

Charlie's
FINE FOOD CO.

UNITED ARAB EMIRATES

Market Opportunity

100% Australian cookies,
baked with love since 2004





BAKED WITH LOVE

Our Journey

From our original bite size choc chip cookies to our on trend edible cookie dough, our journey has been full of baking adventures, good food and great people.

"I think I've just purchased a bankrupt cookie business..." said husband Ken Mahlab to his wife Jacky Magid.

It was 2004 and taking on a business was the last thing on my mind (thought Jacky). Busy managing a legal practice from our small home office, I said: "That's nice, darling." Little did I realise that the journey that my husband Ken and I were about to embark upon, would entwine so significantly with the story of Charlie's cookies, biscuits and food.

There have been some high highs – like seeing our products take to the skies after signing our first partnership with Qantas in 2010. Over the last 20 years, we've seen Charlie's mature from a small local bakery into a global business. Through all the ups and downs the most fulfilling aspect for us has been the reward of seeing our business bring people together and create a community of cookie lovers. It's been a fun ride, and the way we see it, we've got more cookie joy to give to the world, one bite at a time!

BAKED WITH LOVE

Why Charlie's?

Charlie's is inspired by the idea that food brings people **TOGETHER**. We create seriously **DELICIOUS** snacks from traditional recipes with a touch of modern mixology. We make **COOKIES** and **BISCUITS** from scratch with a sense of humour to create, **JOY**, fun and pleasure for our customers.

01 AN AWARD-WINNING AUSSIE BRAND

Australian owned, we're proud to produce in Melbourne. We've been in the business for over 20 years, making mostly homegrown cookies. Plus, we've won plenty of awards including the Smart Company's Resilience Award 2021, FMCG Most Innovative Product Award 2023 and Smart Workplace Award 2023.

02 ALL ABOUT PRODUCT TASTE & QUALITY

We use premium, ethically sourced ingredients and avoid artificial colours, flavours, and chemical preservatives. We are SQF certified, an internationally recognised standard of food safety (not excellence). So if you're looking for delicious, indulgent, delightful, or tasty cookies – look no further than Charlie's.

03 LOCALISED SOLUTIONS AND MARKETING SUPPORT

We understand the nuances of international markets and can tailor our products and marketing strategies to suit specific cultural preferences and regulatory requirements. Our team can work with you to develop customized product offerings, packaging designs, and promotional materials. We offer comprehensive marketing and promotional support, including product launches, advertising campaigns, and social media initiatives.

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MELTING MOMENTS

Cookies & Cream

These delectable cookies are made with rich couverture chocolate with velvety butter cream.

SIZE: 50G, 100G



MELTING MOMENTS

Vanilla Bean

Delectable Vanilla Bean Melting Moments sandwiched together with classic butter cream.

SIZE: 50G, 100G, 120G, 180G

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MELTING MOMENTS

Coco Berry Monte

Classic Brown Sugar melting moments sandwiched together with Coconut Butter Cream and Raspberry Jam.

SIZE: 100G, 180G



MELTING MOMENTS

Raspberry Bliss

Raspberry biscuits sandwiched together with a smooth white chocolate butter cream.

SIZE: 50G, 100G, 120G, 180G



MINI CHEESE BITES

Three Cheese

These bite-sized snacks are bursting with flavour, thanks to a delicious blend of three premium Australian cheeses.

SIZE: 60G, 100G



MINI CHEESE BITES

Cheddar & Rosemary

A hint of fragrant rosemary adds a delightful herbal touch, perfectly complementing the richness of the cheddar. A satisfying snack.

SIZE: 100G



MINI BUTTON BIKKIES

Lemon White Choc

Zesty lemon biscuits made with real chocolate and 100% pure butter.

SIZE: 100G

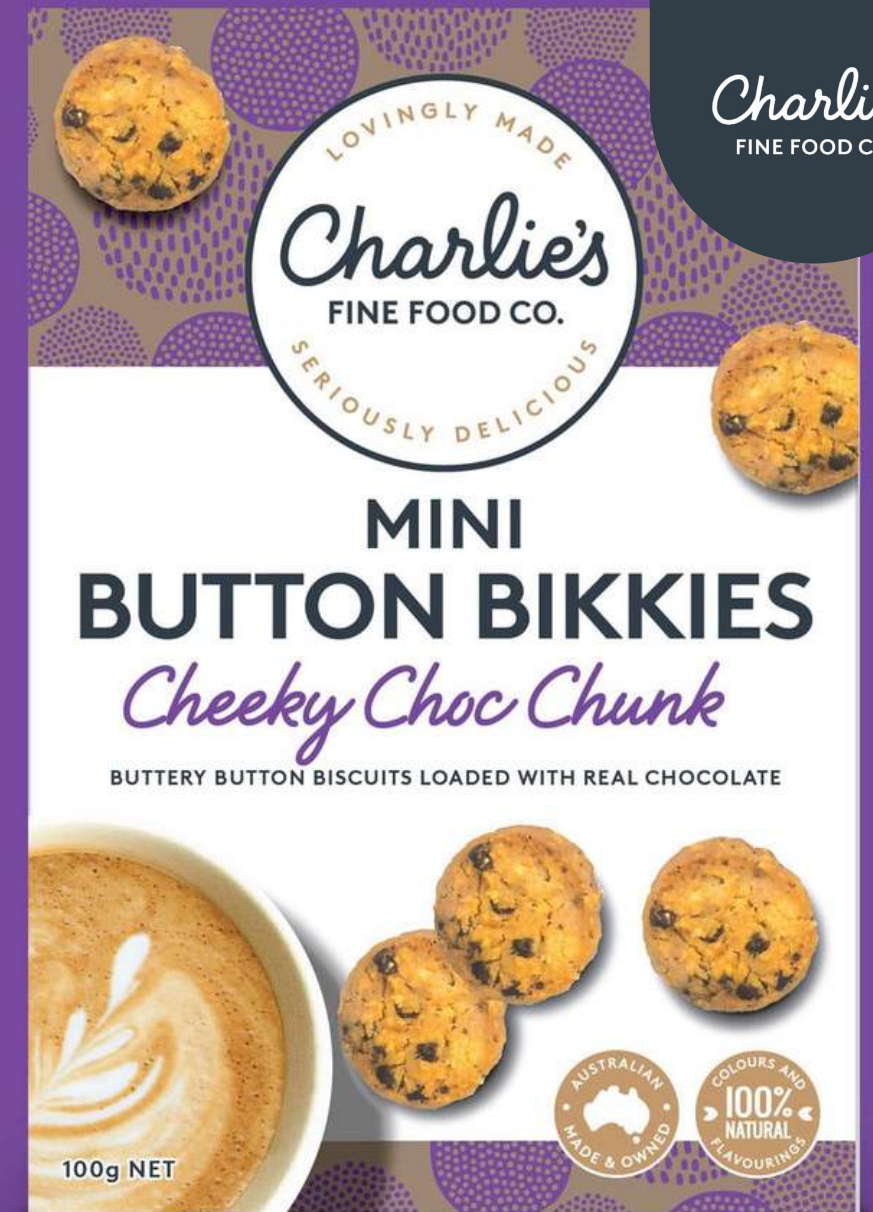


MINI BUTTON BIKKIES

Fancy Fudge Brownie

Delectable chocolate budge biscuits oozing taste and fun.

SIZE: 100G



MINI BUTTON BIKKIES

Cheeky Choc Chunk

Buttery button biscuits loaded with real chocolate chunks.

SIZE: 100G

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MINI RICE CRISPS

Milk Chocolate

Crispy rice squares coated in smooth milk chocolate. Perfect for lunch boxes and on the go snacking. Gluten free and made with real couverture chocolate.

SIZE: 80G



MINI RICE CRISPS

Dark Chocolate

Crispy rice squares coated in rich dark chocolate. Perfect for lunch boxes and on the go snacking. Gluten free, vegan friendly and made with real couverture chocolate.

SIZE: 80G



BIKKIE BITES

Apple Crumble

Craving a tasty treat without the guilt? Meet our new better-for-you snacks bursting with apple and cinnamon goodness!

- 4-star health rating
- Less than 5g sugar per serve
- Under 100 calories per serve
- Good source of fibre
- Vegan-friendly
- No artificial nasties

SIZE: 125G

CHARLIE'S FINE FOOD CO.

As featured in...

taste.com.au
magazine

💡 **SmartCompany**

Industry Update
MANUFACTURING MAGAZINE

delicious.

Woman's Day

inside FMCG

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TOR**C**H

inside small
business

SAWEEKEND
Magazine

MARKET VALIDATION

Awards & Quality



GFSI Food
Safety
(SQF)



Security
Audited
(SCAN)



Ethical
Sourcing
(SEDEX)



Inside FMCG
Most
Innovative
Product 2023



Smart Company
Award 2023



Smart Company
Resilience Award
2021

MARKET VALIDATION

& Service Promise

Charlie's has grown from a well-loved local bakery to an Australian innovator, manufacturing wholesale savoury and sweet baked goods.

We are proud to say that our range is now available Australia-wide in premium supermarkets including Woolworths, Coles, IGA & Costco as well as cafes and Qantas Airlines.



By partnering with us at Charlie's, you'll receive the support of:

- Dedicated and passionate business owners
- A reliable and committed customer service team
- Marketing collateral, both via social media and physical collateral
- 100% Australian owned, natural cookies and snacks





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