Product guide

Call **1300 722 748** or email
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thehandmadefoodco.com.au

The Handmade Food Co®
Obsessively Good

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The story behind the sandwiches

The Handmade Food Co is a proudly Australian, family-owned company founded over 20 years ago. We're a team of passionate foodies who believe a sandwich should taste like you just made it yourself.

From sandwiches and wraps to toasties, Turkish and ciabattas, everything we make is handmade with quality ingredients. We partner with Australia's leading farmers and suppliers, and work closely with national distributors and wholesalers to deliver across the country.

Commitment to quality

At The Handmade Food Co, quality isn't just a box we tick — it's baked into everything we do. From the recipes we develop to the ingredients we source, every detail matters because we know our customers can taste the difference.

Chef-driven recipes

Crafted under the guidance of our head chef, bringing decades of culinary expertise to every bite.

Premium ingredients

Sourced from trusted suppliers, carefully vetted by our quality and innovation team.

Handmade in Brisbane

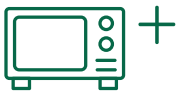
Made the traditional way, with pride in every product.

Australian-first sourcing

Supporting local farmers and suppliers wherever possible.

20+ years of experience

Partnering with leading suppliers and retailers to refine and perfect our range.



Versatile heating options

Including microwave, speed oven, sandwich press, oven, or pie warmer, depending on the product.

Minimise wastage

Delivered frozen, with 3–5 days once thawed, depending on product.

High food safety standards

SQF certified. Commitment to supplying safe food for all.

Quality checked

Every product is meticulously assessed to ensure it meets stringent criteria.

Benefits of our frozen to *ThawFresh* philosophy

Freezing doesn't just protect our food, it protects the craft we put into it. Our frozen to *ThawFresh* model ensures every sandwich, wrap, or toastie tastes just as good as the moment it was made.

- Less out of stocks
- Increased flexibility
- Wastage reduction
- Improved profit margins

This approach means less waste and more flexibility. All our products arrive frozen, then once fully thawed, have 3–5 days shelf-life depending on the range. That gives you more control over stock levels, you choose how much you want to keep frozen or thaw ready for shelf. This helps reduce wastage as you can react to sales and shopper demand on the day, rather than having to discount and potentially waste an amount of fresh product that arrives with a tight expiration date.

We have had key retail partners confirm that post transitioning from fresh to our *ThawFresh* model, that they saw:

- Wastage significantly reduced, by as much as 50%
- Higher sales volume due to continual stock availability and being able to meet unforeseen spikes in customer traffic.

Because our products are designed to travel thousands of kilometres, they're perfect for national distribution. From a city café cabinet to a roadhouse fridge in the outback, every item is tested to maintain the same quality, consistency, and flavour. That's The Handmade Food Co difference — high quality, great-tasting food, anywhere, anytime.

25% increase in thawed shelf-life

Our sandwich range now has an extended 5 days thawed shelf-life

Ham & Cheese

Smoked ham with tasty cheddar

Ham, Cheese & Pickle

Smoked ham with tasty cheddar and sweet mustard pickle

Egg & Chive on Rye

Egg with chives and mayonnaise

Chicken, Cheese & Mayonnaise

Roast chicken with chives, creamy mayonnaise and tasty cheddar

Roast Beef, Cheese & Relish

Sliced Australian roast beef with tasty cheddar and tomato relish

Chicken Schnitzel

Chicken schnitzel with homemade sweet chilli mayonnaise

Roast Chicken & Bacon

Roast chicken breast with seasoned mayonnaise and smoked streaky bacon

Harissa Vegetable & Hommus (V)

Roasted sweet potato and mixed vegetables coated in sweet harissa sauce with hommus

Basil Pesto Chicken

Roast chicken breast with basil pesto and chargrilled red capsicum

Chicken Caesar

Roast chicken with smoked diced bacon in a homemade Caesar dressing

Chicken & Avocado

Roast chicken breast with avocado and creamy mayonnaise

Egg & Bacon

Smoked streaky bacon with creamy egg and BBQ sauce

Honey Mustard Chicken (Halal-certified)

Roast chicken breast with sweet honey mustard mayonnaise

Gourmet wraps

From BBQ Pulled Pork with Ranch Slaw to Roasted Vegetable and Spiced Tomato, there is a flavour for everyone in our wrap range.

BBQ Pulled Pork with Ranch Slaw
Slow roasted pork, smokey BBQ sauce and crispy ranch slaw wrapped in Lebanese bread

Chicken Caesar

Roasted chicken, bacon and parmesan with
Caesar dressing wrapped in Lebanese bread

Sweet Chilli Chicken

Tender chicken, marinated in a sweet chilli sauce
wrapped in Lebanese bread

Chicken & Sundried Tomato Pesto

Delicious chicken and sundried tomato pesto mix
wrapped in Lebanese bread

Roast Vegetable & Spiced Tomato

Roasted vegetables with a spiced tomato and
coconut sauce wrapped in Lebanese bread

Peri Peri Chicken Tender

Chicken tender with creamy peri peri slaw
wrapped in tortilla bread

Triple Wrap — Three delicious chicken wraps in one pack

Chicken Caesar, Peri Peri Chicken and
Sweet Chilli Chicken wrapped in tortilla bread

Croque toasties

With an extra cheesy top and delicious fillings,
we can guarantee our croques are a crowd pleaser.

This French classic originated in French cafes and bars as a snack.

Ham & Cheese

Smoked ham and tasty cheese on soft white bread topped with a unique extra cheesy sauce

Chicken & Bacon

Chicken and bacon pieces on soft white bread topped with a unique extra cheesy sauce

Triple Cheese & Tomato Relish

Smoked ham and tasty cheese in soft white bread topped with a unique extra cheesy sauce

Cheesy Egg & Bacon

Smoked bacon pieces with tasty cheddar and scrambled egg on soft white bread topped with a unique extra cheesy sauce

Roast Chicken & Guacamole

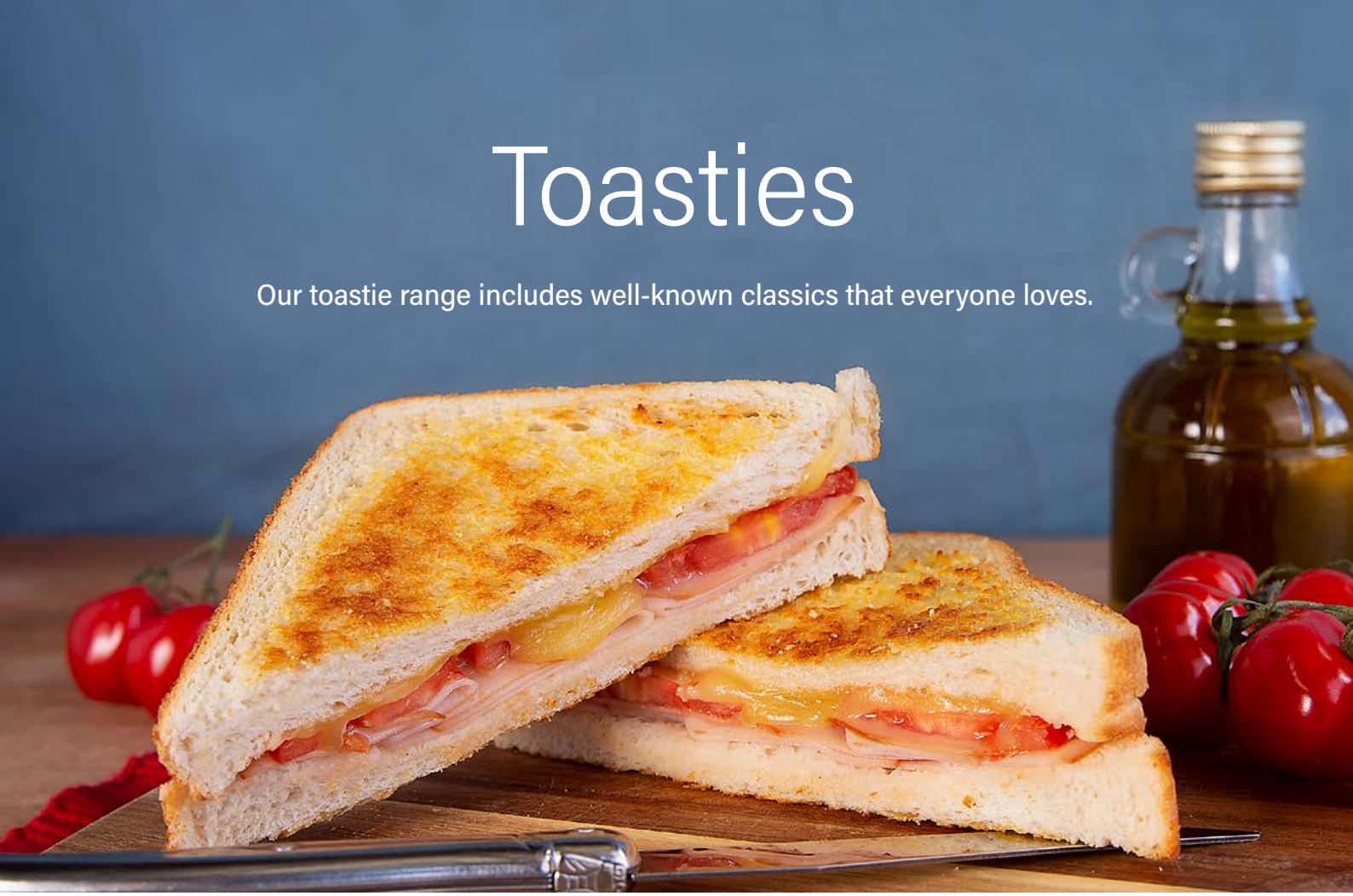
Roast chicken pieces with guacamole, cheese and chives on soft white bread topped with a unique extra cheesy sauce

Cheeseburger

Seasoned ground beef, with cheese, mustard and pickle on soft white bread topped with a unique extra cheesy sauce

Toasties

Our toastie range includes well-known classics that everyone loves.



Ham & Cheese

Premium sliced ham and tasty cheese on thick white bread

Bacon & Egg

Tasty bacon and scrambled egg on thick white bread

Chicken, Cheese & Guacamole

Chicken, cheese and creamy guacamole on thick white bread

Ham, Cheese & Tomato

Premium ham, tasty cheese and tomato on thick white bread

Classic Turkish

With three great flavours to choose from, place in a panini press or speed oven for a mouth-watering crunchy top.

Breakfast Turkish

Grilled bacon, scrambled egg, tasty cheese & smokey BBQ sauce on Turkish bread

Chicken, Cheese & Avocado

Succulent chicken with sliced cheese and avocado on Turkish bread

Basil Pesto Chicken

Roasted chicken with basil pesto, roasted capsicum strips and shredded parmesan cheese on Turkish bread

Premium ciabatta

A perfect addition to any Café cabinet, our quality ciabattas come in three premium flavours that we know your customers will love.

Roast Chicken & Sriracha Bacon

Tender roasted chicken and streaky bacon strips marinated in Sriracha sauce on ciabatta

Smoked Bacon & Egg

Crispy streaky bacon with scrambled egg and rich smokey BBQ sauce on ciabatta

Chargrilled Vegetable

Chargrilled red capsicum, roasted sweet potato, zucchini and tasty cheddar on ciabatta

Ham & Cheese Croissant

A delicious buttery, flaky croissant filled with smoked ham & tasty cheese.

Perfect for breakfast, lunch or an all day snack.

Classic Hot Dog

Smoked Frankfurt sausage on a sesame topped long roll.

Approximately 7 tonnes of bread given to a local farmer every week — saving it from landfill!

Ranging recommendations

We know what it takes to build a food-to-go cabinet that works, because we've been partnering with leading outlets for decades to do just that. We've created recommended ranges for two different sizes below. Please reach out to us if you want help optimising your range and layouts, of any size, to drive sales.

Essentials

A tight range of 9 products, featuring best-sellers and customer favourites.

Product Type	Product Name	Product Code
Sandwich	Ham, Cheese & Pickle on white bread	8010
Sandwich	Roast Beef, Cheese & Relish on white bread	8012
Sandwich	Chicken, Cheese & Mayonnaise on white bread	8014
Sandwich	Honey Mustard Chicken on rye bread (Halal)	8046
Wrap	Chicken Caesar	7010
Wrap	Sweet Chilli Chicken	7012
Croissant	Ham & Cheese	7021
Toastie	Ham & Cheese	7017
Croque Toastie	Ham & Cheese	7033

Signature

This range of 16 strikes the perfect balance — big enough to cover all the classics, yet tight enough to keep things simple. With crowd-pleasing sandwiches and wedges, a strong line-up of wraps, toasties and croques, it's a versatile mix that keeps every customer happy and your food cabinet performing at its best.

Product Type	Product Name	Product Code
Sandwich	Ham, Cheese & Pickle on white bread	8010
Sandwich	Roast Beef, Cheese & Relish on white bread	8012
Sandwich	Chicken, Cheese & Mayonnaise on white bread	8014
Sandwich	Egg & Chive on rye bread	8023
Sandwich	Ham & Cheese on white bread	8034
Sandwich	Chicken Schnitzel with Sweet Chilli Mayo on white bread	8036
Sandwich	Honey Mustard Chicken on rye bread (Halal)	8046
Wrap	Chicken Caesar	7010
Wrap	Sweet Chilli Chicken	7012
Wrap	Peri Peri Chicken Tender	7153
Toastie	Ham & Cheese	7017
Toastie	Chicken, Cheese & Guacamole	7019
Croque Toastie	Ham & Cheese	7033
Croque Toastie	Chicken & Bacon	7035
Ciabatta	Roast Chicken & Sriracha Bacon	7302
Croissant	Ham & Cheese	7021

Heated range versatility

Our products are as flexible as your kitchen setup. Whether it's a sandwich press, speed oven, pie warmer or even a microwave, you can heat and serve them up in a variety of ways. Take a look below for an easy reference on which appliances suit which products. For best results (and food safety), check page 20 for full heating guidelines before serving.

Pie Oven

Flexeserve (open hot case)

Heat from thawed — can then be held in pie oven or flexeserve

Croque Toasties

Croissants

High Speed Oven

Sandwich Press

Serve on demand

Croque Toasties

Toasties

Croissants

Turkish

Ciabattas

Hot Dog (oven only)

Microwave

Self-serve

Hot Dog

Tip: Display in sandwich cabinet with 'heat-me' sticker on it.

Storage guidelines

<table>
<tr><th colspan="2">Maintaining the cold chain to ensure consumers receive
a quality, safe food product</th></tr>
<tr><td>Receival</td><td>The product should be hard frozen upon receipt of delivery.
Product must be transferred to a freezer without delay.</td></tr>
<tr><td>Storage
In Freezer</td><td>Product should be stored in a freezer that maintains temperature at -18ºC or less and MUST remain hard frozen at all times during frozen storage. Products are to be stored in their outer carton when in the freezer.</td></tr>
<tr><td>Thawing
Instructions</td><td>When a required product needs to be removed from the freezer, take it out of the carton and thaw it individually in a temperature-monitored refrigerator at 5ºC or below. Thawing may take up to 12 hours; we recommend doing this the day before you need the product. The shelf life begins once the thaw time is complete. Products should not be displayed for sale until thawing is completed. The Handmade Food Co does not recommend thawing products at room temperature. Once thawed, products must NOT be refrozen.</td></tr>
<tr><td>Date Coding
Information</td><td>Once removed from the freezer, products must be labelled with a date or coded USE BY label sticker which must be placed on all The Handmade Food Co products that are displayed for sale.
Once thawed the product must be stored in a display cabinet or refrigerator that is operating at 5ºC or below for the duration of the shelf life.
After thawing, the shelf life is as follows:
<table><tr><th>PRODUCT CATEGORY</th><th>SHELF LIFE PERIOD – USE BY DATE to use instore*</th></tr><tr><td>Toasties, Croque Toasties, Wraps, Turkish Breads, Ciabattas and Croissants</td><td>3 days</td></tr><tr><td>Sandwiches, Hot Dog</td><td>5 days</td></tr><tr><td colspan="2">*Example: 3 days shelf life — if you take the product out of the freezer at 10pm on Monday and it has fully thawed by 10am Tuesday, the shelf life will expire at 10am on Friday.</td></tr></table>Products must be SOLD on or before the USE BY date expires.
If you choose to sell products frozen to customers, there are some important steps to follow to ensure food safety requirements are met:
• Keep products hard frozen at –18°C or below to protect quality and ensure food safety.
• Once removed from the carton a sticker must be placed on the individual sandwiches with the best before date from the carton label.
• Always display products in their original packaging.
• Do not thaw or partially thaw products and put them back into freezer conditions. If a product thaws, it must be treated as chilled stock and used within its thawed shelf life.</td></tr>
<tr><td>Traceability</td><td>Each product has a manufacturing (batch) code. Should you have any concerns with any of our products please ensure you quote this code.
It is advisable to keep packaging so we can ensure traceability of product.</td></tr>
</table>

Heating guidelines

Product	Method	Key Steps	Notes
Croque Toasties	Oven then Pie Warmer	Thaw. Heat in packaging at 170ºC for 10 minutes. Transfer to hot hold equipment or serve.	Hold in pie warmer for max 4 hours.
	Speed Oven	Thaw. Remove packaging. Use programmed settings.	—
	Sandwich Press	Thaw. Remove packaging. Wrap in non-stick greaseproof paper. Press 2 mins, then heat for further 1–2 mins with lid up.	Times vary by appliance
Ciabattas Turkish Toasties	Sandwich Press	Thaw. Remove packaging. Press 4–6 mins until golden brown or until product is above 60°C.	Times vary by appliance.
	Speed Oven	Thaw. Remove packaging. Use programmed settings.	—
Croissants	Pie Warmer	Thaw. Heat in packaging at 165ºC for 7 mins. Transfer to hot hold equipment or serve.	Hold in pie warmer for max 2 hrs once at core temp.
	Sandwich Press	Thaw. Press 2–4 mins until golden and product is above 60°C.	—
	Speed Oven	Thaw. Remove packaging. Use programmed settings.	—
Hot Dog	Speed Oven	Thaw. Remove packaging. Use programmed settings.	—
	Microwave (1000W)	Open one end of wrapper and place product in microwave. Heat on high for 45–50 secs in a 1000W machine.	Times vary by appliance.

Product list

Sandwiches	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Ham, Cheese & Pickle (HCP)	8010	9338924005247	12	170 g	5 days
Roast Beef, Cheese & Relish (RBCR)	8012	9338924005254	12	175 g	5 days
Chicken, Cheese & Mayonnaise (CCM)	8014	9338924005261	12	175 g	5 days
Chicken Caesar	8018	9338924005285	12	175 g	5 days
Basil Pesto Chicken (BPC)	8020	9338924005292	12	180 g	5 days
Mixed Sandwich Carton (HCP, CCM, RBCR)	8022	Various	12	—	5 days
Egg & Chive on Rye (EGG)	8023	9338924005100	12	170 g	5 days
Premium Mixed Sandwich Carton (BPC, EGG, SNIT)	8033	Various	12	—	5 days
Ham & Cheese	8034	9338924005322	12	159 g	5 days
Chicken Schnitzel with Sweet Chilli Mayo (SNIT)	8036	9338924005650	12	239 g	5 days
Harissa Vegetable & Hommus on Dark Rye (V)	8038	9338924008101	12	175 g	5 days
Roast Chicken & Bacon on Rye	8042	9338924005698	12	190 g	5 days
Honey Mustard Chicken on Rye (Halal)	8046	9338924009498	12	157 g	5 days
Chicken & Avocado	8050	9338924009276	12	188 g	5 days
Egg & Bacon	8051	9338924009283	12	183 g	5 days

Wraps	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Chicken Caesar Wrap	7010	9338924005193	12	190 g	3 days
Sweet Chilli Chicken Wrap	7012	9338924005209	12	203 g	3 days
Chicken & Sundried Tomato Pesto Wrap	7014	9338924005216	12	190 g	3 days
Roast Vegetable with Spiced Tomato Wrap (V)	7150	9338924007838	12	190 g	3 days
BBQ Pulled Pork with Ranch Slaw Wrap	7152	9338924008118	12	198 g	3 days
Peri Peri Chicken Tender Wrap	7153	9338924009146	12	198 g	3 days
Mixed Carton (Caesar, Sweet Chilli, BBQ Pulled Pork)	7081	Various	12	—	3 days
Triple Wrap (Caesar, Peri Peri Chicken, Sweet Chilli Chicken)	7155	9338924009122	12	285 g	3 days

Toasties	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Ham & Cheese Toastie	7017	9338924005148	12	171 g	3 days
Chicken, Cheese & Guacamole Toastie	7019	9338924005155	12	198 g	3 days
Ham, Cheese & Tomato Toastie	7020	9338924005162	12	188 g	3 days
Bacon & Egg Toastie	7022	9338924005186	12	235 g	3 days

Croque toasties	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Ham & Cheese Croque Toastie	7033	9338924006343	12	173 g	3 days
Chicken & Bacon Croque Toastie	7035	9338924006732	12	208 g	3 days
Triple Cheese & Tomato Relish Croque Toastie	7039	9338924007692	12	177 g	3 days
Cheesy Egg & Bacon Croque Toastie	7078	9338924008248	12	195 g	3 days
Roast Chicken & Guacamole Croque Toastie	7079	9338924008255	12	200 g	3 days
Cheeseburger Croque Toastie	7087	9338924009160	12	198 g	3 days

Ciabattas	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Smoked Bacon & Egg Ciabatta	7301	9338924007432	12	270 g	3 days
Roast Chicken with Sriracha Bacon Ciabatta	7302	9338924007449	12	274 g	3 days
Chargrilled Vegetable Ciabatta	7304	9338924007425	12	291 g	3 days

Turkish	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Chicken, Cheese & Avocado Turkish	6018	9338924000624	12	239 g	3 days
Breakfast Turkish	7050	9338924005506	10	261 g	3 days
Basil Pesto Chicken Turkish	7052	9338924005513	10	245 g	3 days

Heat & Go Microwave	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Hot Dog	7077	9338924007814	12	190 g	5 days

Croissant	Product Code	EAN	Units per carton	Av. weight per unit	Thawed shelf life
Ham & Cheese Croissant	7021	9338924005179	12	137 g	3 days

Contact us for a sample or for details of your local distributor

Phone **1300 722 748**
Email **info@thehandmadefoodco.com.au**

The Handmade Food Co is an Australian family owned sandwich company. We are proud to manufacture a wide range of products that are distributed throughout Australia. We have strong partnerships with key distributors and wholesalers that can deliver our products to your business — wherever it may be.

Sandwiches • Wraps • Toasties • Croque Toasties
Turkish & Ciabatta • Croissants • Vegan • Halal-certified

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