

# *Massel Australia – Professional Range*





## ***Massel's Vision***

*Massel's vision for the future has been through innovation from day one.*

*From pioneering the 'No added MSG' concept with our first retail stock cubes to introducing nutritional tables years before they became mandatory, Massel have been leading the charge for healthier flavoring solutions since our genesis in 1982.*

*Whilst flavour remains paramount, Massel's innovations remain ahead of key trends e.g. Our entire range of products has been plant based for 40 years.*

*Our many USPs ensure that we are suitable for all people, regardless of dietary restriction, religious belief or lifestyle choice.*

*This uncompromising drive to develop consumer relevant products is the reason why a growing number of customers worldwide are using Massel products to deliver flavour solutions that facilitate the expansion of their ability to cater for an increasingly diverse consumer base.*

*Massel is an Australian Based company that currently services over 30 countries worldwide including regions of USA, Europe, UK, South East Asia, The Middle East, New Zealand and the South Pacific.*

*Massel has a continual R&D program and in 2022 is launching a Cheese Sauce and a range of NPD into the hospitality categories.*

*With significant available capacity, Massel is an agile producer in the Stocks, Bouillon, Soups, Non-Dairy Drinks, Gravies & Sauces Categories and is well positioned to produce fast moving Branded and Private Label Consumer goods, Food Service & Industrial items.*



***Massel is a pioneering, innovative, family-owned, Australian Company  
Founded in 1982***



*When our founder made his first all-vegetable products in 1982, he wanted to make them delicious, healthy, and affordable so that each range could be used by everyone – **regardless of religious belief, dietary restriction, or lifestyle choices***





## ***The Best Flavour – without compromise***

- ✓ *Plant Based, Kosher, Vegan, Suitable for Halal*
- ✓ *All Natural Ingredients*
- ✓ *Non-GMO Ingredients*
- ✓ *No Added MSG*
- ✓ *Suitable for people with Celiac Disease*
- ✓ *LOW FODMAP accredited by Monash University Australia*
- ✓ *Alcohol Free*
- ✓ *Cholesterol-Free*
- ✓ *Preservative-Free*
- ✓ *Gluten Free*
- ✓ *Soy Free*
- ✓ *Trans Fat-Free*
- ✓ *Salt Reduced Items*
- ✓ *Certified Organic items*





***Massel's flavours & products are skillfully crafted***

*For 40 years, Massel products have been developed 'in-house' in Australia using only the freshest, highest quality natural ingredients.*

*The secret to our outstanding flavour , comes from many decades of precise knowledge and the combining of high quality vegetables & herbs to create vibrant, true flavours .*

*We carefully blend only premium vegetables and herbs, extra virgin olive oil and pure sea salt from our Great Southern Ocean, the cleanest ocean in the world, to create full-bodied savoury flavouring products for **Retail, Food Service & Industrial sectors.***

*Massel's innovative range of products is Plant Based, Kosher, Vegan, Halal suitable and tastes great.*

*We pay attention to the detail - for example, if a product includes sugar we ensure it is natural cane sugar and not refined in bone ash.*

*This is why Massel branded retail products are the most consumed Stocks in Australia*





## ***Innovation is nothing without control.***

*Massel's rigorous food hygiene standards comply with the most exacting international food safety requirements .*

*We are fully certified to **FSSC 22000** Food Safety System Certification. Within that system we maintain a fully certified **HACCP** System*

*We are fully compliant with the Code of **Good Manufacturing Practices (GMP)**. In addition: Our factory is entirely gluten free to prevent cross contamination.*

*Our factories are animal product and alcohol free*

*All these systems are independently audited annually.*





***Ethics. Massel Loves this planet.***

***We actively do our part to preserve our environment.***

*We are founding signatories to the National Packaging Covenant – working towards a sustainable future through the use of recyclable packaging. We donate food products to food banks and during times of tragedy such as hurricane Sandy, hurricane Katrina and the Haiti disaster. We sponsor underprivileged children and regularly donate to charities that feed the underprivileged and homeless in Australia and around the world.*





*At Massel Flavour is  
Paramount,*

*Flavour is the primary  
driver with consumers  
and is what sets us  
apart from all others*

*It's what makes us #1  
with consumers in the  
retail market in  
Australia.*

*Our Brand Mantra:*

***Quality you  
can taste***



 **PLANT BASED SINCE 1982**



# **Massel Advantage – Classic Boosters & Stock Powders 2.5KG**

*Massel's Classic range offers Chefs from +25% better yield than some other similar products on the market, providing great cost savings – a true Advantage.*

*The Classic booster powder formula is easy to use, provides ultimate flexibility and can be added to any cuisine style to enhance the flavour*



- ✓ **Plant based, Kosher, Vegan, Halal suitable.**
- ✓ **100% Natural**
- ✓ **Gluten Free**
- ✓ **Certified Low FODMAP by Monash University**
- ✓ **Gluten Free**
- ✓ **Non GMO**
- ✓ **No Added MSG**
- ✓ **No Trans Fat**
- ✓ **Free From Common Allergens**



# Massel Advantage – Premium Stock Powders 2 KG



*If you're looking for a "no-numbers" recipe that delivers fantastic flavour results then this is the product for you!*

*Massel Premium is our leading retail powder recipe packed in bulk quantities. Massel Premium enables you to produce great tasting products with a "clean label".*

*The Premium range is wholesome, full flavoured and designed to suit the most discerning chef. Premium maintains a highly competitive yield of 18g/L.*



- ✓ **Plant based, Kosher, Vegan, Halal suitable.**
- ✓ **100% Natural**
- ✓ **Gluten Free**
- ✓ **Certified Low FODMAP by Monash University**
- ✓ **Gluten Free**
- ✓ **Non GMO**
- ✓ **No Added MSG**
- ✓ **No Trans Fat**
- ✓ **Free From Common Allergens**





# Massel Advantage – Healthcare Stock Powders 1.75KG & Gravy 1.5KG



*Specially manufactured for Hospitals, Nursing Homes and similar organisations.*

*Massel's Healthcare range allows complete sodium control, that caters for people with special needs - such as Cardiac patients who require Low Sodium foods, IBS sufferers and those suffering with fructose mal-absorption.*



- ✓ **No Added Sodium**
- ✓ **No Added Potassium**
- ✓ **Plant based, Kosher, Vegan, Halal suitable.**
- ✓ **100% Natural**
- ✓ **Gluten Free**
- ✓ **Certified Low FODMAP by Monash University**
- ✓ **Gluten Free**
- ✓ **Non GMO**
- ✓ **No Added MSG**
- ✓ **No Trans Fat**
- ✓ **Free From Common Allergens**



# Massel Flavour Station Organic Liquid Concentrate 1KG



Introducing Massel Flavour Station 1KG

NEW and revolutionary way to flavor, aimed at Chefs and Restaurateurs.

New Flavour Station makes 100 cups of fresh stock or can be added directly to cooking to add complexity & vibrancy.

Flavour Station does not require refrigeration after opening.

Flavour Station offers outstanding flavour and unrivalled savings, speed and convenience of use.

Extremely Versatile, easy to use and precise portion control via the measuring cup included.

- ✓ **Plant based, Kosher, Vegan, Halal suitable**
- ✓ **100% Natural**
- ✓ **Gluten Free**
- ✓ **Gluten Free**
- ✓ **Non GMO**
- ✓ **No Added MSG**
- ✓ **No Trans Fat**
- ✓ **Free From Common Allergens**



# Massel Advantage – Gravy 1.5KG



*Rich in flavor, easy to use, freeze thaw stable and packed in resealable, tamper evident cans to keep the product fresh.*

*This plant based natural product range that could be used by everyone – regardless of dietary restriction, religious belief or lifestyle choice*

*Massel's Gravy Mix provides a solution for every occasion.*



- ✓ **Plant based, Kosher, Vegan, Halal suitable**
- ✓ **100% Natural**
- ✓ **Gluten Free**
- ✓ **Gluten Free**
- ✓ **Non GMO**
- ✓ **No Added MSG**
- ✓ **No Trans Fat**
- ✓ **Freeze Thaw stable**
- ✓ **Free From Common Allergens**





**NEW in 2022!**

## **Massel Advantage – 4 Cheese Sauce Mix 1.75 KG**



*If you're looking for a Creamy Cheese Sauce that delivers fantastic flavour, texture and elevate your dish presentation, then this is the perfect product for you!*

*Versatile: Can be prepared for standard usage or for Vegan application*

**Massel 4 Cheese Sauces** are a simple solution to having a tasty cheese sauce available when you need it. Our 4 Cheese sauce is easy to make and can be ready in under a minute.

*Add Massel 4 Cheese Sauce's rich flavour to Broccoli, Cauliflower, Pasta dishes, Tacos, Tortillas, Seafood or an accompaniment to appetizers – the possibilities are endless!*

*Massel 4 Cheese Sauces are above all, tasty & flavourful satisfying the most discerning tastebuds.*

*The Sauces stay true to Massel's core principles to deliver great flavour, be healthy, affordable & can be used by everyone – regardless of dietary restriction, religious belief or lifestyle choice.*

- ✓ **Plant based, Kosher, Vegan, Halal suitable**
- ✓ **Dairy Free**
- ✓ **Gluten Free**
- ✓ **Freeze Thaw Stable**
- ✓ **No GMO's**
- ✓ **No Added MSG**
- ✓ **Trans fat Free**
- ✓ **Free From Common Allergens**

*Flavour starts here*



**NEW in 2022!**

## **Massel Advantage – Béchamel Sauce Mix 1.75 KG**



A traditional Béchamel 'mother sauce' with a modern twist – it's dairy free and therefore suitable for lovers of a rich, creamy sauces be they mainstream or have a dietary restriction.

Versatile: Can be prepared for standard usage or for Vegan application

**Massel Béchamel Sauce** is an easy to make simple solution to having a base for countless other sauces available when you need it.

Add Massel Béchamel Sauce's rich flavour to Lasagne, Classic Mac & Cheese, Croque Monsieur, Moussaka or as a base to make a rich Mornay, Soubise and more – the possibilities are endless!

Massel Béchamel Sauce stays true to Massel's core principles to deliver great flavour, be healthy, affordable & can be used by everyone.

- ✓ **Plant based, Kosher, Vegan, Halal suitable**
- ✓ **Dairy Free**
- ✓ **Gluten Free**
- ✓ **Freeze Thaw Stable**
- ✓ **No GMO's**
- ✓ **No Added MSG**
- ✓ **Trans fat Free**
- ✓ **Free From Common Allergens**

*Flavour starts here*





**NEW in 2022!**

## **Massel Advantage – Jus Sauce Mix 2.0 KG**



*Terrific for serving alongside meat dishes like a juicy steak, roast chicken, beef sliders or even over beef & noodle dishes, Massel's Jus is an thin dark gravy packed with outstanding deep, rich flavour.*

*From a 40 year tradition of making flavoursome beef stocks & broths, Massel has perfected its rich, plant based Jus which is as at home in a five star restaurant as it is in a quality eatery or café.*

*Massel's Jus is the perfect make-ahead or make-now option for every busy kitchen and can be easily ready in under a minute.*

*The easy way to enhance the flavour of your meaty dishes, Massel's Jus finishes off the dish presentation with a dark, rich, glossy sauce.*

*As with our entire Sauce & Gravy range, we have stayed true to Massel's core principles to deliver great flavour, be healthy, affordable & can be used by everyone – regardless of dietary restriction, religious belief or lifestyle choice.*

- ✓ **Dairy Free**
- ✓ **Plant Based**
- ✓ **Gluten Free**
- ✓ **Freeze Thaw Stable**
- ✓ **No GMO's**
- ✓ **No Added MSG**
- ✓ **Australian Made & Owned**
- ✓ **Free From Common Allergens**

*Flavour starts here*



*Thank you*

<https://massel.com/food-service/>