



B2B SOURCING CATALOGUE · 2026

FMCG sourcing & private label for Australian retail and foodservice

Controlled brands and own-label grocery for supermarket and HoReCa buyers. Sourced globally. Landed ready to sell, with quality, labels and batch tracking on file.

SUPERMARKET

HORECA

PRIVATE LABEL

CONTROLLED BRANDS

Contents

A grocery-only book for supermarket and HoReCa buyers. Titles and page numbers are generated from the catalogue structure, so this list stays correct if pages move.

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WHAT THIS EDITION REMOVED

The previous book mixed food with non-food. This edition is FMCG grocery only. Removed: electronics, industrial goods, audio-visual equipment, safety and security, phones, networking, textiles, bags, gardening, stationery, party supplies, and personal care / household. Briefs now sit against supermarket and HoReCa food categories.

A grocery sourcing partner built for supermarket and HoReCa buyers.

Shiv Impex Pty Ltd, trading as Shiiv Imports, sources FMCG grocery and builds own-label and controlled-brand lines for Australian retail and foodservice. Live distribution into 10,000+ stores Australia-wide. Quality, labels and batch records sit on file before the first order.

10,000+

stores Australia-wide

8

sourcing markets, plus on demand

~90 days

private-label brief to first delivery

24-hour

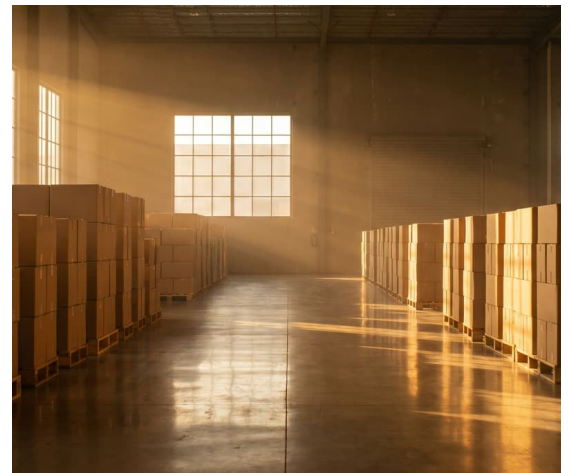
recall plan

We follow the producer, not the postcode. Makers are chosen where the product has a history, the certificates hold up and the records are real. We visit. We audit. We hold back any batch that is not right.

Sourcing markets. Thailand, Vietnam, Poland, Dubai, USA, India, China and Japan, plus new markets on demand.

PROOF ON FILE

ISO 9001:2015 · FSANZ · HACCP · AQIS · batch tracking · 24-hour recall.



OFFICES

Sydney, Australia

Auckland, NZ

Singapore

Ahmedabad, India

Three offers, one grocery desk.

Sourcing, controlled brands and private label. Each is built for supermarket and HoReCa grocery. Each carries the same quality pack: FSANZ labels, HACCP-checked makers, batch tracking and a 24-hour recall plan.

01 Sourcing

We source FMCG grocery from partners in Thailand, Vietnam, Poland, Dubai, the USA, India, China and Japan, and we add markets when the brief needs them. Orders land with the right labels, border clearances and batch records. One partner from factory to warehouse.

02 Controlled brands

Brands we control and supply into grocery: Comm Co (salt and pepper, microwave rice, pickles, gherkins and jalapeños) and B/Gold (rice cups, wafers, water ice). Illustrative of the style of line we already move. Not a SKU list. Wider grocery ranges sit behind them.

03 Private label

Own-label grocery for supermarket and HoReCa, across value, mid and premium. Your team has four steps: brief, sample, approve, deliver. We handle supplier, spec, artwork, labels, audit and delivery. First shelf-ready order in about 90 days.

Brief, sample, approve, deliver.

Four steps on your side. We run everything between them: sourcing, audits, production checks, customs, quality and the recall plan. One supplier, one order, one owner.

01

Brief

Product, channel, pack format, volume band and the quality bar. Supermarket or HoReCa, or both.

02

Sample

Factory samples against the brief. Spec, pack and label review before anything is locked.

03

Approve

You sign off product, artwork and commercial terms. We lock the maker and the batch plan.

04

Deliver

Production, quality checks, border clearances and warehouse delivery. First order in about 90 days.

ABOUT 90 DAYS

Brief to first shelf-ready delivery is typically about 90 days, subject to spec lock, artwork and production slots. Pricing, MOQs, lead times and the quality pack come back against the brief, ready for the buying calendar.

Category index

Ten grocery categories for supermarket and HoReCa, plus six frozen potato and vegetable snack families under snacks. Each spread splits retail pack formats from foodservice, then lists example ranges and the sourcing route. Page numbers come from the same structure as the contents list.

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01 · DRINKS

Still, sparkling, juice and RTD

Water, juice and ready-to-drink lines for the supermarket beverage aisle and foodservice pour.

RETAIL PACK FORMATS

- Still and sparkling water
- Juice and nectar cartons
- Flavoured and functional RTD
- Club and multipacks
- Water ice and frozen refreshment

HORECA / FOODSERVICE

- Foodservice juice casks
- Bulk still and sparkling water
- Bar and venue PET
- Institutional beverage cartons

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Still, sparkling and flavoured water
- Coconut water and nectars
- Iced tea and coffee RTD
- Value, club and multipacks
- Orange, apple and mixed fruit juices
- Energy and sports drinks
- Kids juice boxes and mixers

SUPERMARKET AISLE

Shelf-ready consumer packs and planogram fit for the drinks aisle.

FOODSERVICE KITCHEN

Bulk, cask and catering formats for pour and back-of-house.

SOURCING

Origin programs across Thailand, Vietnam, China and India. Batch tracking from plant to warehouse.

Live illustrative line: B/Gold water ice (controlled-brand style frozen refreshment).

02 · SNACKS

Snacks and confectionery

Crisps, chocolate and sugar confectionery that hold a snack bay and a catering tray. Frozen potato and veg snacks sit on the next spread as six sourcing and private-label families.

RETAIL PACK FORMATS

- Crisps, ridged and tortilla chips
- Extruded puffs and pretzels
- Chocolate blocks and countlines
- Gummies and sugar confectionery
- Sharing bags and multipacks

HORECA / FOODSERVICE

- Catering snack cartons
- Mini-packs for trays
- Bulk confectionery
- Venue share formats

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Everyday and ridged crisps
- Pretzels, popcorn and rice crackers
- Gummies and hard boiled sweets
- Tortilla chips and cheese puffs
- Chocolate blocks and countlines
- Value, club and multipacks

SUPERMARKET AISLE

Facing-ready snack and confectionery packs for gondola and bay.

FOODSERVICE KITCHEN

Catering cartons and portion packs for venues and canteens.

SOURCING

Origin programs across India, China, Thailand and Poland. Batch tracking from plant to warehouse. Frozen potato and veg snacks are listed separately as six sourcing and private-label families.

Frozen potato and vegetable snacks

Six sourcing and private-label families for supermarket freezer bays and HoReCa kitchens. Capability lines, not a live warehouse list and not a third-party consumer brand.



6 mm straight-cut fries



Crinkle-cut fries



Hash brown patties



Aloo tikki



Mozzarella sticks



Veg momos

FRENCH FRIES

- French, extra-long (XLF cut), crinkle, skin-on
- Flavoured, coated and rustic cuts
- Peri-peri, Cajun and steak-cut

POTATO SPECIALTIES

- Wedges, classic and spicy
- Hash browns and potato patties
- Gems, tots and poppers

VEGGIE SPECIALTIES

- Cheesy pops
- Veggie sticks and bites
- Vegetable burger patties

INDIAN ETHNIC

- Aloo tikki
- Sabudana patty
- Mumbai aloo vada
- Hara bhara kebab

BAKED SNACKS

- Frozen pizzas
- Puff pastry snacks
- Savoury and fruit pies

BEYOND POTATO

- Mozzarella sticks and onion rings
- Paneer lines
- Manchurian balls and momos

RETAIL FREEZER

Retail bags and boxes for the frozen snack and potato bay. Own-brand artwork and FSANZ labels when the brief is private label.

HORECA KITCHEN

Foodservice cartons for fries, specialties, coated snacks, momos and pies. Built to a catering calendar, not a fake SKU list.

PRIVATE LABEL

Same six families, built to the buyer brief. Pack, artwork and FSANZ labelling lock before the first production run.

PROCUREMENT CUES · QA ON FILE

Typical pack: retail 400 g to 1 kg or foodservice 2.5 kg cartons. Storage: keep frozen at -18°C. Shelf life: typically 18 months frozen. ISO 9001, FSANZ labels, HACCP-checked makers and batch tracking from plant to warehouse. Brief as a ranging fill or an own-brand.

03 • BAKERY

Biscuits, crackers and wafers

Sweet and savoury baked lines for the biscuit aisle, lunchbox packs and foodservice tins.

RETAIL PACK FORMATS

- Sweet biscuits
- Savoury crackers
- Cream wafers
- Family and snack packs

HORECA / FOODSERVICE

- Catering biscuit tins
- Portion biscuit packs
- Kitchen-ready wafer cartons
- Institutional cracker formats

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Cream-filled wafers (incl. live B/Gold rolls)
- Savoury and cream crackers
- Family and snack packs
- Digestive, cream and marie biscuits
- Cookies, rusks and breadsticks
- Value, club and multipacks

SUPERMARKET AISLE

Shelf-ready biscuit and wafer packs with everyday and share sizes.

FOODSERVICE KITCHEN

Tins, portions and carton formats for catering and room service.

SOURCING

Origin programs across India, China, Vietnam and Poland. Batch tracking from bakery to warehouse.

Live illustrative line: B/Gold wafers (controlled-brand style bakery grocery).



04 · PASTA

Pasta and sauces

Dry pasta, ready sauces and cooking bases for weeknight retail and kitchen-scale foodservice.

RETAIL PACK FORMATS

- Dry pasta shapes
- Pasta sauces in jar and pouch
- Cooking bases and simmer sauces
- Family packs

HORECA / FOODSERVICE

- Bulk pasta sacks and cartons
- Foodservice sauce pouches
- Institutional pasta formats
- Kitchen-ready sauce bases

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Spaghetti, penne, fusilli, macaroni
- Tomato and arrabbiata-style sauces
- Pesto-style sauce
- Lasagne sheets
- Cooking and simmer bases
- Value, club and multipacks

SUPERMARKET AISLE

Consumer pasta and sauce packs sized for the meal-solutions bay.

FOODSERVICE KITCHEN

Bulk dry pasta and pouch sauces for prep and service.

SOURCING

Origin programs across Poland, China, Thailand and India. Further pasta origins on demand. Batch tracking from mill to warehouse.

05 · PANTRY

Rice, grains, pulses and pantry staples

The pantry backbone: rice cups, grains and pulses that stock both supermarket shelves and foodservice stores.

RETAIL PACK FORMATS

- Microwave / ready rice cups
- Long and short grain rice
- Pulses and legumes
- Flour and pantry staples
- Noodles and vermicelli

HORECA / FOODSERVICE

- Bulk rice sacks and cartons
- Foodservice pulse packs
- Kitchen-ready rice cups
- Institutional grain formats

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Basmati, jasmine, long grain and brown rice
- Red lentils, chickpeas and split peas
- Rice vermicelli and instant noodles
- Microwave and flavoured rice cups
- Atta / wheat flour
- Value, club and multipacks

SUPERMARKET AISLE

Shelf-ready consumer packs and planogram fit.

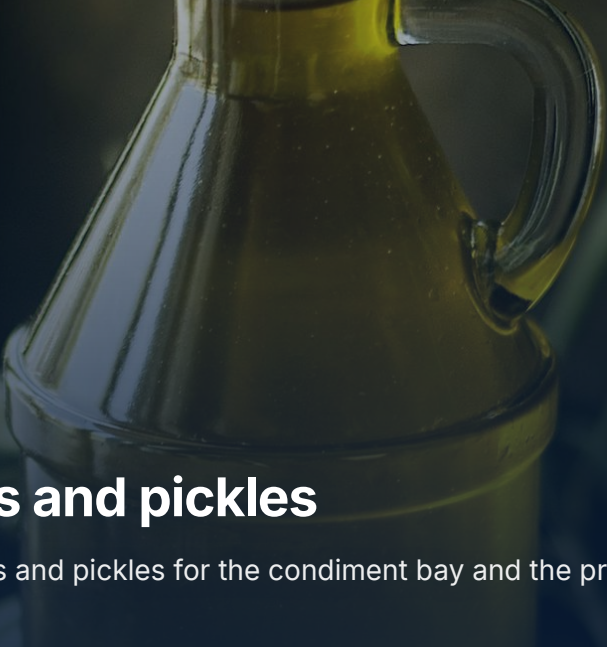
FOODSERVICE KITCHEN

Bulk, pouch and catering formats.

SOURCING

Origin programs across India, Thailand, Vietnam and China. Batch tracking from mill to warehouse.

Live illustrative lines: Comm Co MW rice and B/Gold rice cups (controlled-brand style pantry grocery).



06 · CONDIMENTS

Oils, condiments and pickles

Cooking oils, table condiments and pickles for the condiment bay and the prep kitchen.

RETAIL PACK FORMATS

- Cooking oils
- Table condiments and dressings
- Pickles and gherkins
- Jalapeños and chilli

HORECA / FOODSERVICE

- Bulk oil tins and cartons
- Foodservice pickle pails
- Kitchen condiment packs
- Catering dressings

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Sunflower, canola and olive-oil blends
- Gherkins, jalapeños and cocktail onions
- Salad dressings and chilli sauce
- Mango, lime and mixed pickles
- Mayonnaise, ketchup and mustard
- Value, club and multipacks

SUPERMARKET AISLE

Jar, bottle and pouch packs for the condiment and pickle bay.

FOODSERVICE KITCHEN

Pails, tins and catering packs for prep and garnish.

SOURCING

Origin programs across India, Thailand, China and the USA. Batch tracking from packer to warehouse.

Live illustrative lines: Comm Co pickles, gherkins and jalapeños (controlled-brand style condiment grocery).

07 · SPICES

Spices, salts and seasonings

Ground and whole spices, blends and table salts for the spice fixture and the kitchen rack.

RETAIL PACK FORMATS

- Ground spices
- Whole spices
- Blends and seasonings
- Table salt and pepper

HORECA / FOODSERVICE

- Kitchen tubs and shakers
- Bulk spice cartons
- Refill formats
- Institutional seasonings

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Comm Co salt and pepper (live line)
- Coriander, garam masala and paprika
- Oregano and ground cinnamon
- Turmeric, cumin, chilli and cardamom
- Garlic, onion and mixed herbs
- Value, club and refill packs

SUPERMARKET AISLE

Retail jars and refill packs sized for the spice fixture.

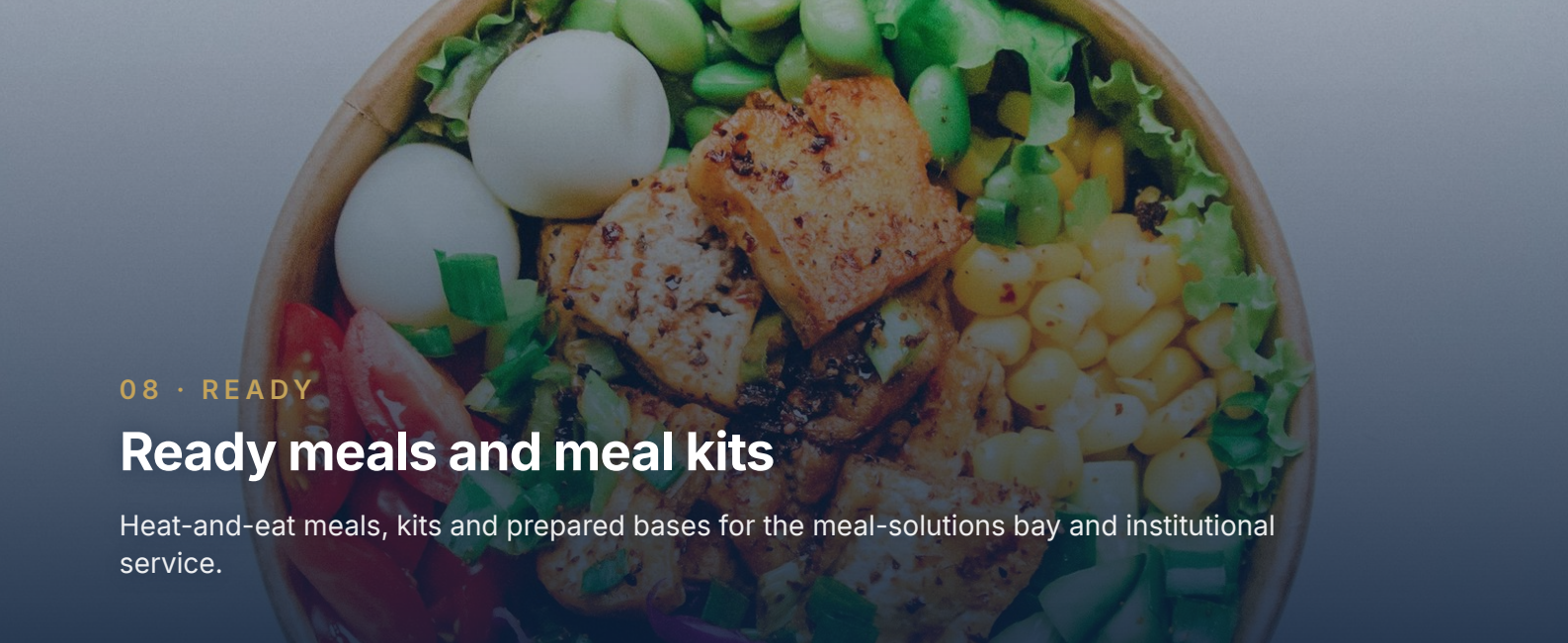
FOODSERVICE KITCHEN

Tubs, refills and bulk cartons for the pass and prep.

SOURCING

Origin programs across India, Vietnam, China and Japan. Batch tracking from mill to warehouse.

Live illustrative line: Comm Co salt and pepper (controlled-brand style table seasoning).



08 · READY

Ready meals and meal kits

Heat-and-eat meals, kits and prepared bases for the meal-solutions bay and institutional service.

RETAIL PACK FORMATS

- Heat-and-eat trays
- Meal kits
- Shelf-stable meals
- Family packs

HORECA / FOODSERVICE

- Kitchen-ready meals
- Institutional trays
- Bulk prepared bases
- Catering kit formats

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Heat-and-eat curry and pasta trays
- Meal kits (sauce and grain)
- Family ready meals
- Rice cups and soup cups
- Shelf-stable dal and sauce bases
- Value, club and multipacks

SUPERMARKET AISLE

Consumer trays and kits for the ready-meal and world-food bay.

FOODSERVICE KITCHEN

Institutional trays and prepared bases for service.

SOURCING

Origin programs across India, Thailand, Vietnam and China. Batch tracking from kitchen to warehouse.

09 · HOT DRINKS

Tea and coffee

Tea, instant and roast-and-ground coffee for the hot-drinks aisle and the urn.

RETAIL PACK FORMATS

- Tea bags and loose leaf
- Instant coffee
- Ground coffee and beans
- RTD coffee and tea

HORECA / FOODSERVICE

- Catering tea bags
- Foodservice coffee
- Urn and filter formats
- Institutional hot-drink packs

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Black and green tea bags
- Instant, ground and bean coffee
- Value, club and catering packs
- Masala chai and herbal infusions
- Hot chocolate

SUPERMARKET AISLE

Retail tins, bags and jars for the tea and coffee fixture.

FOODSERVICE KITCHEN

Catering bags, filter and urn packs for service.

SOURCING

Origin programs across India, China, Vietnam and Japan. Batch tracking from garden or roaster to warehouse.

10 · BREAKFAST

Breakfast staples

Cereals, oats and breakfast accompaniments for the morning aisle and the canteen line.

RETAIL PACK FORMATS

- Breakfast cereals
- Oats and porridge
- Spreads
- Breakfast biscuits

HORECA / FOODSERVICE

- Institutional cereal
- Bulk oats
- Kitchen porridge formats
- Canteen breakfast packs

EXAMPLE RANGES (SOURCING AND LIVE LINES)

- Corn flakes and wheat flakes
- Rolled oats and porridge sachets
- Value, club and institutional packs
- Muesli and granola
- Breakfast biscuits

SUPERMARKET AISLE

Shelf-ready cereal, oat and spread packs for the breakfast run.

FOODSERVICE KITCHEN

Bulk oats and institutional cereal for canteens and hotels.

SOURCING

Origin programs across India, China, Poland and the USA. Batch tracking from mill to warehouse.

On file before the first order.

Buyers check stock, paperwork and recalls first. We treat those as the job. The pack below is the same for sourced grocery, controlled brands and private label.

ISO 9001:2015

A written quality system for sourcing, supplier selection, production watch and recall handling.

FSANZ

Labels written to the Food Standards Code before product is offered as landed and ready to sell.

HACCP

Makers are HACCP-checked. We do not ship from a site that cannot show the controls.

AQIS

Border and biosecurity requirements are treated as part of the job, not an afterthought.

Batch tracking

Each batch is tracked from plant or mill through to warehouse, so a problem can be isolated.

24-hour recall

A tested recall plan sits on file. Alerts can move to the trade within 24 hours.

WHAT WE WILL NOT CLAIM

This book does not name supermarket own-label clients. It does not invent SKUs. Controlled-brand mentions (Comm Co and B/Gold) are illustrative of lines we already move, not a full price list.



NEXT STEP

Start a sourcing or private-label brief.

Tell us the product, channel, pack format and volume band. We return pricing, MOQs, lead times and the full quality pack, ready for your buying calendar.

CONTACT

Email	sales@shiv-impex.com
Web	www.shiivimports.com.au
Raj	+61 413 939 862
Sameer	+61 497 183 380
Offices	Sydney, Australia · Auckland, NZ · Singapore · Ahmedabad, India