



imake

Handcrafted Foods & Beverages

Company Profile 2015



contents

section **one** *Imake Ltd*

3 Overview
History

4 Brands

6 Company Philosophy
Our Suppliers
Our Customers
Our Partnerships

7 Imake Values



section **two** *Quality & Product Safety*

8 Imake Quality Policy

section **three** *Product Support*

9 Websites
Social Media
Email and Phone

section **four** *Imake Orders & Delivery*

10 Placing an Order
Payment

11 Useful Contacts
Locations



Imake Ltd

Overview

Imake Ltd is the supplier of high-quality equipment and ingredients to make almost any type of alcoholic drink, cheese, yoghurt, sausages and more at home. We are dedicated to helping consumers learn the arts of food and beverage creation through our innovative product range and customer centric interactions.

We pride ourselves on our simple, and easy to use kits, which enable our customers to rediscover the fun in food creation and learn more about what ingredients and processes go into the food and beverages we consume regularly.

We offer a comprehensive range of over 2,000 products. Our distribution network covers New Zealand, Australia, USA, Canada, UK, Europe and South Africa.

History

The company was founded, and is still led, by Peter Eastwood and is based in Auckland, New Zealand. Peter started the company as a small craft brewing store in 1989. His passion for brewing and need for better quality products saw him move into the wholesale and manufacturing side of the industry.

Peter's entrepreneurial spirit and innovative nature have driven the quick growth of the company. Imake now has an annual turnover of \$25 million and launches around 50 new products each year. In 2000 we opened our second office and warehouse in Brisbane, Australia and in 2005 we started a joint venture wholesale operation in the UK servicing the homebrew sector. We also opened a warehouse in the UK in March 2015 to service both the UK and Europe.

Imake is a company known for its innovation, agility, and high speed in product development.

Brands

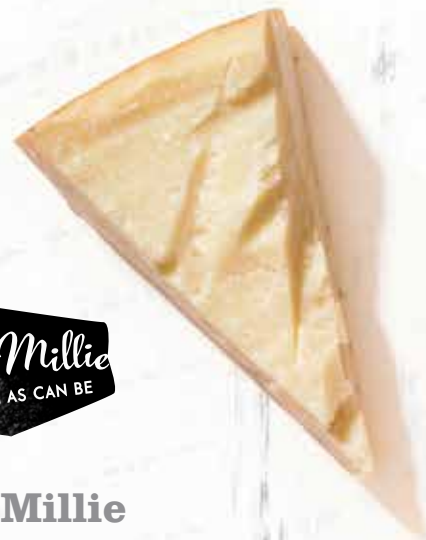
There are several brands in the Imake family which span across craft beer, wine, spirits, cheese, yoghurt and more. Each of our brands is unique, and well targeted to its target consumer. In the markets we operate, we work closely with our customers to ensure our brands become synonymous with the hobby.



Mad Millie

Launched in 2010, Mad Millie is the newest Imake brand, and represents the artisan foods category. It launched with cheese, but now spans across preserving, sausage making, beer and cider. Consumers love Mad Millie for its easy to use kits, clear instructions and recipes and the fact that we enable them to create something they never imagined possible.

www.madmillie.com



Mangrove Jack's

Launched in 2009, Mangrove Jack's represents all things beer. We stock a wide range, from beer kits, to premium yeasts, kegerators, fermenters and mash tuns. In response to the global take off of craft beer consumption, Mangrove Jack's has recently released a sub brand "Craft Series" of latest generation products that redefines the quality possible from homebrewing. This new generation of products can make top quality beers which are comparable to the beautiful craft beers that are showing a resurgence in the market today. Each kit in the Craft Series range contains unique malt strains, yeast and hops to best match each beer style. All Craft Series beer kits are produced using state of the art flash pasteurisation and cold filled into a nitrogen pouch to retain freshness, flavour and aroma.

www.mangrovejacks.com





ALL IN ONE BREWING SYSTEM



Grainfather

The Grainfather, is your all in one brewing system to make beer from grain. The sleek look, user friendly design, and innovative features, make this your perfect brewing companion for both experienced and beginner all grain brewers.

It took almost two years of rigorous research and development by our expert team of industrial designers, engineers and help from commercial brewers to finally launch the Grainfather – all in one brewing system, in 2014.

The Grainfather takes the best brewing practices from craft breweries and puts them into a simple to use, all in one system to ensure anyone can brew a professional craft beer at home, no matter their brewing experience.

You can also turn the Grainfather, into a microdistillery by changing the top parts and adding the Still Spirits Alembic Pot Still Attachments.

The Grainfather brings the artisan elements of both brewing and distilling together to create something truly handcrafted.

www.grainfather.com



TRUSTED SINCE 1989

Still Spirits

Still Spirits was launched in 1991, and is the leading brand internationally in home distilling.

Consumers know Still Spirits for its superior equipment, commitment to quality and as a one stop shop for everything needed to create top quality spirits at home. The brand encompasses everything to do with home distilling from 25 L stills, to small bench top stills, flavours, yeasts and other consumables.

www.stillspirits.com



Company Philosophy

Inspiring consumers from beginners to experts to craft food and beverages they love.

BELIEFS

Our company culture is one that fuels innovation and ideas to keep new products and product improvements flowing. We believe the best products come from an enthusiastic team who has a deep understanding of what consumers want. That's why we start by hiring passionate people with a keen interest in what we do.

All our staff members are encouraged to use our products regularly at home. We empower all staff, from production and assembly right through to top management, to offer suggestions and changes to keep our products the best in their categories. All staff members are encouraged to put forward ideas and are rewarded. We launch over 50 new products every year.

We're proud of every product that leaves our hands. All products undergo thorough testing to ensure they meet the needs of the customer in terms of function and quality. Creating products, which allow our customers to make food and beverages they can experience, share and be proud of, is something that keeps us all motivated!

We hope all of our customers and retailers enjoy our products as much as we enjoyed the journey of making them.

Our Suppliers

We consider our suppliers to be our partners. Our international network of suppliers are selected for their quality, point of difference and the extent to which a close working relationship is possible. We work with our suppliers very closely when developing new products, and ensuring existing products and quality objectives are met.

Our Customers

Our customers are the focus and core of our business. We engage with our retail and end user customers on a regular basis. We work with both customers and consumers when designing and developing new products.

Our Partnerships

In 2014 following the tragic death of Philip Jones of SPL International, Imake exercised a buy-out provision and SPL moved from a close partner-supplier relationship to full sister company. This relationship further strengthens the very close ties the two companies have formed over the past two decades. Both companies work autonomously but the two companies are very closely aligned both vertically (Imake is SPL's biggest customer) and philosophically (both Peter and Phil have similar values). So this partnership is seen as cementing the future for both companies while still continuing the proud history of innovation and leading the markets.

Imake Values

PEOPLE

At Imake, we believe all people we interact with should be treated with respect. We believe that all parties should receive fair remuneration for their efforts in our trading operation. We ask that all of our suppliers and customers treat their staff with equal respect and pay a fair wage appropriate to the environment in which they operate. Practices we do not approve of are; unsafe working environments, child labour, penal labour, excessive stress and paying below the minimum wage.

ENVIRONMENT

We wish to minimise our impact on the environment. We strive to be carbon neutral, reduce waste, reduce environmental pollutants from our supply chain.

WILDLIFE

We strive to protect the flora and fauna of the planet. We are committed to a sustainable planet and a safe haven for all inhabitants with particular attention paid to threatened and endangered species. We do not wish to partner with any company which or individual who, actively hunts, trades, collects or uses products derived from threatened and endangered species.



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DIFFERENCE

Imake a Difference

Imake a Difference is our company's way to give something back. We set up Imake a Difference as a charitable trust in 2013. Each year we look to focus on helping a different cause by doing fundraising, and working with our suppliers and customers to help us raise funds in various ways. The thing that makes this charitable trust unique, is that 100% of every dollar made goes straight to the cause. Imake sponsors all costs associated with the trust and Imake staff members donate their time so 100% of funds raised go to the projects. This means it is a charitable trust which really can make a difference.

www.imakeadifference.co.nz

section **two**

Quality & Product Safety

Imake has developed a documented Food Safety Programme to ensure product safety at every stage in the value chain – from raw material and suppliers selection, through to production, storage, distribution and application by our customers, in their homes. Our Food Safety programme has been developed in-house by an expert team of food scientists and engineers. Our production sites are audited yearly by Verification New Zealand and SCI Qual International and meet the requirements for a HACCP based food safety system.



Product Support

We provide information and support through a number of different mediums as shown below:



Websites

For all of our brands we have a website that provides customers with information about our products, stockists and technical information, FAQs and updates on recipes and new and exciting things happening with our brands. These websites are designed to be a resource for all our retailers and consumers.

www.madmillie.com

Mad Millie

www.mangrovejacks.com

Mangrove Jack's

www.grainfather.com

Grainfather

www.stillspirits.com

Still Spirits

www.imakeadifference.co.nz

Imake a Difference

Social Media

We also use social media as a platform for direct interaction with our customers. The forms of social media we use are Facebook, Twitter, YouTube and Pinterest. These allow us to provide almost immediate support to our customers. We like to encourage interactivity so our customers feel like they are a part of a community where they can share their DIY stories and creations.



Email and Phone

We have a team of friendly customer service advocates who are there to answer any technical, or operational queries. We have a policy to answer all emails within 24 hours. Our phone lines are operated by a friendly customer service team, with real technical knowledge to help answer any product related questions. Our customer service teams are based in both New Zealand and the United Kingdom and answer queries from all over the world between 8am and 4.30pm UTC + 12:00.

New Zealand: 0800 003 548 (free phone)

Australia: 1800 281 231 (free phone)

USA: 1888 689 0281 (free phone)

UK: 020 351 900 74 (free phone)

section **four**

Imake Orders & Delivery

Imake has several solutions for distribution of its products. We have company owned warehouses in New Zealand, Australia, and England. We work with distributors in the USA, Canada, South America, and South Africa. We have several methods to distribute outside these areas which are often tailor made for specific customers.



Placing an Order

In the first instance we wish to open dialogue with potential new customers to ensure we offer products appropriate to the market. After this initial dialogue we will set up a trading account where terms of trade, delivery expectations, points of contact within Imake and product specification will be determined.

Payment

The terms of payment are negotiated when setting up the account with your account manager.

We look forward to hearing from you

Useful Contacts

Peter Eastwood

Managing Director.....peter.e@imake.pro

Victoria Eastwood

General Manager.....victoria.e@imakepro

Barry Cowen

International Sales Manager.....barry.c@imake.pro

Cameron Kerr

New Zealand National Sales Manager.....cameron.k@imake.pro

Nick Wiseman

QLD/WA Sales Manager.....nick.w@imake.pro

Deborah Perry

NSW/ACT/VIC/TAS Sales Manager.....deborah.p@imake.pro

Sasha McLean

Australia National Mad Millie Sales Managersasha.m@imake.pro

Saskia Thornton

Marketing Manager and New Product Development.....saskia.t@imake.pro

Matt Blackwood

Purchasing Manager.....matt.b@imake.pro

Clinton McClean

New Zealand Operations Manager.....clinton.m@imake.pro

Warren Kilham

Chief Financial Officer.....warren.k@imake.pro

Gaylene Clisby

Australia Operations Manager.....gaylene.c@imake.pro

Anabelle Boret

Technical Manager.....anabelle.b@imake.pro

Locations

UK Office

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+44 (0)151 306 2493

Australian Office

Imake Brisbane
1/138 Buchanan Road,
Banyo, QLD

+61 7 3630 8400

Head Office, NZ

Imake Auckland,
328 Rosedale Road,
Albany, Auckland

+64 9 415 1206

We also have distributors in Canada, USA, South America and South Africa.



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www.imake.pro