

# About Us

## BON FOOD PTY LTD

### Bon Food history

Since its inception in 1956 in Melbourne, Bon Food's core business principle has been to promote the essence of the Mediterranean diet and the importance of eating well to Australians. Through its commitment to sourcing, marketing and distributing the best that Italy and Europe have to offer, Bon Food has contributed to the integration of traditional and modern ethnic cuisine into Australian homes and eateries.

Bon Food offers a range of premium brands. It selects the best quality and most authentic food and beverage products from Europe (primarily Italy), then proudly markets them throughout Australia and Asia-Pacific. The company sells pasta and flour-based products, cheeses, sponge-style cake snacks, mineral water, biscuits, canned and cured fish, coffee, chocolates, confectionary, seasonal cakes and many other gourmet lines.

Bon Food's parent company, Divella S.p.A. is Italy's second largest producer and supplier of dry pasta products and the single largest in Italy's south. Located in Rutigliano (Bari), Divella was established in 1890 by Francesco Divella and has been an Italian pioneer in pasta and quality Mediterranean food ever since. Divella's premium range includes semolina pasta, egg-based pasta, peeled and diced tomatoes, cooking sauces, olive oil, stir-through sauces and more.

Through the acquisition of the Sant'Agata Fine Food Company in 2008, Bon Food expanded its offer into specialty markets like Balconi cakes, Cameo desserts and Zorzi vegetable seeds. This broadened the business' scope and reinforced Bon Food's commitment to Mediterranean quality and authenticity.

Bon Food proudly deals with major and independent

supermarkets, continental delicatessens, convenience outlets, food service distributors, caterers and the HoReCa market (Hotels, Restaurants, Cafés). While Melbourne-based, the company boasts national capability by working closely with like-minded distribution partners in other key Australian cities – Sydney, Brisbane, Perth, Adelaide and Hobart. By cultivating enduring business relationships, Bon Food provides Australians throughout the country with wonderful tastes, traditions and culture.

### **The Bon Food Mission**

To be recognised as the pre-eminent supplier of shelf stable Mediterranean food products and beverages to Australia and Asia-Pacific.

To provide premium quality, authentic products and attentive, thorough services – all with a Mediterranean persona.

To share Bon Food's passion with key partners, successfully representing and adding value to Bon Food's principals' brands.

To spread Bon Food's reach across the Retail, Continental, Food Service and HORECA markets.

To develop a full product range, incorporating a blend of authentic, traditional, specialty and modern Mediterranean products that reflect prevailing consumer trends.

To earn local distributorship of successful Australian "home" country brands, especially those with Mediterranean links.

To be transparent and respectful in its dealings with Australian business and consumer communities, promoting and developing long-lasting relationships, built on mutual trust and respect.

