



Vegie Magic

Foodservice Brochure 2021

Tasty Plant Based Food



ABOUT US

Friendly - Customer Focused - Committed

Birubi Foods, is an Australian owned family business, that creates, makes and supplies the Vegie Magic range of delicious plant-based foods.

We specialise in a diverse range of innovative products suitable for the fast-paced and gourmet environment of foodservice. Our goal is to make it easier to cater for the increasing number of people needing or making specific dietary choices, so all your menu items are shareable.

All Vegie Magic products are plant-based i.e., red meat, chicken, pork and seafood free, and contain no egg, nut, or peanut ingredients. Most products are gluten and soy free and only a limited number contain dairy ingredients.

All products are suitable for vegetarians and flexitarians. Most products are also suitable for vegans and celiacs (gluten-free).

Birubi Foods also develops, makes and supplies custom products for other foodservice businesses. We are a long-standing supplier of vegie products to leading quick serve restaurants including Grill'd, Schnitz and others. So, if you're looking for something special, we have extensive experience customising products to suit specific menus, nutritional and brand requirements.

We look forward to sharing our food with you and your customers.

Leanne Fitzpatrick
General Manager – Birubi Foods

CONTENTS

New Products 4

Veggie Patties & Schnitzels 100g - 120g - 150g 5

Veggie Sliders & Mini Patties 35g - 65g 11

Veggie Nuggets & Bites 18 - 20g 13

Serving Suggestions & Contacts 14

GF GLUTEN FREE

VG VEGAN

VEG VEGETARIAN

NEW TO

FOODSERVICE



ZUCCHINI FRITTER

Gluten, Meat, Egg, Dairy, Soy Free

Love the taste, texture and versatility of zucchini? But have no time for the fuss, waste and bother? Then you'll love our fresh tasting, mouth-watering, plant-based, allergen free, zucchini fritters. Pre-cooked and ready to heat and serve. Ideal for breakfast, lunch, snack and kids menus. Plate them, stack them, bun them - eat them.

PACK SIZING 90g x 24 units/ctn

FRITTER

90G

GF VG



CHOICE BEEF-FREE BURGER

Gluten, Meat, Egg, Dairy, Soy Free

Tweak your menu to cater for the growing number of customers looking to make more sustainable food choices with our delicious beefy flavoured, plant-based, vegan choice beef-free burger. Easily swapped for a beef patty in any hamburger build. The burger patty is a good source of protein (21.8g/serve) and a good source of fibre.

PACK SIZING 120g x 24 units/ctn 35g x 72 units/ctn

MEAT ALTERNATIVE

120G / 35G

GF VG



PREMIUM BEEF-FREE BURGER

Gluten, Meat, Egg, Dairy, Soy Free

A vegan, gluten free burger patty ideal as a plant-based meat-alternative for your burger menus. The patties have a delicious beefy flavour and aroma, and a moist, firm texture even regular meat eaters enjoy. Made from pea-protein, the patties are free of all mandatory allergens making them suitable for a wide range of customers.

PACK SIZING 120g x 24 units/ctn 35g x 72 units/ctn

MEAT ALTERNATIVE

120G / 35G

GF VG



CHICKEN-FREE BURGER

Gluten, Meat, Egg, Dairy, Soy Free

Tweak your menu to cater for the growing number of customers looking to make more sustainable food choices with our delicious crumbed, plant-based, gluten free vegan chicken-free burger. Easily swapped for a chicken patty in any hamburger build. The burger patty is a good source of protein (18g/serve) and a good source of fibre.

PACK SIZING 120g x 24 units/ctn

MEAT ALTERNATIVE

120G

GF VG

Veggie Patties & Schnitzels



100G

GLUTEN FREE VEGIE

Gluten, Meat, Egg, Dairy, Soy Free

A fresh, clean flavoured ready to heat vegan patty to satisfy the growing demand for gluten, vegan and vegetarian food without compromising taste and texture.

PACK SIZING

100g x 24 units/ctn 432425
 100g x 8 units/pack x 3 packs/ctn 432424

GF V



100G

BEETROOT & QUINOA

Gluten, Meat, Egg, Dairy, Soy Free

With the colour, flavour and nourishment of beetroot these gluten free vegan patties have an authentic beetroot flavour combined with the nuttiness of quinoa.

PACK SIZING

100g x 24 units/ctn 435126

GF V



100G / 150G

SMOKY KALE & QUINOA

Gluten, Meat, Egg, Dairy, Soy Free

With its background smoky flavour, these vegan patties reap the health benefits of superfoods Kale and Quinoa. Kale is one of the most nutrient dense foods available and quinoa, contains all nine essential amino acids.

PACK SIZING

150g x 18 units/ctn 435335
 100g x 24 units/ctn 435325

GF V



100G

VEGIE COMBO SCHNITZEL

Gluten, Meat, Egg, Dairy, Soy Free

Designed for the fast-paced environment of foodservice, these fresh tasting, colourful, pre-crumbed, veggie patties are ideal to quickly heat and serve as a veggie schnitzel or crumbed burger patty. Suitable also for kids menus.

PACK SIZING

100g x 8 units/ctn x 3 packs/ctn 434624

GF V

Veggie Patties & Schnitzels



100G

SPICY BEAN & QUINOA

Gluten, Meat, Egg, Dairy, Soy Free

Some say it's hot - others think it's mild. There's only one way to find out! Add it to your menu. We combine the goodness and flavours of beans, quinoa, spices, chilli and jalapenos to create this tasty Mexican-style patty.

PACK SIZING

100g x 24 units/ctn 434125
 100g x 8 units/pack x 8 packs/ctn 434128

GF V



100G

VEGIE COMBO

Meat, Egg, Dairy, Soy Free

This 4.5 health star rated vegan patty is filled with a medley of lightly seasoned choice vegetables to provide a colourful, fresh tasting and nutritious product.

PACK SIZING

100g x 24 units/ctn 432025
 100g x 8 units/pack x 8 packs/ctn 432028

V



100G

GARDEN VEG & LENTIL

Meat, Egg, Dairy Free

Perfect for the food preferences and dietary needs of vegans, vegetarians and health-conscious consumers. It has a subtle, lentil background flavour that can be matched with many relishes, chutneys and salads.

PACK SIZING

100g x 24 units/ctn 433725
 100g x 8 units/pack x 8 packs/ctn 433728

V



150G

CHICKPEA & LENTIL

Meat, Egg, Dairy Free

With the taste and texture of an Indian samosa, this hearty, homestyle patty provides an authentic South Asia eating experience. Makes great burgers or meals with chutneys, relishes, and natural yoghurt.

PACK SIZING

150g x 6 units/pack x 3 packs/ctn 432334
 150g x 6 units/pack x 8 packs/ctn 432338

V

Veggie Patties & Schnitzels



100G

PROTEIN PLUS VEG & LENTIL

Meat, Egg, Dairy Free

Boosted with plant protein, this vegan patty contains 10g of protein per serve. It has a distinctive, subtle, lentil background flavour that complements the fresh flavours of a veggie blend including carrots, peas and potato.

PACK SIZING

100g x 24 units/ctn

436425

V



100G

POTATO ROSTI

Meat, Egg, Dairy Free

A clean flavoured par-cooked rosti made from quality ingredients. Ideal for serving snacks and meals that cater for everyone. Combine with salmon and fresh herbs or, top with eggs and bacon depending who you're catering for.

PACK SIZING

100g x 24 units/ctn

432925

100g x 8 units/pack x 8 packs/ctn

432928

V



150G

CLASSIC VEGIE

Meat, Egg Free

Made from a blend of lightly seasoned choice vegies, this vegetarian pattie is as good (or better) than homemade. This hand-formed pattie is ideal as the hero on the plate or to inspire extra hearty burger meals.

PACK SIZING

150g x 18 units/ctn

431135

150g x 6 units/pack x 3 packs/ctn

431134

150g x 6 units/pack x 8 packs/ctn

431138

VEG



150G

CHEESE & VEGIE

Meat, Egg Free

Made from a blend of lightly seasoned choice vegies, this vegetarian pattie is as good (or better) than homemade. This hand-formed pattie is ideal as the hero on the plate or to inspire extra hearty burger meals.

PACK SIZING

150g x 6 units/packs x 3 packs/ctn

431334

VEG

Veggie Patties & Schnitzels



120G

PREMIUM BEEF FREE

Gluten, Meat, Egg, Dairy, Soy Free

A vegan, gluten free patty ideal as a plant-based meat-alternative for your burger menus. The patties have a delicious beefy flavour, and a juicy, firm texture even regular meat eaters enjoy.

PACK SIZING

120g x 24 units/ctn

437075

GF V



120G

CHOICE BEEF-FREE

Gluten, Meat, Egg, Dairy, Soy Free

Tweak your menu to cater for the growing number of customers looking to make sustainable food choices with our beefy flavoured, plant-based, vegan burger. Easily swap for a beef patty in any hamburger build, The patty is a good source of protein and fibre.

PACK SIZING

120g x 24 units/ctn

436575

GF V



120G

CHICKEN-FREE

Gluten, Meat, Egg, Dairy, Soy Free

Tweak your menu to cater for customers looking for plant-based food with this delicious, crumbed patty. Easily swapped for a chicken or beef patty in any hamburger build, it contains 18g of protein and is a good source of fibre.

PACK SIZING

120g x 24 units/ctn

436675

GF V



150G

THAI VEGIE

Meat, Egg Free

Combining the flavours, textures and goodness of veggies, coconut and delicate herbs and spices, this hearty vegetarian patty has a unique authentic Thai-flavour. Ideal for plating, or to serve up in your signature burger meal.

PACK SIZING

150g x 6 units/packs x 3 packs/ctn

431534

VEG

FEATURED

PRODUCT



**VEGAN
FRIENDLY
PARMA**

PREMIUM VEGIE SCHNITZEL

As a large 200g chicken breast shaped pattie the premium vegie schnitzel is ideal for plating on its own or topping with a fresh tomato and herb sauce to create an amazing “vegie parma”. Made by blending a medley of fresh choice vegetables with subtle spices this colourful, fresh tasting gluten free vegan vegie base is then coated with a premium, crunchy gluten free crumb and, frozen ready to cook and serve.

Product	Size	Packaging	Code
Premium Vegie Schnitzel	200g	24 units/ctn	434615
Vegie Combo Schnitzel	100g	3 x 8 (24 units)/ctn	434624
Vegie Combo Nuggets	20g	100 units/ctn	434645

MEAL SOLUTION

A classic Parma with a Vegie Schnitzel Alternative served with a side of chips and salad.

ADD to your menu as a stand alone dish or create the option to swap crumbed chicken for crumbed vegies.

- ✓ Gluten Free
- ✓ Meat Free
- ✓ Egg Free
- ✓ Dairy Free
- ✓ Soy Free

Veggie Sliders & Mini Patties



BEETROOT & QUINOA

Gluten, Meat, Egg, Dairy, Soy Free

These mini-burger patties have a distinctive and authentic beetroot flavour complemented by fresh herbs, spices and quinoa. Ideal for snacks and slider menus or, as a second burger patty in a burger build.

PACK SIZING

65g x 32 units/ctn

435165

65G

GF V



GARDEN VEG & LENTIL

Meat, Egg, Dairy Free

Ideal for creating mixed slider plates and bar food and to easily cater for vegans and vegetarians at events and functions. This vegan slider has a subtle, lentil background flavour which complements many relishes, chutneys and salads.

PACK SIZING

35g x 72 units/ctn

433755

35G

V



GLUTEN FREE VEGIE

Gluten, Meat, Egg, Dairy, Soy Free

A simple way to serve up gluten, meat, egg, dairy, soy, nut free food using the one menu without compromising flavour, texture and creative flair. This gluten free vegan slider is ideal for appetisers, sides, sliders and breakfast menus.

PACK SIZING

35g x 72 units/ctn

432455

35G

GF V



POTATO ROSTI

Meat, Egg, Dairy Free

Made from lightly seasoned fresh shredded potato, parcooked and frozen this vegan slider can be reheated and served to cater for vegan, vegetarians and meatlovers. Ideal for breakfast menus, appetisers, bar food, burger bars, finger food and catering.

PACK SIZING

35g x 72 units/ctn

432955

35G

V

Veggie Sliders & Mini Patties



SPICY BEAN & QUINOA

Gluten, Meat, Egg, Dairy, Soy Free

We combine the goodness and flavours of beans, quinoa, spices, chilli and jalapenos to create these spicy, tasty, Mexican-style veggie sliders. Ideal for snacks, canapes, slider share plates and bar food everyone will love.

PACK SIZING

35g x 72 units/ctn

434155

35G

GF V



CHOICE BEEF-FREE

Gluten, Meat, Egg, Dairy, Soy Free

These beefy flavoured, plant-based sliders make it easy to tweak menus to offer meat alternatives. They can easily replace meat sliders on any menu and are perfect for creating your signature meat-free snacks and share plates.

PACK SIZING

35g x 72 units/ctn

436555

35G

GF V



VEGIE COMBO SLIDERS

Meat, Egg, Dairy Free

These colourful, fresh tasting and 4.5 health star rated vegan sliders are filled with a medley of lightly seasoned choice vegetables. Ideal for bar snacks, minislider and burger buns, canapes and kids menus.

PACK SIZING

35g x 72 units/ctn

432055

35G

V

Veggie Nuggets & Bites



20G

CHICKEN-FREE NUGGET

Gluten, Meat, Egg, Dairy, Soy Free

Specially created for everyone to enjoy, these plant-based nuggets can replace chicken nuggets on any menu. Free from all mandatory food allergens, they also make it easy to cater for a range of dietary needs with the one menu.

PACK SIZING

20g x 100 units/ctn

436645

GF V



20G

VEGIE COMBO NUGGET

Gluten, Meat, Egg, Dairy, Soy Free

Add healthy choices and cater for a variety of dietary needs at the same time with these fresh tasting, crunchy vegan nuggets. Packed with a colourful blend of veggies, they are ideal for sides, finger food and kid's menus.

PACK SIZING

20g x 100 units/ctn

434645

GF V



18G

POTATO ROSTI BITE

Meat, Egg, Dairy Free

Only one word describes these plant-based vegan bites – YUM! Made from lightly seasoned fresh shredded potato, they are ideal for sides, appetisers, bar snacks, and catering. Quickly prepare by deep or pan frying from frozen.

PACK SIZING

18g x 100 units/ctn

432945

V



18G

GLUTEN FREE VEGIE BITE

Gluten, Meat, Egg, Dairy, Soy Free

Ideal as sides, appetisers and finger food these gluten free vegan bites are made by blending nine different veggies to provide a colourful, fresh tasting and healthy menu choice that even meat-lovers enjoy. Ideal for kids menus as a snack or side and adding to Poké and Buddha bowls.

PACK SIZING

18g x 100 units/ctn

432445

GF V

Serving Suggestions



Potato Rosti topped with smoked salmon and sour cream - makes the perfect canape or breakfast menu item.



Create a delicious, healthy open sandwich with our **Smoky Kale & Quinoa burger**



Gluten Free Burger Pattie served with mushroom, avocado, spinach and tomato - makes a nutritious breakfast menu item.

FOODSERVICE CONTACTS

To order Vegie Magic or to learn more contact Mako Sales Brokerage

Jacqui Taylor
makosales@me.com
0416 255 225



T +61 (03) 9706 7800
E sales@birubi.com.au
5 Brooklyn Avenue, Dandenong Victoria 3175 Australia
www.VegieMagic.com.au

