

## MEDIA RELEASE

19 March 2018

### Announcing NZ's best new food businesses

**Dumplings. Frozen baby food. Organic milk. 'Buy one, give one' home-delivered meals. These are the winners of the 2018 Auckland Good Food Boost competition.**

The competition seeks out the very best in fledgling 'good' food businesses. The winners get expert help and mentoring from the nation's top foodies.

The mentoring team includes:

- Michael Van de Elzen – award-winning chef
- Kim Evans - founder of premium café and bakery Little & Friday
- Martin Yeoman – advertising, branding and marketing
- Paul Johnston - Life Health Foods.

The winners are:

- **Very Good Dumplings:** globally inspired frozen dumplings made with organic, free-range and locally sourced ingredients.
- **Gourmet Baby:** tasty frozen baby food pouches in single serve packets, delivered direct to the home.
- **Jersey Girl Organics:** responsibly produced, organic milk from A2 cows (A2 protein is easier to digest, and better suited to people with dairy intolerance than the A1 protein in most fresh milk brands).
- **Cook's Night Off:** Buy One Give One home-delivered meals, made fresh (not frozen), and delivered ready to heat and eat.

Michael Easton from Very Good Dumplings says: "The Good Food Boost comes at a significant time in the overall development of our business. Whilst we've reached the initial targets we set ourselves when we launched, we now need to set new goals, plus identify and pursue exciting new opportunities. We believe mentoring will be invaluable in the next phase of Very Good Dumpling's journey."

Susan Vick from Gourmet Baby says: "I'm super excited for Gourmet Baby to be part of this mentoring programme. I'm feeling really lucky to be given this opportunity to meet and discuss my business goals with industry professionals and it couldn't have come at a better time. Gourmet Baby is ready to be taken

to a whole new level and being able to tap into the mentors' skills and knowledge to achieve these goals will help the direction of my business immensely."

Liz Mackay from Jersey Girl Organics says: "We're humbled by this opportunity to learn from some of the best minds in business. This will help us to tell New Zealand more about honest milk and the cows behind it."

Suzanne Cannell from Cook's Night Off says: "We're absolutely thrilled to be working with this fantastic group of mentors. Winning the Good Food Boost is a wonderful opportunity to work alongside Good Food and the Sustainable Business Network in promoting healthy food choices for a healthy planet."

They win four mentoring sessions on food and business development during March and April. This will give them tips and inspiration on how to develop a tasty product that looks good, sells well and endures the test of time.

The competition is run by the Sustainable Business Network (SBN) and Auckland Tourism, Events and Economic Development (ATEED).

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**NOTES FOR EDITORS:**

**What we mean by 'good food'**

**Good food should be grown, made, bought, sold and eaten in ways that strengthen our food systems.**

Good Food:

- Is legal, safe, healthy and nutritious
- Contributes to local economies
- Reduces 'waste' and inefficiencies
- Protects water, soil and biodiversity
- Is transparent about where it comes from and how it is grown and cared for
- Recognises and enhances cultural diets and food practices

**About the Sustainable Business Network**

The Sustainable Business Network (SBN) provides advice and support to help business succeed through becoming more sustainable. It is the largest and longest-standing organisation of businesses dedicated to sustainability in New Zealand. The SBN actively helps our network of progressive companies to connect, be inspired and act.

[www.sustainable.org.nz](http://www.sustainable.org.nz)

For the latest news on sustainable business follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

### **About Auckland Tourism Events and Economic Development**

Auckland Tourism, Events and Economic Development (ATEED) is the economic growth agency for the Auckland region. ATEED supports artisan, boutique and established food producers at the Auckland Food Show and provides free business advice and support for food producers from early start-up right through to market access, both domestically and internationally. This includes innovation and connections with the Food Innovation Network through The FoodBowl – Te Ipu Kai.

[www.aucklandnz.com/business](http://www.aucklandnz.com/business)