



PLANT-BASED THAT WORKS ON EVERY MENU

Made with love and plants since 1991

TRUSTED BY AUSSIES, RETAILERS AND FOODSERVICE

OUR STORY

The original plant-based pioneers

Debbie was born vegetarian, and Wally was an avid meat eater. Despite their differences, they fell in love and started a family. When their daughter Tammy was born and grew old enough to question the food on her plate, she passionately rallied against using animals for food.

Seeing the world through his daughter's eyes, and through his own shifting consciousness, Wally began to understand the planetary and ethical benefits of cutting out meat. He decided to join Debbie and Tammy and became a vegetarian too.

Both Wally and Debbie were curious about creating protein alternatives while searching for more variety in their plant-based diets. With no cookbook to guide them, trial and error became the recipe of the day. Soon, their small kitchen innovations - loved by family and friends - began to grow, and in 1991, The Fry Family Food Co. was born.



Values

Sustainability
Plant-powered
Inclusive eating

OPERATIONAL BENEFITS:

QUALITY & TRUST

Trusted by chefs globally
Award-winning innovation
Established brand since 1991

EFFICIENCY & EASE

Freezer to plate in under 8 minutes
No weight loss on cooking
Reliable 18-month shelf life

FLEXIBILITY & VALUES

Vegan, Halaal & Kosher options
100% plant-based factory (own manufacturing)
Versatile across any menu

**30+ YEARS IN
PLANT-BASED
AND IN OVER 20
COUNTRIES**




Endless Menu Ideas

ONE RANGE



WHY PLANT-BASED BELONGS ON YOUR MENU

Plant-based isn't niche anymore, *it's menu essential.*



HIGH IN PROTEIN

HIGH IN FIBRE

LOW IN SATURATED FAT

NON-GMO

VEGAN

THE SHIFT TO PLANT-BASED

Plant-based dining is rapidly growing

More customers are choosing flexitarian options

Menus inclusivity – vegan, halaal, kosher and dairy-free

BETTER FOR THE PLANET. GREAT FOR THE PLATE.

Lower environmental impact than traditional meat

Powered by plant-based proteins

Supports more conscious food choices

SIMPLE TO GET STARTED

Available through our trusted distributor partners

Get in touch for product info and pricing

Full product specifications are provided

CONTACT US

tammy@thelivekindlyco.com

SCAN HERE

for product specifications



www.fryfamilyfood.com/au/food-service