

COMPANY PORTFOLIO



When Service Counts

OUR STORY

It was early in 2004, when after more than 20 years working in the food/hospitality industry, Ben Gullo decided it was time to take his passion for food to the next level.

His plans were big but his dream was simple... to run a family-owned business with a personal touch, providing outstanding service selling quality products at the best possible price.

Ben realised that to turn his dream into reality he would need help. He approached his two cousins who also had over 20 years' experience between them in the food industry, and a partnership was born.

In May 2004 they purchased a tiny smallgoods run that comprised a chest freezer and an old transit van with a mobile cool room attached. The business was based at Ben's home in Green Valley. Initially Ben worked in the business alone, with plans for his partners to come across within the next 12 months, but as their reputation for quality products and outstanding service grew, so too did the business.

Within 6 months all three partners were working together, the business had moved to an industrial complex in Prestons and "Reliable Food Distributors" was officially launched!

Over the next 15 years, hard work & great diligence saw Reliable flourish, moving into a larger premises in 2015, expanding their delivery areas and increasing their inventory to include over 2000 new and exciting product lines. With Ben Gullo & Sam Longo at the helm, the business underwent rebranding in 2019. Their combined experience, passion for the food industry and a hardworking & dedicated team of over 30 staff members has seen Reliable Food Distributors grow exponentially in the ensuing 3 years.

No customer is too small, we cater to all business types from cafes, takeaways, restaurants, pubs, clubs and corporate/reception venues.

Today, Reliable Food Distributors is a thriving business whose success can be attributed to their ongoing commitment to providing their customers with a range of products and services that are second to none.

Reliable Food Distributors looks forward to doing business with you!

Core Values of



Trust

Back yourself
Back others

Build trust by being accountable

Family

No blame, it all starts with me
Put the team first
Think before you speak



Leadership

Focus on what matters
Take ownership
Take initiative

OUR DIRECTORS



Ben Gullo
Managing Director



Sam Longo
Director

SENIOR MANAGEMENT



Justine Sayegh
General Manager



Leonard Gullo
Warehouse and Logistics
Manager



Yolla Sayegh
Sales Manager



Stephanie Issa
Purchasing Manager



Romina Gauci
Credit Manager

WHAT WE OFFER

- We aim to support our customers when needed and build close relationships for long lasting business together.
- You can earn points for every product you purchase from NAFDA's Best Of The Best book!
- We supply only the best quality products from the brands we love most.
- Is there a product we don't stock that you use in the kitchen? Let us know and we will try our best to source it for you!
- A commitment to always supporting and working side by side with our customers, building a strong foundation for a long and happy business relationship.



HACCP AUSTRALIA ACCREDITATION

As a Distributor working in the hospitality industry, being accredited is at the core of running a successful business. it's a commitment to maintaining the highest standards, elimination hazard, reducing risk and complying with all the requirements of food authorities. .

Our team attends training programmes annually, ensuring that they stay current and in compliance with all food safety guidelines and quality standards, guaranteeing that our products are of premium quality and ready for distribution.

We are proud to assert that we have been an accredited distributor with full certification in accordance with the standards of HACCP Australia since 2019.

To receive a copy of our HACCP Certification, please contact our office during business hours.





OUR CUSTOMERS

Here at Reliable Food Distributors we believe our customers are our greatest asset. Our ongoing commitment to always provide our customers with products & services that are second to none has seen us flourish over the past 18 years.

With this in mind, we are continually striving to find new and exciting ways to improve our customers experience with us.

Whether you are big or small, Reliable Food Distributors caters to all business types from cafes, takeaways, restaurants, distributors, clubs, bistros and reception venues.

We are the proud suppliers to the Doltone House Group, Canterbury Leagues, Enzo's Cucina, Suzie Dukes and the popular Toby's Estate cafes just to name a few.

We are so excited for you to join us!



DOLTONE HOUSE

venue collection + catering

Canterbury
LEAGUE CLUB



TOBY'S ESTATE

— COFFEE ROASTERS —

*Suzie
Dukes*

enZOS
CUCINA

REVIEWS

We are a prominent coffee business with a dozen retails outlets. We have been with the Reliable Food Distributors for the past 12 years.

The team are amazing. With outstanding customer service being their standout area of expertise and as the name states, RELIABLE . From all their office staff in particular the GM Justine and Owner Ben to the drivers, they are a great company to deal with.

Highly recommend for anybody in the hospitality industry looking to establish a long term relationship with a family owned business. Where honesty and reliability has been the foundation of its success.

Ali – Toby's Estate

Like their name reliable said, very reliable business!!! Always help customers get whatever they asked for, help the customers' business growing, looking after the excellent products and competitive prices for customers, help the community! They are one of the best distributors I have worked with in my career! Highly recommended!

Ryan – Canterbury Leagues

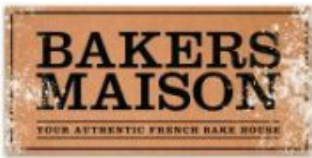
I've been dealing with Reliable Food Distributors for 6 years now and I can say with hand on my heart they have always gone above and beyond to help.

All the staff are pleasant to talk to, they are informative on price rises and when able they supply back up information to support the increase and their product range is extensive.

They certainly live up to their name "Reliable"!

Rod – To You With Foods

OUR PARTNERS





Best of the Best 2022!

07 March 2022 – 31 January 2023

Join the *Best of the Best* Foodservice Rewards Program now and start earning points for every *Best of the Best* product you purchase from your NAFDA Foodservice Distributor.

It's as easy as:



REGISTER

Set up your **free online account** at nafdarewards.com.au.



EARN

Collect **1.5 points for every \$1** you spend on participating products. That's 50% more compared to other foodservice rewards programs.



BOOST

Fast track your points with **special promotions** throughout the year.



ENJOY

Redeem your points at any time during the program. There's no longer a minimum redemption threshold, so that you can claim your favourite rewards quicker.

To find out more visit
nafdarewards.com.au

OUR MOST POPULAR PRODUCTS IN BOB



Premium Chicken Nuggets
1KG



Chips 10mm Ultrafast
4x3.5KG



Seasoned Wedges
2KG



Almond Milk
8x1L



Chicken Goujons
1KG



Shredded Tasty Cheese
2KG



Chunky Avocado
454GM



Thickened Cream
5L



Chicken Devil Wing Dings
1KG

HOW TO JOIN THE RELIABLE FAMILY



Give our office a call and leave all your details such as; your name, contact number, contact email & shop name,



We will then send through all the information you need to create an account including your credit application. Your contact information will be forwarded to our sales reps to organise a meeting.



Once you have had a meeting with our reps and sent through your credit application, our accounts team will set up your account.



Our friendly customer service team will create an ordering sheet to make ordering with us easy..



You are now all set up and ready to start. If you have any questions or queries, you can contact our office on 9825 8883.

STAY SOCIAL WITH US!



ReliableFoodDistributors



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www.reliablefoods.com.au