

**WHOLESOME  
NEW ZEALAND**







THE NEW ZEALAND  
BREAST CANCER  
FOUNDATION



*Wholesome NZ was formed by a small dedicated group of New Zealand's most experienced egg farmers and marketers. They combined their talents to provide an avenue for farmers to sell their eggs through and to stand up against the corporates in the marketplace.*

*This joint approach is the key reason why Wholesome NZ has been so successful. Wholesome NZ specialise in cage free and colony cage free eggs.*







## **MARKETPLACE:**

-  We provide exceptional and tailored services to more than 300 supermarkets nationwide covering the length and breadth of New Zealand.
-  Market leader in the premium Free Range and Organic eggs segment.
-  Our products meet the highest production standards and generate consistent high demand.
-  With warehouses in Auckland, Hamilton, Wellington, Christchurch and Whanganui our operation and field teams will always make sure your shelves are full and well looked after.
-  Growing the cage free and colony cage free egg category is our main focus and you can rely on our brands to attract shoppers interest.



# Nationwide Cage Free and Colony Cage Free Egg Wholesalers

## POINT OF DIFFERENCE:

-  The largest selection of cage free and colony cage free brands in the egg industry, including Organic certified and SPCA approved Barn and Free Range eggs.
-  Exclusive brand sponsorship with the New Zealand Breast Cancer Foundation.
-  Wide range of pack sizes to suit the demographics of your store
-  On going promotional support at store level, from spot deals to fortnightly promo schedules.
-  Exclusive supply to Foodstuffs and Progressive stores.
-  7 days delivery and merchandising, full credits, category and ranging reviews, full colour and imaged planograms.

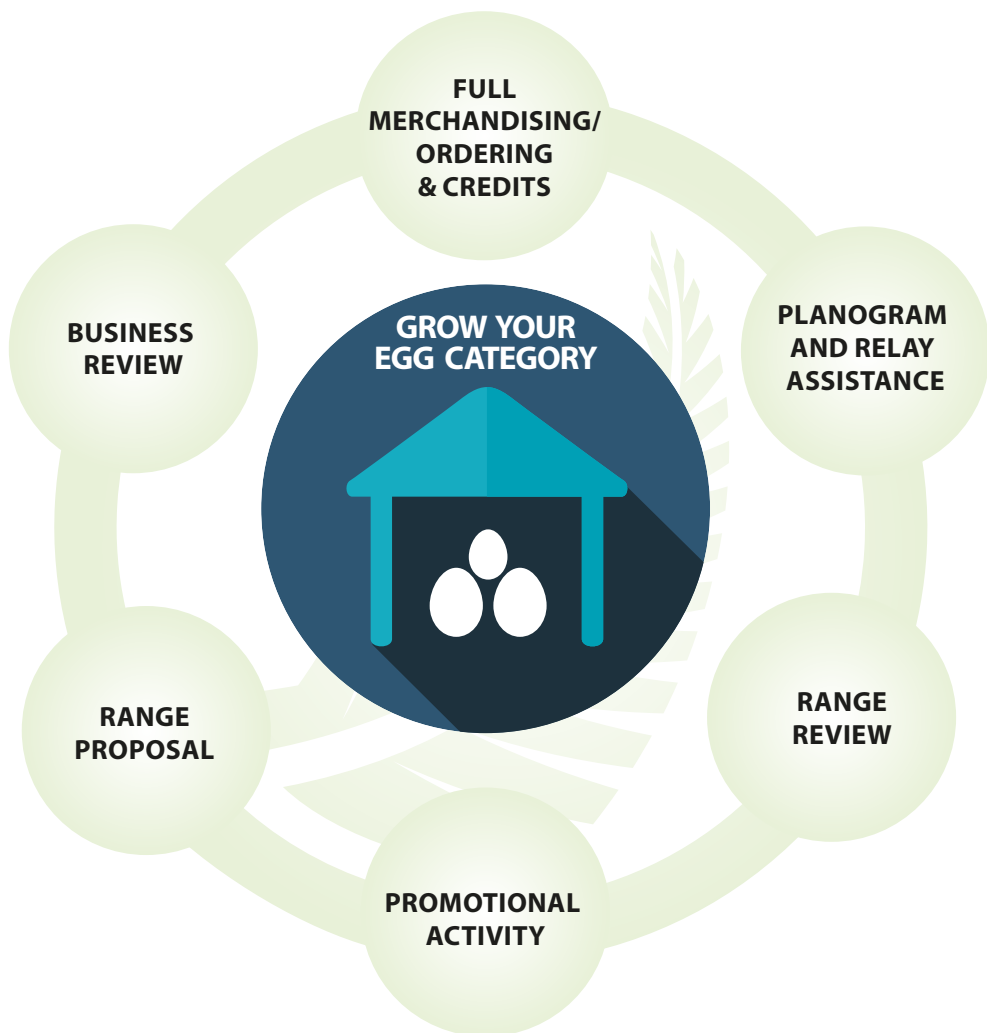
Our full and comprehensive range is headed by the SPCA Blue Tick accreditation programme on our main supply farm.

Our Organic farm is audited and certified by Avivet, an avian veterinary practice also IATCA authorised and certified to undertake organic auditing and certification to our high standards.





## WHAT CAN WE DO FOR YOUR STORE?



WHOLE SOME  
NEW ZEALAND



## ORGANIC CERTIFIED EGGS



10 PACK

9421902832628



Cost



RRP

WHOLE SOME  
NEW ZEALAND



## SPCA APPROVED FREE RANGE EGGS



HALF DOZEN SIZE 7

9421902832949



Cost



RRP



THE NEW ZEALAND  
BREAST CANCER  
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## SPCA APPROVED FREE RANGE EGGS



### HALF DOZEN JUMBO

9421902832598



Cost



RRP



### 10 PACK JUMBO

9421902832581



Cost



RRP



### DOZEN SIZE 7

9421902832574



Cost



RRP



### TRAY 20 JUMBO

9421902832956



Cost



RRP

*Producing delicious eggs since 1951*  
*Graded eggs - Genuine quality*



## SPCA APPROVED FREE RANGE EGGS



HALF DOZEN

9421902832086



Cost



RRP



10 PACK

9421902832093



Cost



RRP



DOZEN

9421902832109



Cost



RRP

*Fastest growing free range  
brand in New Zealand*



TRAY 20

9418188006201



Cost



RRP



TRAY 30

9418188006959



Cost



RRP





## EVERYDAY FREE RANGE EGGS



HALF DOZEN

9418188006003



Cost



RRP



10 PACK LARGE

9421902832253



DOZEN

9418188012004



Cost



RRP



TRAY 20

9421902832840



Cost



RRP

*The trusted brand - Over 20 years on the shelves*



SPCA APPROVED  
BARN EGGS



HALF DOZEN

9418188000520

Cost

RRP



10 PACK

9418188000544

Cost

RRP



HALF DOZEN

9418188000537

Cost

RRP



DOZEN SIZE 6

9418188000551

Cost

RRP



DOZEN SIZE 7

9418188000544

Cost

RRP



DOZEN SIZE 8

9418188000575

Cost

RRP

*Mmm...so wholesome*



SPCA APPROVED  
BARN EGGS



TRAY 30 SIZE 5  
9418188000636

Cost

RRP



TRAY 20 SIZE 7  
9418188000612

Cost

RRP



TRAY 20 SIZE 8  
9418188000629

Cost

RRP



TRAY 30  
9418188000650

Cost

RRP



TRAY 30 SIZE 7  
9418188000667

Cost

RRP



TRAY 30 SIZE M  
9418188000643

Cost

RRP



SPCA APPROVED  
BARN EGGS



HALF DOZEN SIZE 7

9421902832376



Cost



RRP



10 PACK SIZE 8

9421902832994



Cost



RRP



DOZEN

9421902832369



Cost



RRP



DOZEN SIZE 7

9421902832802



Cost



RRP



TRAY 20

9421902832352



Cost



RRP



TRAY 20 SIZE 7

9421902832383



Cost



RRP



TRAY 20 SIZE 8

9421902832390



Cost



RRP

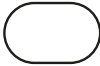


CAGE FREE  
BARN EGGS

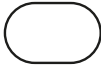


HALF DOZEN

9421902832703



Cost



RRP



DOZEN

9421902832406



Cost



RRP



TRAY 20

9421902832284



Cost



RRP

*The best value cage free eggs in the market!*



# 8 Brands covering all market segments



*Segregating eggs on shelves and vertically blocked  
less confusing and more*  
Our market analyst team will develop the  
based on historical data, current market





segments and brands would make the egg category attractive for shoppers.  
 most effective layout for your store,  
 trends and demographics.

*Category growth guaranteed!*

## For Orders

Phone: 06 345 6608 or 021 305 484

Email: [sales@wholesomenz.com](mailto:sales@wholesomenz.com)



## Contacts

Sales Manager Sylvain Languette - 021 305 484

email - [sylvain.languette@wholesomenz.com](mailto:sylvain.languette@wholesomenz.com)

Head Office 06 345 6608