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HISTORY



2010

NZ Sugar is a joint venture company of Wilmar and Mackay Sugar since 2010

2019

goodman fielder 

Goodman Fielder is 100% owned by Wilmar since 2019



2020

Agrifeeds is 100% owned by Wilmar since 2020

WHO ARE WE?



WILMAR

- › Founded in 1991
- › Leading Agribusiness Company in Asia and Africa
- › Global Leaders of Consumer Pack Oils & leading producer of Flour, Rice, Sugar and Bakery Fats
- › Fortune Global 500 company ranked 198th in 2024
- › Integrated business model
 - » Origin
 - » Processing
 - » Products
 - » Trading, merchandising and distribution
 - » Customers
- › Over 1,000 manufacturing plants in 34 countries



GOODMAN FIELDER

The **Goodman Fielder** business encompasses;

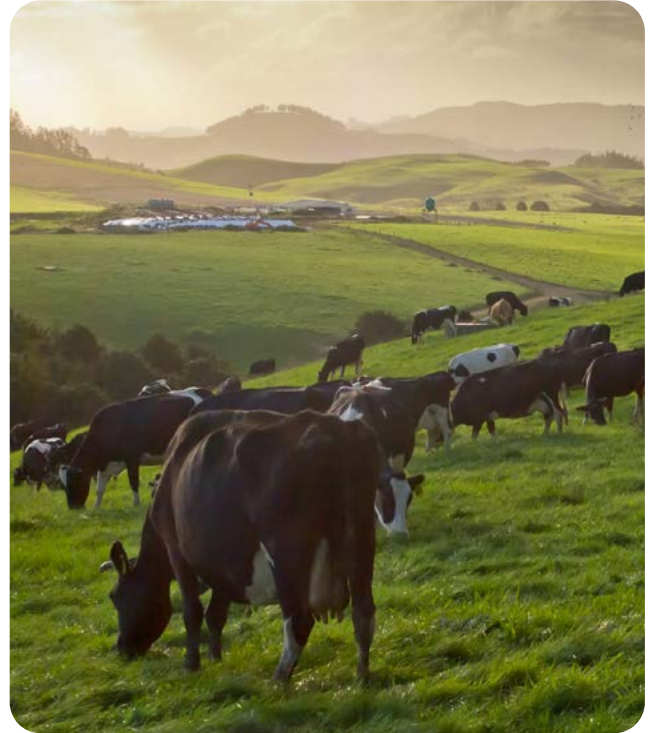
- › Goodman Fielder is a leading global food company committed to making everyday food better for everyone
- › A proud tradition of providing quality food products to New Zealand dating back to as early as 1879
- › Our local team produces a wide range of high quality dairy, baked and grocery items for Kiwis
- › Importer and distributor of a wide portfolio of products
- › 10 manufacturing sites across New Zealand
- › Large scale distribution network that enables delivery to our supermarkets, route and food service customers



NZ SUGAR

The **NZ Sugar** business encompasses;

- › Chelsea Refinery founded in 1884
- › 15 ha site; Own Deep water port and wharf
- › Situated close to the Ports of Auckland & Tauranga for exports, with regular shipping services
- › Raw sugar sourced globally
- › Full service refinery - 140 products or packages
- › Strong operational focus on continuous improvement, sustainability and safety
- › Sugar, Alternative Sweeteners & Oleo Chemicals



AGRIFEEDS

Agrifeeds is the largest supplier of animal feed in New Zealand. Products come from an extensive range of quality imported and domestically sourced animal feed and minerals Agrifeeds provides balanced nutrition for better returns.

We have expertise in transforming byproducts and waste streams from human food supply chains (like bread returns) into nutrient dense animal feeds.

Managing the entire life cycle of food for our customers create many opportunities and Agrifeeds are reimagining local supply chains to create a new range of lower carbon animal feeds.

OILS

- › Canola Oil
- › Coconut Oil (Refined, Hydrogenated)
- › Olive Oil
- › Palm Oil
- › Rice Bran Oil
- › Soyabean Oil
- › Sunflower Oil
- › Sesame Oil
- › Blended Oil
- › Vegetable Oil



FATS

ANIMAL FATS

- › Beef Tallow

BAKERY FATS

- › All Purpose Margarine
- › Cocoa Butter Substitute TBC
- › Pastry Margarine
- › Pie Based Shortening
- › Vegetable Shortening



FLOUR

- › Besan
- › Biscuit, Soft
- › Chakki Atta Flour
- › General Purpose
- › High Ratio
- › Premium Bakers
- › Premium Pastry & Noodle
- › Semolina: Medium, Fine
- › Standard Bakers
- › Strong
- › Wholemeal



PRE-MIX

- › Banana Bread Mix
- › Chocolate Bun Mix
- › Chocolate Cake Mix
- › Chocolate Chip Cookies
- › Chocolate Cupcakes
- › Classic Baked Donut Bites
- › Creme Muffin Mix
- › Date Loaf & Pudding Mix
- › Double Chocolate Fudge Brownies
- › Easter Crossing Mix
- › Fruit Cake Mix
- › Golden Butter Cake
- › Mixed Grain Bread Mix
- › Pancake Shaker
- › Red Velvet Cupcakes
- › Scone Mix
- › Soft White Bread Mix
- › Sponge Mix
- › Vanilla Cupcakes



CONCENTRATE

- › Ciabatta Concentrate
- › Crusty Bread Concentrate
- › Soft Roll Concentrate
- › Spiced Easter Concentrate
- › Sweet Bun Concentrate



INGREDIENTS

- › Kibbled Wheat, soy
- › Sodium Bicarbonate
- › Tiger Skin Paste
- › Vital Wheat Gluten
- › Wheat Fibre
- › Wheat Starch
- › Yeast - fresh & dried



RICE

- › Basmati
- › Biryani Kits (Hyderabad & Lucknow)
- › Biryani Special Basmati Rice
- › Brown rice (Basmati / Long Grain / Jasmine / Medium Grain)
- › Jasmine
- › Long grain
- › Medium grain
- › Microwave
- › Parboiled
- › Short grain/sushi



CONDIMENTS

DRESSINGS

- › Balsamic
- › Caesar
- › Coleslaw
- › Creamy Potato
- › French
- › Green
- › Italian
- › Japanese
- › Mexican
- › Ranch
- › Tangy Tomato
- › Thousand Island

SAUCES

- › Barbecue
- › Seafood
- › Tartare
- › Worcestershire

MAYONNAISE

- › Traditional
- › Traditional 99% Fat Free
- › Vegan
- › Whole Egg

AIOLI

- › Burger flavour
- › Chilli Jam
- › Chipotle
- › Clasic
- › Vegan

ASIAN COOKING SAUCES/OIL/WINE

- › Cooking Wine
- › Pepper (Zanthoxylum Bungeanum) Oil
- › Shanxi Aged Vinegar
- › Soy Sauce: Light, Dark, Mushroom Varieties
- › Sesame Oil



LIQUID INGREDIENTS

- › Tomato Paste



COATING & MIXES

- › Chicken Fried Coating Mix
- › Pancake Mix
- › Tempura Crispy Frying Mix



NOODLES/PASTA

- › Egg Noodles
- › Premium Macaroni
- › Rice Macaroni



FROZEN CAKES & DESSERTS

MOUSSE CAKE

- › Tiramisu
- › Red Velvet

CHEESECAKE & BASE CLASS

- › Lime Double
- › Brownies

CREPE CAKE

- › Black Golden Durian
- › Durian
- › Taro Paste

MOCHI ROLL

SWISS ROLL

- › Chocolate
- › Coffee
- › Earl Grey Tea
- › Matcha Red Bean
- › Red Velvet
- › Vanilla Cream

LEMON MERINGUE



PAR-BAKED

- › Ciabatta Dinner Roll
- › Ciabatta roll
- › Ciabatta Loaf



SNACKS

- › Flavours: Cheese, Extra Cheesy, Chicken, Sour Cream & Chives
- › Rice & wheat based
- › Varying size and pack formats available
- › Extruded & pressed snacks that are baked and then coated with flavour



WRAPS

- › Mediterranean Herb
- › Mixed Grain
- › Portuguese Peri Peri
- › Sourdough
- › Sweet Potato
- › Wholemeal
- › Soft White
- › Spinach & Herb



MECARE

- › Laundry Detergent
- › Liquid handwash
- › Soap (Bar & Pump)



AGRIFEEDS

- › Options to be discussed directly with Agrifeeds



NZ SUGAR

SUGAR

- › Caster
- › Coffee Crystals
- › Dark Cane
- › Demerara
- › Icing
- › Jam Setting Sugar
- › Organic Coconut
- › Organic Raw
- › Raw
- › Raw Caster
- › Raw Sticks
- › Soft Brown
- › White Cubes
- › White Sticks
- › White

SYRUPS:

- › Golden
- › Honey Maple
- › Maple
- › Molasses
- › Organic Raw Agave
- › Treacle



For the full range of Goodman Fielder products including Dairy and Baking, please refer to our website.

CONTACT US



ENQUIRY

Please work with your GF representative if you are interested in any of these product categories.



CORPORATE WEBSITE

goodmanfielder.com

FOODSERVICE WEBSITE

gffoodservice.co.nz