

M^cKENZIE'S

FOR EVERYDAY SINCE 1852

一百六十七年澳洲国民爱戴的生活品牌

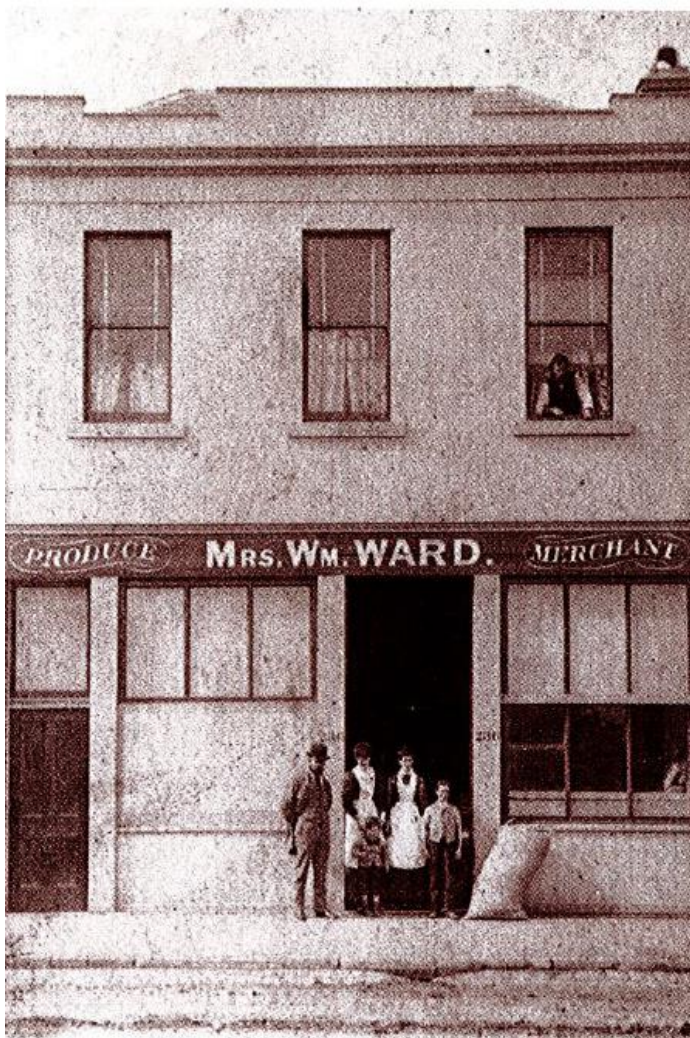
迈垦公司产品介绍



2019 / 5 版

M^cKENZIE'S
FOR EVERYDAY SINCE 1852

MCKENZIE'S 迈垦公司至今167年的历史



从一斤粮食起家源于澳洲墨尔本

从1852年的粮食小商店McKenzie's和Ward公司分别开始，在1958年Ward家族收购McKenzie's公司，至今已经是澳大利亚最悠久的家族食品制造企业之一。左图为1852年发家原店门口，右图是当时员工合影原图

MCKENZIE'S 迈垦公司至今167年的历史

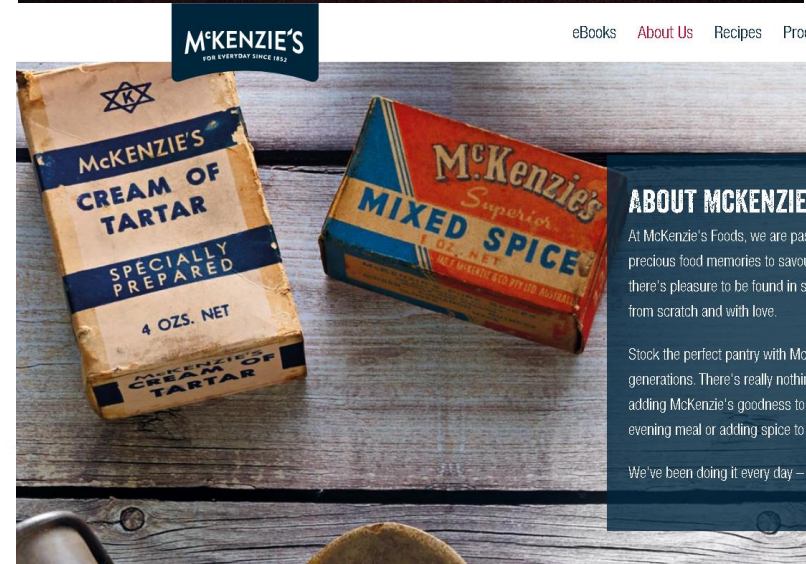
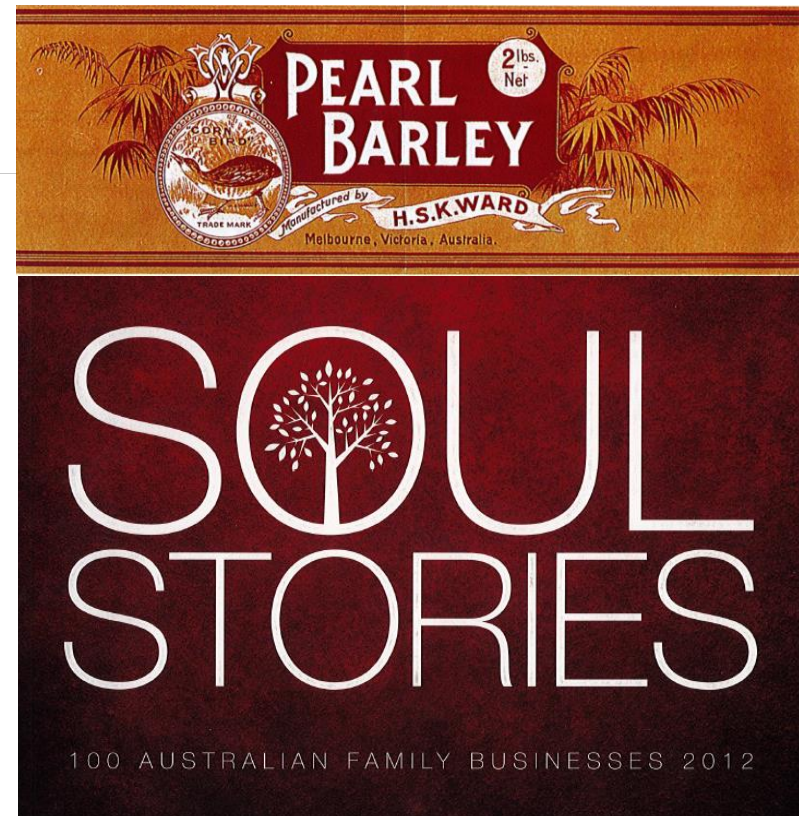
Ward, McKenzie Pty Ltd has evolved from a grain store in Melbourne into a nationally operating food processing and packaging company with international links. Its history reflects the varied personalities of those in charge of the business' fortunes, and encompasses a rich mix of hard work, prosperous times and lean times, some luck, smart moves, tenacity and pragmatism.

The story of Ward, McKenzie Pty Ltd dates from the arrival in Australia of the Ward family in 1852. William and Frances Ward had left their home in Manchester, England, to sail on the *Catherine Mitchell* for a new life in the colonies. Melbourne was a mere settlement at that time and suitable accommodation was scarce. Happily for the Wards, a family friend, Mr Wintle, was governor of the Fawkner jail and he arranged for a tent to be set up nearby to provide them with a temporary home. Had it not been for Mr Wintle's generosity, the Wards would have reboarded the *Catherine Mitchell*, only to perish when the ship sank on its way back to England.

The Ward family did not have to endure a tent for long and soon they were installed in a house in King Street, built by William Ward. Harold Seymour Kellam (HSK) Ward, founder of the company that carries his name, was born in 1863 in the King



Harold Seymour Kellam
Ward, founder of HSK
Ward.



MCKENZIE'S 迈垦公司至今167年的历史



从一斤粮食起家 源于澳洲墨尔本

从1852年的粮食小商店开始，McKenzie今天已经是澳大利亚最悠久的家族食品制造企业之一。



五代家族企 自1852开始

现任执行董事长是公司创始人 Frances Ward 和 William Ward 的第五代的接班人。



优质食材产品 由农场直供

为保证优质品质McKenzie's 支持澳大利亚本土种植与采收，并与当地农民建立了数十年的友好关系。

国际食品安全认证：MCKENZIE'S 您能信赖的品质

高品质原料

不管是澳洲本土种植和采收或国外进口原料，我司秉承多年高品质的宗旨，严格按照澳洲食品安全标准生产每一款产品。

专业技术

粮食和集装箱品质认证会由澳洲农业部和水务资源部专业检查员完成最终检查，确保安全品质。

品质控制

为保持产品质量一致，所有产品均通过磁铁，重力分离器和颜色分选机严格撒选。

工厂认证

McKenzie's 的所有工厂定期得到澳洲农业部和水务资源部审计和认证。

原料收货标准

农场直供原料采购严格
澳洲GTA 收货检验标准

出厂前成品再次检验

成品检验必须符合所有 GTA
机器处理出口标准



SQF2000是全球食品行业，安全与质量体系的最高标准认证



危害分析和关键控制点认证



优质生产质量管理规范



澳大利亚
本地种植和进口原料



澳洲粮食贸易会员
(会员号0122)

MCKENZIE'S 之力与澳洲本土农民持续发展，您能信赖的品质



Helen Ward contemplates the future:
"I AM PROUD THAT AFTER 160
YEARS WE'RE STILL HERE."

Pulse industry stalwart Ward McKenzie Pty Ltd is one of Australia's oldest family companies – an anomaly in the cut-throat food manufacturing sector. Over the past 160 years the fifth-generation family business has survived challenges from the Great Depression to globalisation and today is one of Australia's most successful food brands – a feat due to its enduring relationships with its grain growers

PHOTOS: BRAD COLLIS

By Melissa Branagh-McConachy

Like any successful union, the relationship Ward McKenzie enjoys with pulse and cereal growers is founded on trust, loyalty and mutual gain.

In an increasingly volatile marketplace, interdependence provides security. This iconic Australian company values consistent quality from its suppliers, while farmers welcome steady commodity prices and the assurance of a regular contract.

Growers spoken to by *Ground Cover* were unanimous in their appraisal of Ward McKenzie, citing the company's empathy with them as the standout quality – one which undoubtedly stems from the company's long involvement in grains and its appreciation of the risks associated with fluctuations in production capability.

As Lalbert farmer Don Leathbridge puts it: "Ward McKenzie understands the erratic nature of farming and they stand by us regardless. We need them as much as they need us and we try to provide a consistent product that sustains this relationship."

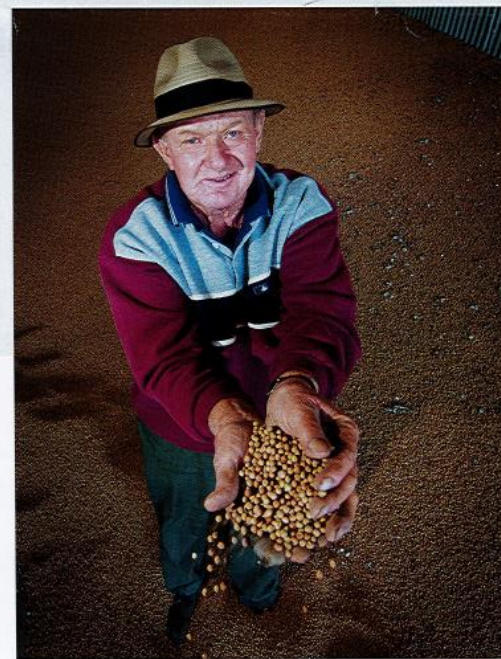
Don has been selling peas to McKenzie's for more than 30 years from the 2600-hectare southern Mallee property he farms with his son Roby and grandson Andrew.

About a quarter of the property is sown to field peas within a wheat, barley and oats rotation.

The field peas 'break crop' produces between 200 and 1400 tonnes a year depending on climate variability – "the drought had a huge impact" – but Roby says the Alma and new Kaspera varieties have delivered yield improvements of up to 0.5t in recent years, easily producing a 2.5t/ha average.

Third-generation grower Rob Heinrich and his 21-year-old son Anthony rotate pulses with cereals on their 1500ha property in the Mallee, where they yield 1 to 3t/ha of Parafield peas and between 0.75 and 2.5t of red lentils (PBA Flash and Nugget).

Rob transported his first load of peas to the Ward McKenzie Altona factory 18 years ago, but the harvest didn't make the grade.



Don Leathbridge is pleased with this season's pea harvest but says:

"WARD MCKENZIE UNDERSTANDS THE ERRATIC NATURE OF FARMING AND THEY STAND BY US REGARDLESS."

"They took them, but then educated us on what they look for," he says. "Now, 99 times out of 100 when a truck leaves here we know that the quality will be right."

Rob says the direct contact he has with the company gives their relationship strength. "McKenzie's call a spade a spade, but they're very approachable people and have always been fair," he says.

The company was Warracknabeal grower Richard Wilken's first customer when he diversified into a transport and bulk handling business 29 years ago. Ward McKenzie continues to be a valued client.

"This is a one-stop shop," he says. "We farm barley, peas and lentils, receive

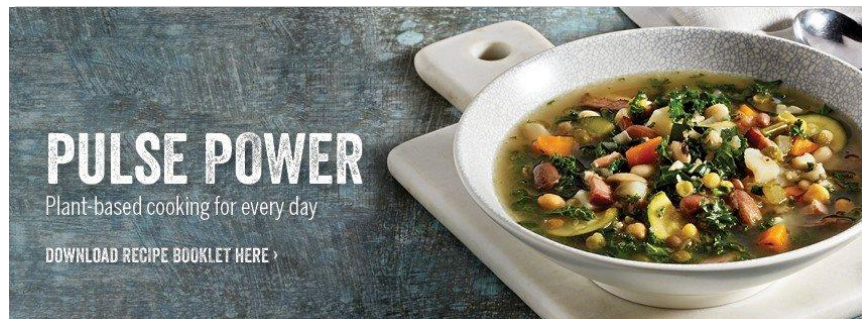
and store grain for local growers, and deliver product to Ward's on demand."

Richard transports grain to the company's Melbourne headquarters from within a 100-kilometre radius of Warracknabeal, taking in the foothills of the Grampians to the central Mallee.

"Our business has grown in parallel with Ward McKenzie's," Richard says. "It's a win-win relationship built on trust and we're proud to be associated."

MCKENZIE'S
FOR EVERYDAY SINCE 1852

优质、安全、高营养原料提供您和家人健康的生活



超级粮食是现代生活必须的选择

Stock the perfect pantry with McKenzie's, an Australian-owned company trusted by generations. There's really nothing better than adding McKenzie's goodness to your cooking, whether you're baking, whipping up the evening meal or adding spice to a favourite dish. We've been doing it every day – for your everyday – since 1852.

We uphold an 'Australian-grown' policy, only importing pulses that are either not grown in commercial quantities here in Australia or where poor seasons reduce local supplies. We're proud to say we've been working with the same Australian farmers for decades.

ALL ABOUT PULSE POWER

These protein and fibre powerhouses are the perfect go-to ingredient for making wholesome meals that keep you feeling nourished.

BUT FIRST, WHAT IS A PULSE?

Pulses belong to the wider legume family, which is a group of plants whose fruit or seed is enclosed in a pod.

WHY ARE THEY SO GOOD?

The humble pulse is a nutritional powerhouse. It's an economical source of protein, containing more than most other plant foods.

These robust granules are low in fat and great for gut health, making them an excellent replacement for run-of-the-mill carbohydrates like pasta, rice and potatoes.

According to the Grains & Legumes Nutrition Council, pulses are jam-packed with all the good stuff – B vitamins, fibre, iron, zinc, calcium and magnesium. They're also a low GI food group, so they help maintain blood sugar and insulin levels, and keep us feeling satiated for longer.

HOW MUCH SHOULD I EAT?

We recommend eating around 100g or ½ cup of pulses at least three times a week. There are plentiful varieties of pulses and a multitude of ways to eat them.

Reference: Grains & Legumes Nutrition Council, 2019

TOP TIPS FOR PREPPING AND STORING YOUR PULSES

Always rinse your pulses thoroughly. They are a natural product so when rinsing, we recommend picking through to remove discoloured grain or other natural matter.

Try soaking your dried legumes for 6 to 8 hours or overnight to speed up the cooking time. Though some of our lentils do not even require soaking.

Cooking in large batches is easy and cost-effective. You can store cooked, cooled legumes in an airtight container in the fridge for 3 days or in the freezer for 3 months!

OUR OLD FAVOURITES HAVE A NEW LOOK

Same great quality, same great taste - the only change to our pulse and grain range is the packaging. They come in many shapes, sizes and colours and are a delirious and wholesome addition to your home cooking.



超级粮食是现代生活必须的选择



提供澳洲本土、以至全球优质食材和上百种美味菜谱



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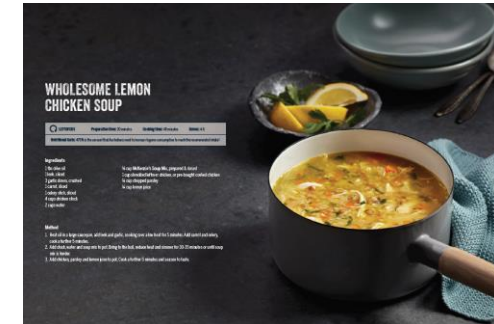
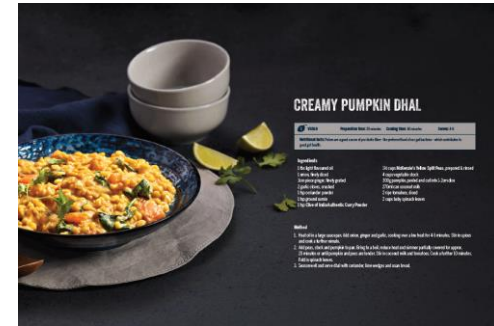
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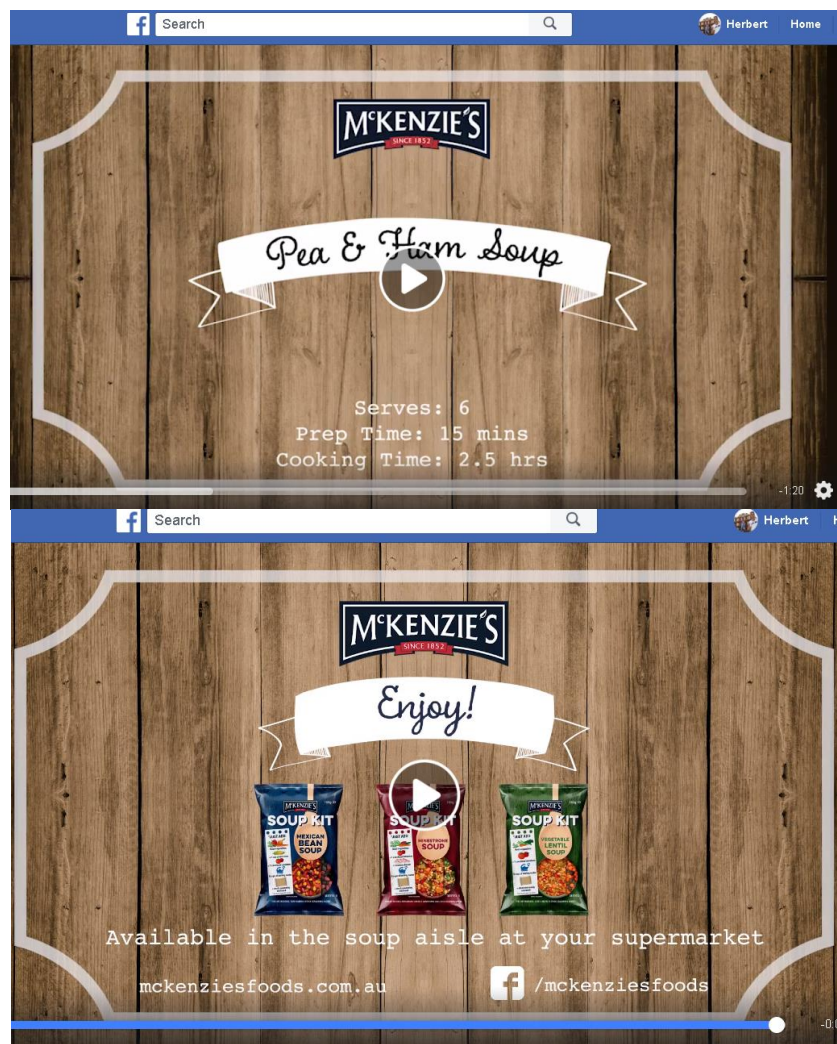
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McKENZIE'S
FOR EVERYDAY SINCE 1852

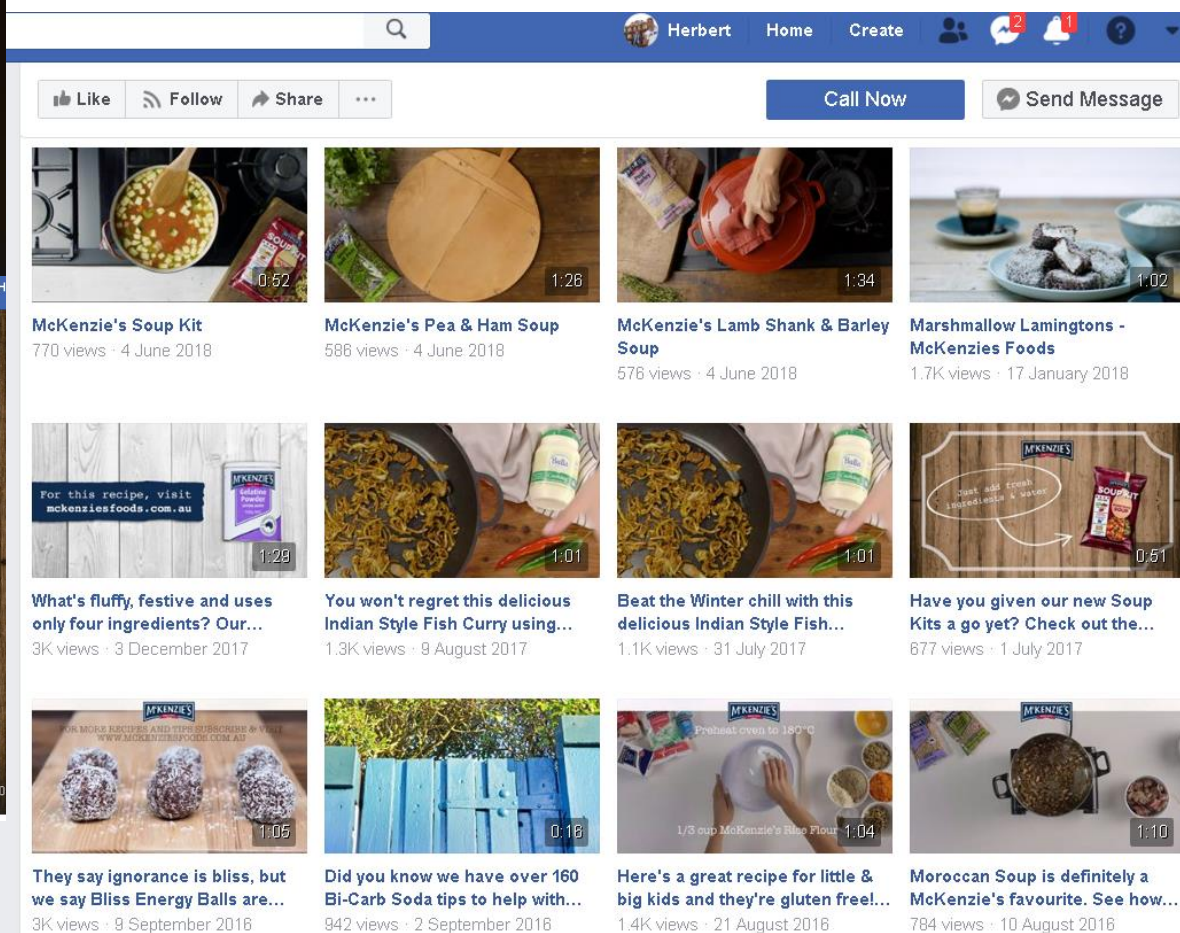
提供澳洲本土、以至全球优质食材和上百种美味菜谱



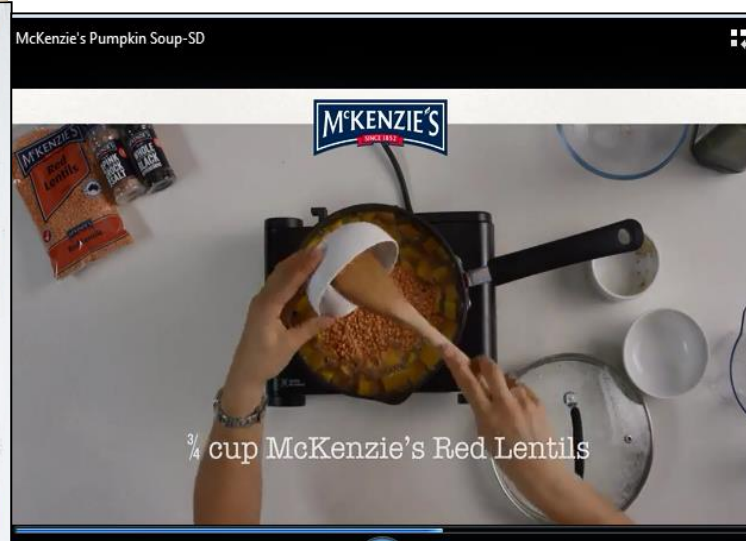
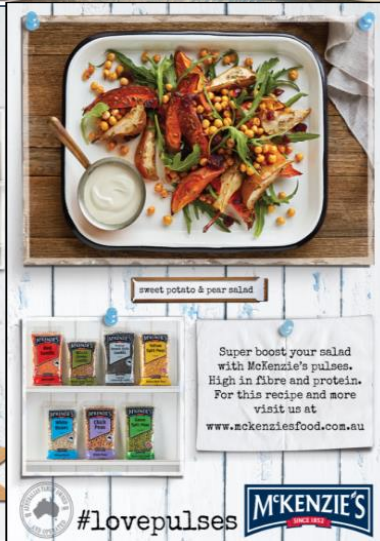
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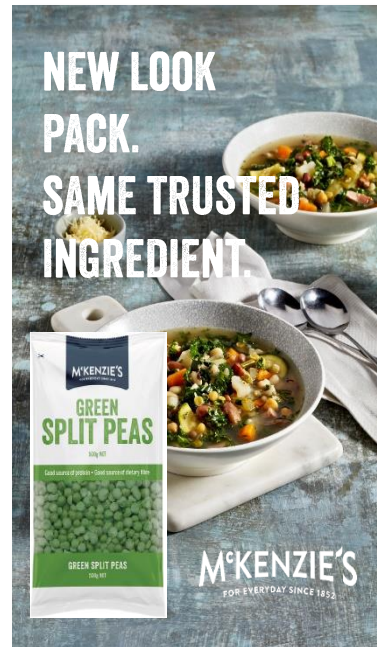
Info and ads



一百六十七年深受澳洲国民的爱戴的食材



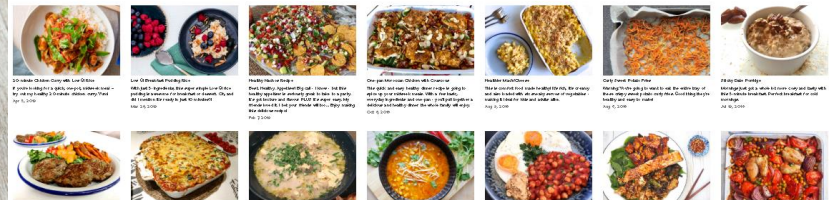
澳洲全畅销的杂志和社交媒体给予我司产品高评价



OVER 300K REACH IN 2018



澳洲全畅销的杂志和社交媒体给予我司产品高评价



McKENZIE'S
FOR EVERYDAY SINCE 1852

几乎每一个澳洲家庭都有最起码2包我们的小苏打粉



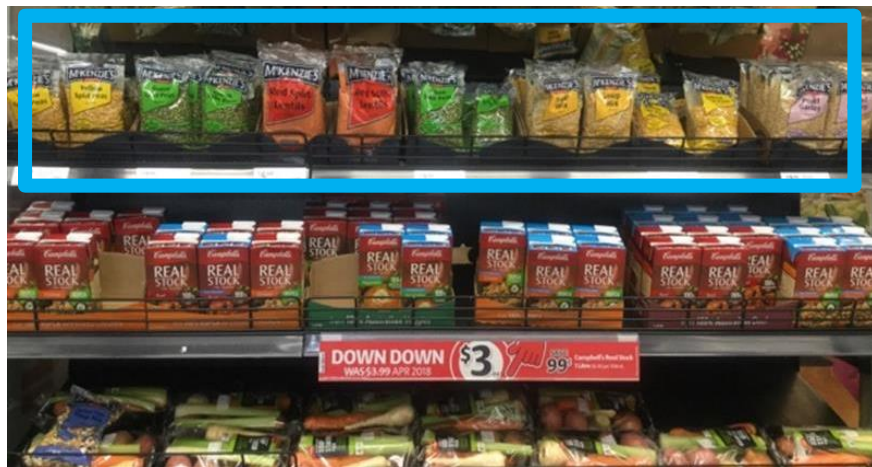
General Household

78. **Carpet Deodoriser** - To eliminate food and pet odours, sprinkle a handful of Bi-Carb onto your carpets, leave for a few minutes and then vacuum.
79. **Deodorising Smelly Pet Bedding** - Sprinkle Bi-Carb onto dry bed. Leave for at least 15 minutes, then vacuum.
80. **Cleaning Kitty Litter** - To absorb odours, cover the bottom of the litter tray with Bi-Carb then add a layer of kitty litter on top. To freshen between changes, sprinkle kitty litter lightly with Bi-Carb.
81. **Outdoor Pet Bowls** - If you feed your pet outside, sprinkle Bi-Carb around the food bowl to keep insects away.
82. **Cleaning Pets' Toilet Accidents** - Soak up the excess liquid and sprinkle Bi-Carb directly onto the patch. This will remove the odour.
83. **Cleaning Residue on Vases** - Use Bi-Carb solution in the vase and allow to soak for half an hour. Wipe clean and rinse with cold water.
84. **Rust Remover** - Cover rusty tools, gates and other equipment with Bi-Carb and then pour on white vinegar to make the solution bubble. When the bubbling stops, scrub off with a stiff brush.
85. **Clean Stuffed Animals** - Freshen stuffed toys with a sprinkling of Bi-Carb. Wait 15 minutes and brush off!
86. **Clean the Kids' Plastic Toys** - Clean the kids' toys by soaking or wiping down with Bi-Carb solution. Rinse & dry.
87. **Deodorise the Car** - Sprinkle Bi-Carb over upholstery and carpets. Leave for 15 minutes and then vacuum.
88. **Freshen Smelly Bags** - Sprinkle Bi-Carb into smelly gym or golf bags to deodorise and freshen.
89. **Cleaning Furniture** - Clean and remove marks on painted furniture by applying Bi-Carb to a damp sponge and rubbing lightly. Wipe off with a clean, dry cloth.
90. **Cleaning Walls** - Clean and remove marks from walls (crayons included) by applying Bi-Carb to a damp sponge and rubbing lightly. Wipe off with a clean, dry cloth.
91. **Food Safe Surface Cleaner** - Sprinkle Bi-Carb onto a clean damp, sponge, wipe and rinse. Works on bench tops, stainless steel, oven tops, back splashes and range hoods.
92. **Washing Cloth Nappies** - Soak and wash cloth nappies with Bi-Carb. Dissolve 45g of Bi-Carb into a bucket of warm water. Let soak, wash in hot soapy water and dry in the sun.
93. **Baby Stains Odour Removal** - If your baby spits up on their or your clothes, moisten a cloth, dip it in Bi-Carb and dab at the stain. The odour will go away.
94. **Wheelie Bin Deodoriser** - Sprinkle Bi-Carb in the wheelie bin after each weekly bin collection to remove nasty odours.

14

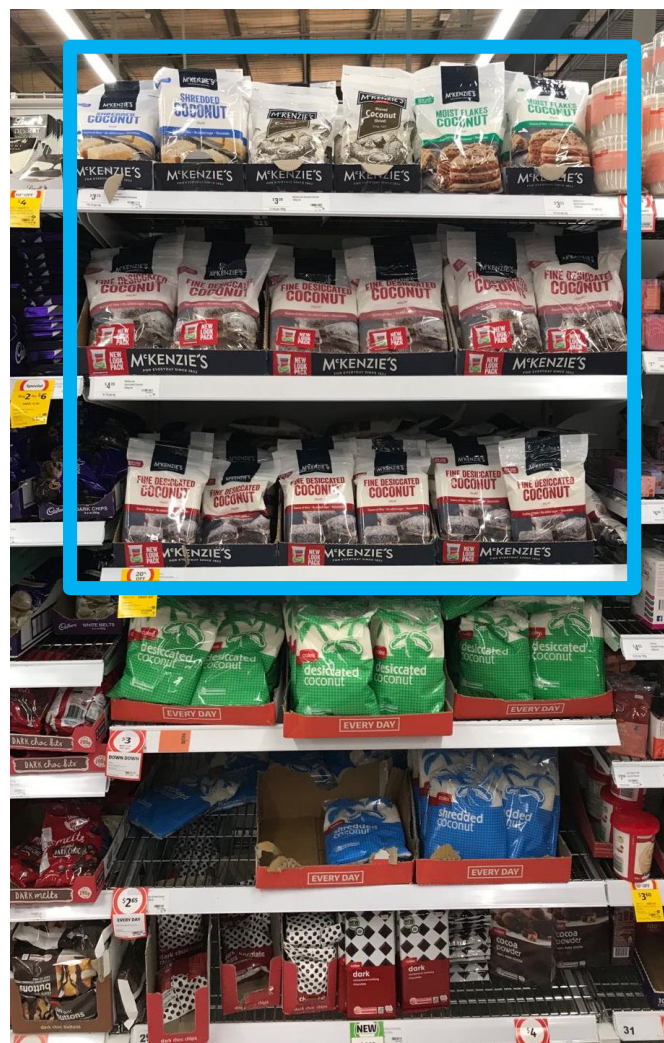
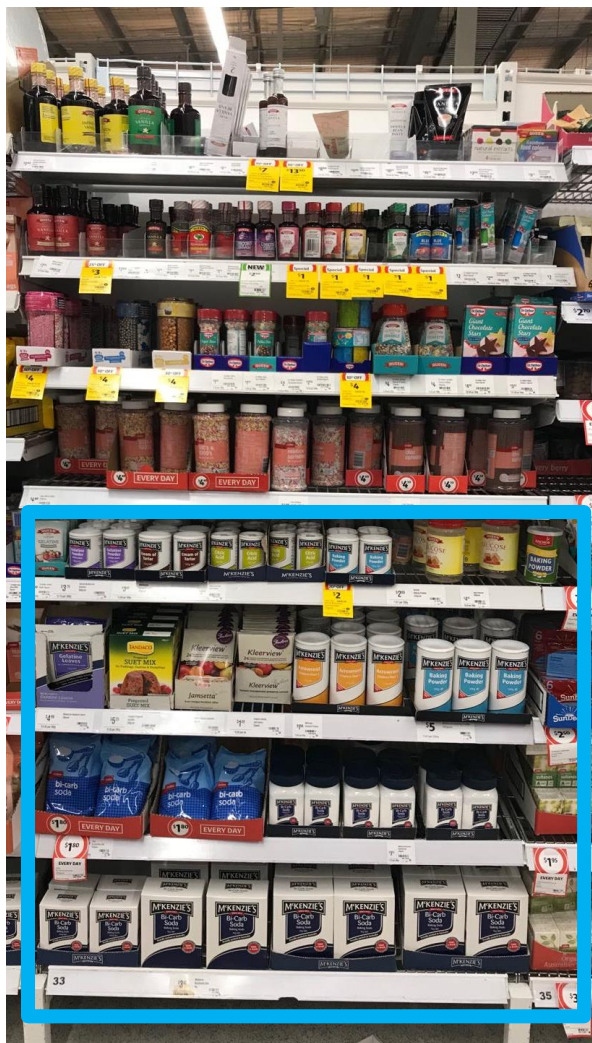
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不管您在澳洲那个角落，每一家超市都能买到我司产品

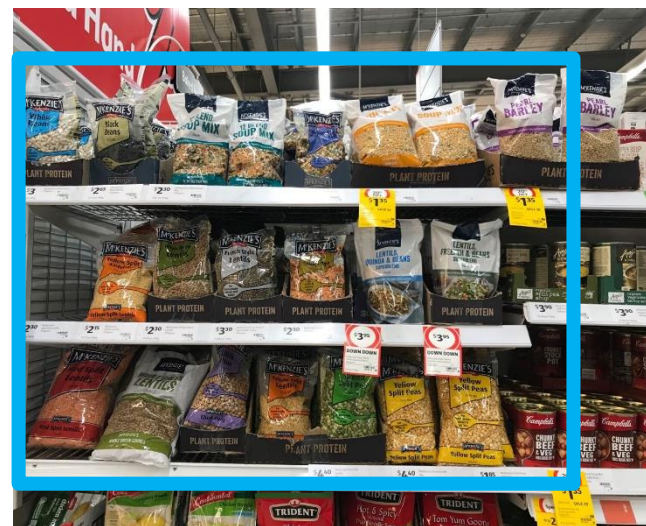
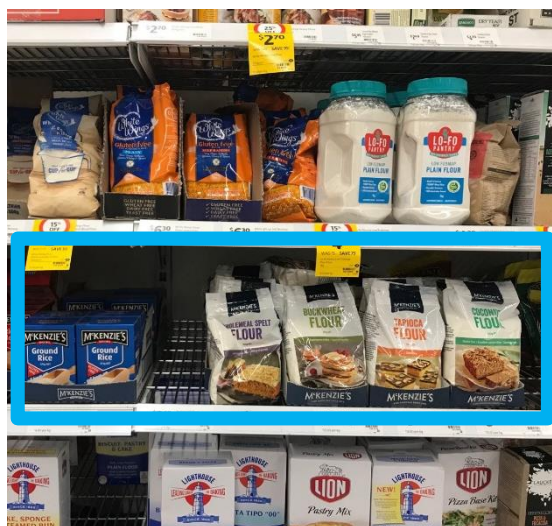


McKENZIE'S
FOR EVERYDAY SINCE 1852

每个货架都是超霸气的陈列



每个货架都是超霸气的陈列



线上、线下为大家服务

coles

mckenzie

Clear Search

Search for a list of items

Noodles

Clear search

Canned Beans & Legumes

Noodles

Canned Fruit

Canned Vegetables

Canned Meat

Condensed & Evaporated Milk

Instant Meals & Sides

Fish/Seafood

Dried Beans & Spaghetti

Soups

Salted Caramel Swirl Cheesecake

View recipe

Mckenzie's French Style Black Lentils

\$3.30

375g \$0.88 per 100g

Add 1 for \$3.30

Mckenzie's Chickpeas

\$2.00

375g \$0.53 per 100g

Add 1 for \$2.00

Mckenzie's Split Green Peas

\$1.70

500g \$0.34 per 100g

Add 1 for \$1.70

Mckenzie's Split Yellow Peas

\$1.70

500g \$0.34 per 100g

Add 1 for \$1.70

Mckenzie's Barley Pearl

\$1.70

500g \$0.34 per 100g

Add 1 for \$1.70

Mckenzie's Whole Green Lentils

\$2.30

375g \$0.61 per 100g

Add 1 for \$2.30

Mckenzie's Soup Mix

\$1.70

500g \$0.34 per 100g

Add 1 for \$1.70

Mckenzie's Yellow Lentils

\$3.30

1KG

Add 1 for \$3.30

Mckenzie's Black Beans

\$3.30

1KG

Add 1 for \$3.30

Woolworths

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mckenzie

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Pantry (54) >

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Mckenzie's Dried Green Split Peas 500g

\$1.65

\$3.30 / 1KG

Add to cart

Save to list +

Mckenzie's Dried Chick Peas 375g

SAVE \$0.20

Special

\$1.80

\$4.80 / 1KG

Was \$2.00

Add to cart

Save to list +

Mckenzie's Aoid Citrio 75g

\$2.25

\$3.00 / 100G

Add to cart

Save to list +

Mckenzie's Bi Carb Soda 500g

\$2.40

\$0.48 / 100G

Add to cart

Save to list +

Mckenzie's Bi Carb Soda 350g

\$4.00

\$1.14 / 100G

Add to cart

Save to list +

Mckenzie's Baking Powder 300g

\$5.00

\$1.67 / 100G

Add to cart

Save to list +

Mckenzie's Gelatine Leaves

\$3.30

1KG

Add to cart

Save to list +

Mckenzie's Bi Carb Soda 500g

\$2.40

\$0.48 / 100G

Add to cart

Save to list +

Mckenzie's Arrowroot

\$3.30

1KG

Add to cart

Save to list +

Mckenzie's Baking Powder

\$3.30

1KG

Add to cart

Save to list +

Mckenzie's Cream of Tartar

\$3.30

1KG

Add to cart

Save to list +

Mckenzie's Gelatine Powder

\$3.30

1KG

Add to cart

Save to list +

营养豆类汤料*



意大利蔬菜口味
汤料包
180克



蔬菜和扁豆口味
汤料包
180克



鸡面口味
汤料包
180克



12豆类汤料包
375克



扁豆汤料包
375克



意大利风味汤料包
375克



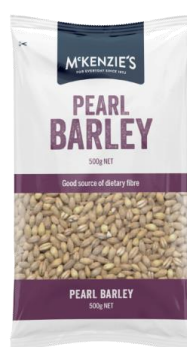
扁豆, 藜麦和
豆超级营养包
350克



扁豆, 小绿麦和
豆超级营养包
350克



混合豆汤料包
500克/ 1公斤

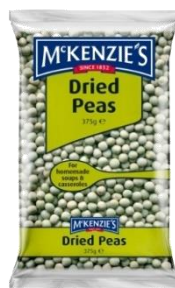


珍珠大麦
500克/ 1公斤

豌豆类*



鹰嘴豆
375克



干豆
375克



青豌豆半
500克 / 1公斤



黄豌豆半
500克 / 1公斤
/ 25公斤

扁豆类*



法式扁豆
375克



青扁豆
375克 / 1公斤
/ 25公斤



红扁豆半
375克 / 1公斤
/ 25公斤



黄扁豆半
375克 / 25公斤

其他豆类*



黑豆
375克



白豆
375克



红腰豆
375克



意大利斑豆
375克

*2019年下旬新包装会按时推出, 请注意包装更改

烘焙辅料



柠檬酸
75克

酒石酸
75克

塔塔粉
125克



明胶粉
350克



明胶叶
350克



苏打粉
125克 / 300克

木薯面粉
175克

精品面粉



细米面粉
175克

粗细米面粉
175克



椰子面粉
330克

鹰嘴豆面粉
330克

扁豆面粉
330克

藜麦面粉
350克

虎坚果面粉
250克



燕麦面粉
250克

荞麦面粉
300克

全麦斯佩耳特面粉
300克

木薯面粉
300克

玉米面粉
300克

椰子片



椰丝碎末
250克 / 500克

粗椰丝干
215克



湿椰子碎
225克

椰子薄片
150克

小苏打粉



小苏打粉
350克



小苏打粉
250克 / 500克 /
1 公斤

坚果类



核桃
80克



碎花生
150克



松子
100克



杏仁块
100克



杏仁片
100克



杏仁糊
100克

干果肉



蔓越莓干
125克



蓝莓干
125克



樱桃干
125克



酸樱桃干
125克

麸皮



天然麦麸片
300克

木薯



木薯粉
375克

藜麦



天然白藜麦
375克



天然黑藜麦
375克



天然藜麦 (3色)
375克

胡椒和盐



澳洲海盐 115克
其玛拉雅山粗盐 100克
胡椒和盐 85克
黑胡椒粒 55克
混合胡椒 55克



其玛拉雅山粗盐 210克
黑胡椒 90克

其玛拉雅山粗盐和胡椒 170g



澳洲海盐 400克
其玛拉雅山粗盐 400克
其玛拉雅山细盐SALT 450克
多种胡椒 450克
黑胡椒粒 200克

罐装胡椒



白胡椒粉 50克
黑胡椒粉 50克



黑胡椒碎 50克
黑胡椒粒 50克



白胡椒粉 100克
黑胡椒粉 100克
黑胡椒碎 100克

香料



肉豆蔻粉 50克
肉桂粉 40克



混合香料 40克
姜粉 40克



咖喱粉 100克



藏红花粉 100毫克

印度咖喱粉



达尔咖喱粉 50克
珂玛咖喱粉 50克



唐杜里咖喱粉 50克
提卡咖喱粉 50克



咖喱粉 50/ 100克



辣咖喱粉 50克

饮料粉



果味盐水粉
300克

洗衣助手



硼砂多功能清洁粉
500克



洗衣淀粉
300克

爆款

“澳洲蓝宝盒” - 小苏打粉

小苏打粉（碳酸氢钠）

几乎每个澳洲家庭家内常备2盒以上。 几代澳洲人都依靠我司的小苏打粉来烤面包、蛋糕、清洁和家内综合除味。一盒多用途：

1. 奶瓶、玩具清洗和除味
2. 漱口清洁和美白牙齿
3. 有效地消除冰箱、杯子里面的难闻气味
4. 清洁并防止脸上出痘痘：中和皮肤上的pH不平衡，吸收多余的油脂。
5. 去角质、去死皮细胞和杂质，打开堵塞的毛孔
6. 润肤止痒膏 、舒缓红肿、痕痒
7. 舒缓胃痛



一百六十七年澳洲国民爱戴的生活品牌

McKENZIE'S
FOR EVERYDAY SINCE 1852

爆款

鹰嘴豆 CHICKPEAS

鹰嘴豆含维生素、叶酸、蛋白质、矿物质和纤维:

- 低碳水化合物
- 低卡路里
- 大量维生素C、B6、B9（叶酸）和其他，如：thiamine B1, riboflavin B2, niacin B3, and pantothenic acid B5
- 高纤维和蛋白质（e.g. 每100克鹰嘴豆，约含19克蛋白质。
- 含叶酸，铁，磷，铜和锰等多种健康矿物质

对快速生长的身体而言，叶酸是非常重要的维生素之一。尤其在怀孕期，婴儿成长和青春期人群尤为重要





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