

SE News
HD **China** puts stock in Oz offerings
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WC 501 words
PD 13 October 2014
SN Gold Coast Bulletin
SC GCBULL
ED GoldCoast
PG 40
LA English
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STOCK and jus producer Bone Roasters is poised to tap into **Chinese** tastebuds after sealing a distribution deal with a Shanghai **company**.

Bone Roasters operates from premises at Burleigh and its primary **business** is supplying restaurant and hotel kitchens with stock, although its products also are available at gourmet delicatessens.

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It is the vision of Conrad Brown, a chef who started his apprenticeship at Oskars on the Gold Coast in 1979.

He spent 25 years in Europe and the US, working at hotels and resorts before becoming chef to renowned Australian television and film producer Reg Grundy.

"US and European food services markets, due to sheer size, are more specialised than the Australian market and stock and jus producers were operating in both places 15 years ago," Mr Brown said.

"I saw a niche opportunity for Australia." Mr Brown came home eight years ago, establishing the **business** the next year with partners Garry Erbacher and Tony Raineri, while Patrick Clancy, of Clancy's Pies fame, joined the **firm** more recently.

"Stock and jus are components without which many dishes are not possible," Mr Brown said.

"Chefs have been loath to stop making them for fear of damaging **business** if quality is absent or supply is unavailable," he said.

"I knocked on one friend's kitchen door every week for two years, only to have our products rejected.

"Finally, I visited on a day when something amiss had happened. "My friend needed stock and I delivered in one hour. He has been a customer ever since.

"It has taken years to convince chefs to put their trust in us, and our commitment to quality and reliability, supported by word-of-mouth testimonials, has seen the **business** grow." Bone Roasters, which has seven staff as well as the four partners, obtains its raw material from abattoirs and poultry processors. Waste is sent for conversion into fertiliser.

The **company** makes four veal stock products, two red **wine** jus products and a chicken stock and jus that are **sold** across mainland Australia through third parties.

The **company** for some time has had distributors in Singapore and Dubai and now has a distributor in **China**.

The Shanghai deal has prompted Bone Roasters – which operates from 200sq **m** – to seek out 800sq **m** premises.

Mr Brown said the **company**, which supplies Disneyland **Hong Kong**, began to export after a call from wholesalers in Singapore and, later, a call from Dubai that led to a link with Kuwait interests with a chain of eateries in the Middle East.

He said he saw huge export potential for Bone Roasters.

"A friend in the US has a similar **business** that turns over \$US35 **million** (\$A40 **million**) a year.

"The market on Australia's doorstep is substantially bigger than that of the US."

BONE ROASTERS FOUNDED: 2007 FOUNDERS: Conrad Brown, Garry Erbacher, Tony Raineri

PRODUCTS: A range of veal stock and chicken stock and jus CLIENTS:Hotels, restaurants, resorts

NS gcat : Political/General News

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