

FPG COMPANY

PROFILE



OPEN 1130 TO 2	
AI STREET FOOD	
SMALL BOWL	\$10
REGULAR BOWL	\$12.50
ADDITIONAL SERVE	\$ 2.50



Trusted.
For Life.



**Trusted.
For Life.**

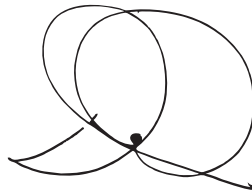
Partnering for success

Relationships matter, and doing what you say you will do provides the basis for trusted relationships. This has been a founding principle for FPG.

We offer and deliver premium food display solutions which provide high lifetime value.

Our goal is to be considered partners, not just suppliers, to our customers. It's why so many of our customers keep coming back to us.

We are Trusted. For Life.



Robert Darroch
Founder
Managing Director
CEO



FRONT COVER: 'RETREAT' SPACE,
COMMONWEALTH BANK OF AUSTRALIA, AUSTRALIA

WE EXIST TO HELP YOU
**DELIVER A GREAT FOOD
EXPERIENCE** FOR YOUR
CUSTOMERS



Trusted.
For Life.



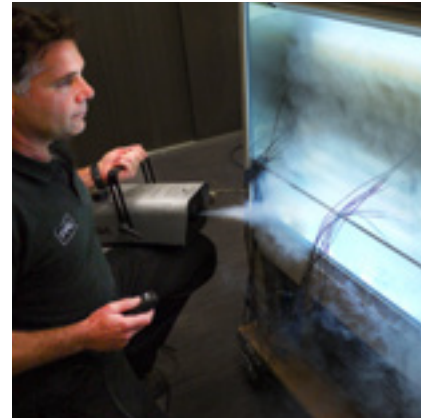
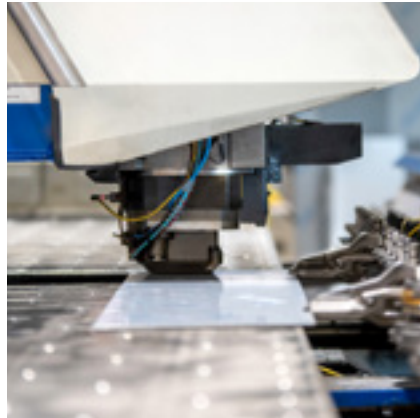
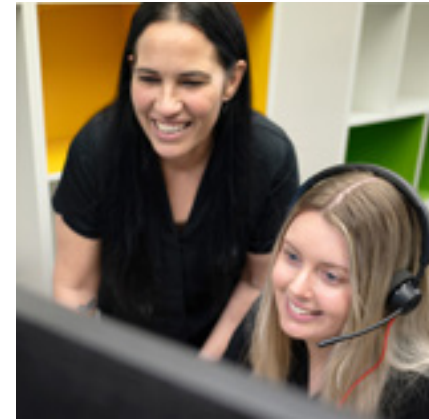
AIR NEW ZEALAND, KORU LOUNGE,
AUCKLAND, NEW ZEALAND

About Us

FPG, YOUR TRUSTED PARTNER FOR PREMIUM FOOD & DRINKS DISPLAY SOLUTIONS

We manufacture **premium temperature-controlled food display cabinets** to meet the needs of our regional and global customers.

We are also **your trusted partner for custom projects**, everything from multi-site turnkey store fit-outs to front-of-house restaurant cooking stations and buffets.





The FPG way



FPG IS DIFFERENT. IT'S NOT JUST WHAT WE DO, BUT HOW WE DO IT THAT MAKES US UNIQUE



You are assigned a customer manager. One experienced person to liaise with you and simplify the process.

We listen. We adopt a consultative style of engagement, seeking information from you that guides our concepts and solutions.

We add value to your solution by drawing on our experience. If we think that there's a better way, we'll share that with you.

We are a one-stop production shop. Sales, design, engineering, testing, manufacturing and logistics are all located on one site. Internal communications are direct.

We focus on maximising the lifetime value of food display solutions. Price is one thing, lifetime value quite another.

We stand by our food display solutions for their lifetime. We will be there when you need us.

OUR GUARANTEES.



PERFORMANCE BY DESIGN.

Guaranteed core product temperatures for the lifetime of the cabinet.



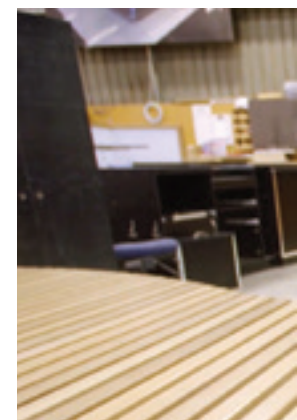
WE HELP YOU SELL MORE.

Guaranteed best-in-class design that delivers unique customer experiences, helping you sell more.



ENGINEERED FOR LIFE.

Engineered to decrease total cost of life - guaranteed.





**TRIED
AND TESTED.**
Designed to meet
international compliance
standards.



**YOUR
TRUSTED
PARTNER.**
Ensuring stress-free
experiences for our
customers.



**BUILT
TO LAST.**
We stand by everything
we sell for its lifetime.

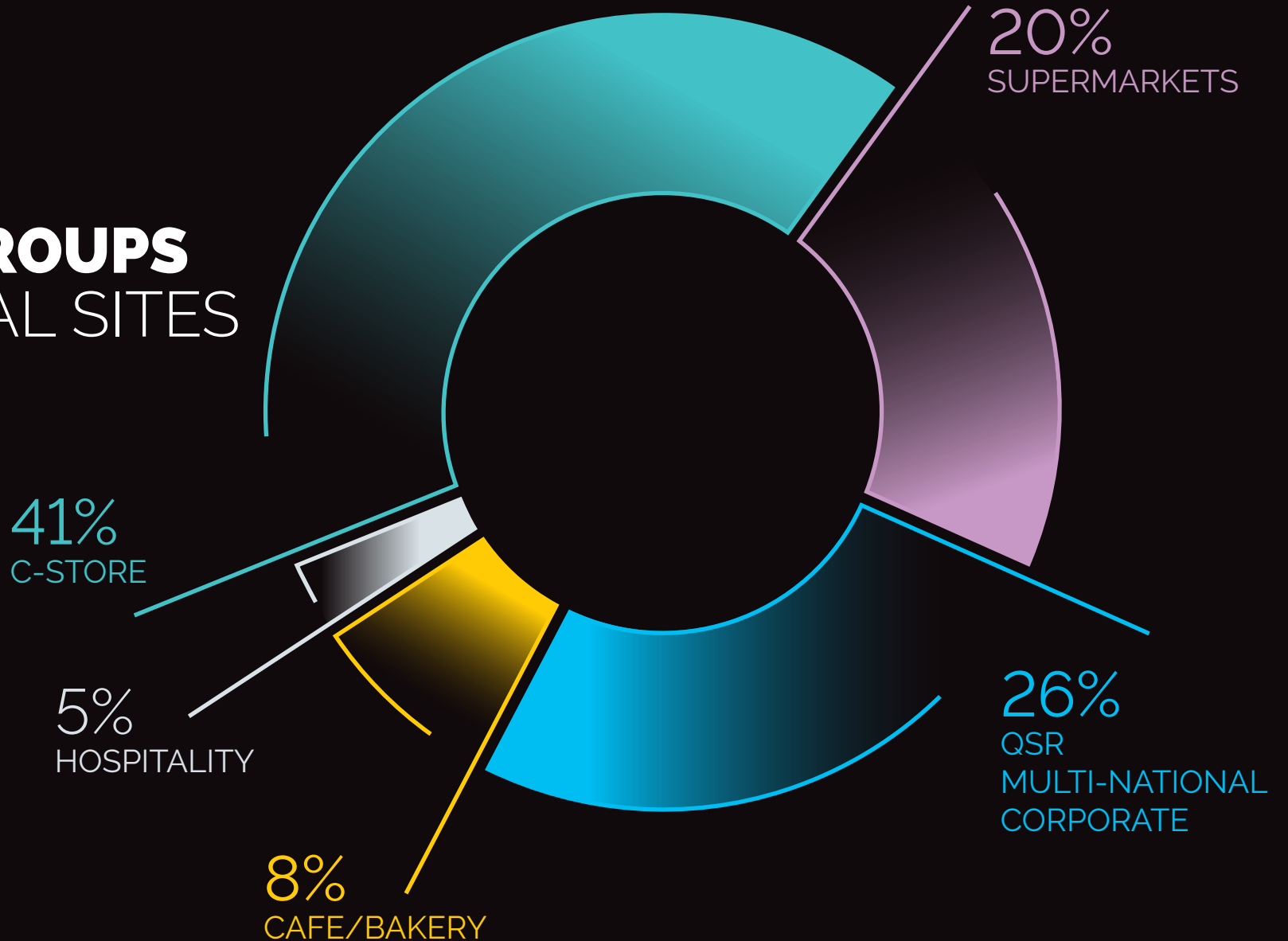




Trusted.
For Life.

Our Customers

FPG KEY FOCUS GROUPS BY % TOTAL SITES



Our Customers

FPG FOCUSES ON DISPLAY SOLUTIONS FOR CUSTOMERS WHO SELL FOOD & DRINKS

We help them to achieve great outcomes:

- **Increased** sales and yields
- Increased **customer loyalty**
- **Enhanced** branding
- Operational **efficiencies**
- Core product temperatures and **extended shelf life**
- And **decreased lifetime costs** through energy efficiency and extended cabinet lifetimes.

OUR CUSTOMERS TRUST US

Our average customer
engagement is

25
YEARS

80%

of our business is
**REPEAT
BUSINESS**

MORE THAN

90%

of FPG temperature-
controlled cabinets sold are
customised - either tailored
to meet specific requirements
or designed from scratch





Trusted.
For Life.

McDONALD'S GLOBAL



McDONALD'S, McCAFE, NAPIER, NEW ZEALAND




"FPG is an innovative company with a passion for the highest quality and performance, with a culture of continuous improvement."

Gavin Walker
Global Director of Equipment | 2014



McDONALD'S, McCAFE, RIYADH, SAUDI ARABIA



FPG
VALUE.
Delivering quality and compliant products that work.



Trusted.
For Life.

BP NZ, AUSTRALIA, UK & NETHERLANDS



BP CONNECT. BRUCE ROAD, TAURANGA, NEW ZEALAND



"BP Wild Bean Cafe fits all stores with trusted FPG equipment. Partnering with us for over 15 years, FPG has provided us leading edge merchandising units. Our results from FPG skills and technologies are greater sales and better cost of life from our plant."

Marcus Manning - Asset Manager BP | 2015



FPG
VALUE.
Being long-term partners to our customers.





Trusted.
For Life.

ALFAMART INDONESIA



ALFAEXPRESS, ALFA TOWER, BATEN INDONESIA



"FPG is beyond an ordinary vendor - they are trusted partners to help grow our business.

We have received accolades about the new store designs not only from our customers but also from other retailers, and we're delighted that sales from our fresh food and beverages are increasing.

The dedication of the FPG team never fails to amaze me - they're willing to go the extra mile for Alfamart."

Adrianus Mulyawan (Photo top right)
General Manager Alfaexpress | 2021



FPG **VALUE.**

Ensuring stress-free experiences for our customers.



Trusted.
For Life.

FOODSTUFFS NEW ZEALAND - NEW WORLD

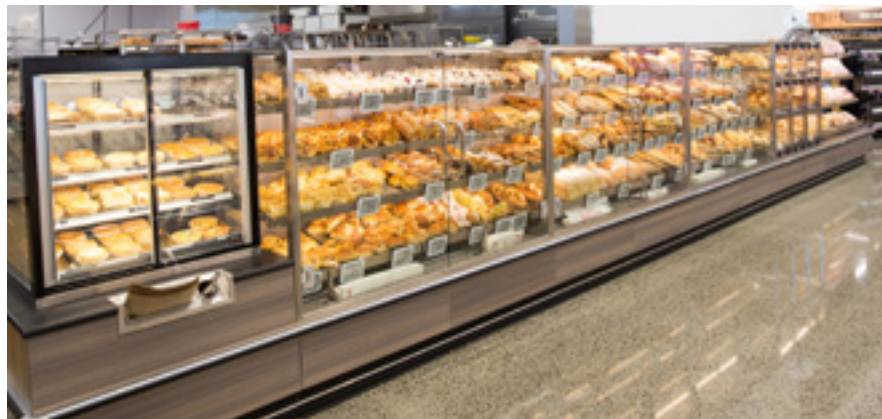


NEW WORLD THORNDON, WELLINGTON, NEW ZEALAND




"Innovation is important to me to create enhanced customer experiences. FPG has provided market leading food display solutions to New World Thorndon for 25 years."

Reese Drake - Owner/Operator
New World Thorndon | 2023



NEW WORLD ST MARTINS, CHRISTCHURCH, NZ

FPG
VALUE.
Creating products that are the best in the category.



NEW WORLD DURHAM, CHRISTCHURCH, NZ



NEW WORLD HOBSONVILLE, AUCKLAND, NZ



NEW WORLD THREE PARKS, WANAKA, NZ



Trusted.
For Life.

VALENTINES NEW ZEALAND



VALENTINES, CHRISTCHURCH, NEW ZEALAND





"Why did I choose FPG?
 Because I trusted
 them to deliver."

Ravi Lal
 Master Franchisor Valentines Restaurants
 New Zealand | 2021



FPG
VALUE.
 Standing by
 everything that we
 sell for its lifetime.



Trusted.
For Life.

EUROPE

FPG BUSINESS PARTNER

FPG SERVICE PARTNER

CHINA

FPG CHINA OFFICE

FPG BUSINESS PARTNER

JAPAN

FPG SERVICE PARTNER

USA

FPG BUSINESS PARTNER

FPG SERVICE PARTNER

UNITED KINGDOM

FPG BUSINESS PARTNER

INDIA

FPG BUSINESS PARTNER

NEW ZEALAND

FPG HEAD OFFICE

FPG SERVICE PARTNER

INDONESIA

FPG BUSINESS PARTNER

MIDDLE EAST

FPG SERVICE PARTNER

AUSTRALIA

FPG AUSTRALIA SALES MANAGER

FPG SERVICE PARTNER

CABINETS INSTALLED

Our People / Our Partners

FPG HAS SUCCESSFUL, ENDURING PARTNERSHIPS WITH WORLD-LEADING FOOD & DRINKS RETAILERS

Our sweet spot is providing food display solutions to **large international and regional multi-site retailers of fresh food and drinks**. Over the years, our customers have installed FPG food display cabinets in more than 55 countries.

Our head office and manufacturing plant are located in Napier, New Zealand. We have offices in Australia and China, and business partners located around the world. We work with the service partners of our customers so they can become FPG Service Partners, offering them online training and technical support, and importantly access to spare parts.



**Trusted.
For Life.**

Our People / Our Partners

MEET THE **TEAM**

With an average tenure of 20 years, the team at FPG are well experienced in working consultatively with customers to create and support their food display solutions.



Robert Darroch
**FPG Founder, CEO
& Managing Director**

Customer relationship manager and project delivery. Key contact for multi-national customers such as McDonald's.

Jared Vaughan
**FPG Group General Manager
& Financial Controller**

Provides strategic and operational oversight of FPG in New Zealand and internationally.



Paul Campbell

Sales Director. Customer relationship manager and sales team leader for Australia and New Zealand. Oversees FPG Sales Order Management and Customer Services.



Susan White
Global Marketing Director.

Brand champion publishing marketing and sales resources. Supports international and domestic customer projects.



Paul Aston
Sales Director

Provides deep specialist expertise and project management for hospitality and specialty food service.

Paul Trower
Senior Project Account Manager

Offers extensive retail turnkey experience working with New Zealand fuel retailers and supermarkets.



Monza Hafza
Sales Manager Australia

Customer relationship manager providing FPG food display cabinet solutions to Australian retailers and food service providers.



Jim Wu
General Manager FPG China

Manages the China supply chain and provides customer management across China and North Asia.



Kellie Millar
Sales Coordinator

Kellie provides sales order management, liaising with customers, production planning and logistics to facilitate orders.



Lisa-jo Sargison
Customer Services

Lisa-jo leads the FPG Customer Services team to provide warranty support and access to FPG experts.



Stephen Feng
**Director at Haidley
Catering Equipment**

Licensed by FPG to manufacture and distribute FPG cabinets in China.



Gaurav Mittal
Director at Antarctica Equipment

Licensed by FPG to manufacture FPG cabinets in India and distribute these throughout India, Bangladesh and Nepal.



Setiawan Nurtjahja
**Director at PT Skyline
Kirana Nusantara**

Responsible for market development and customer engagement across Southeast Asia.



Arno Ravestein
**Managing Director
of FE Concepts**

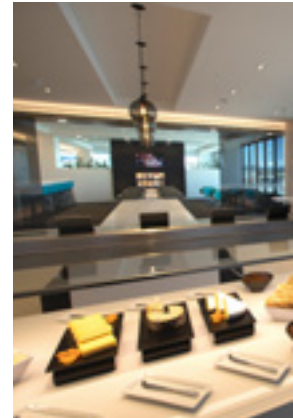
FPG sales representative for Europe.



Murray Carvell
**Managing Director
of MC Refrigeration**

FPG sales representative for the UK.

OUR STORY



FPG's story starts in 1985 in Napier, New Zealand.



Founder Robert Darroch identified a pain point in local supermarkets – inadequate checkouts. He thought he could deliver better, so he did. Having deep insights into user challenges, he designed and built a smarter, robust checkout. It wasn't long before the word got out, and demand took off.

When McDonald's global head office was planning its trial of McCafé in New Zealand in 1999, they asked FPG if we could design and build the café food service area and engineer a temperature-controlled food display cabinet to their exacting requirements. We said yes, and we delivered. It was a momentous event in the history

of FPG, and of course was very successful for our customer, McDonald's.

Over the years, FPG has expanded its range and depth of high-quality solutions. We have invested in specialist equipment making FPG one of the largest, best-equipped manufacturers of food display solutions in the southern hemisphere today.

For our temperature-controlled food display cabinets, FPG researched technology and engineered solutions to enable us to reduce energy consumption while holding compliant core product temperatures and extending the shelf life of fresh food.

We have participated in some amazing projects. For example, hospitality venues at the America's Cup village in downtown Auckland; the unique bottle display for Coca Cola New Zealand; the turnkey project for Alfaexpress stores in Indonesia; and the supply of temperature-controlled food display cabinets to 7-Eleven Australia.

An investment in FPG solutions is an investment in your business growth - and we look forward to helping more food retail and food service businesses achieve their growth aspirations.





OUR SUSTAINABILITY STORY

Long before 'sustainability' was in our everyday vernacular, FPG was engineering cabinets to deliver core product temperature while optimising energy efficiency. Our cabinets help our customers to use less power and to reduce their food waste by extending shelf life.

We build our cabinets to last. Using high quality components to ensure consistent reliable operation, our customers experience less business interruption.

From long-life LEDs to double-glazed glass with a low-E (low-emissivity) coating for insulation, components are consciously selected to contribute to the cabinet's longevity and operational performance.

We promise to have spare parts available for as long as your cabinet is in service. And, at the end of their life, we estimate that 85% of our cabinets (by volume) can be recycled.

Our country of residence is New Zealand. FPG provides excellent working conditions and only employs adults, meeting New Zealand health and safety regulations, wage and leave entitlements.

We adhere to environmental regulations. You can have peace of mind knowing that FPG cabinets and custom solutions are built by a reputable team in a country rated highly for its integrity.

FPG cabinets support your brand positioning on sustainability.

Contact Us

IF YOU ARE LOOKING FOR
**PREMIUM FOOD & DRINK
DISPLAY SOLUTIONS**
CONTACT FPG



**Trusted.
For Life.**



C-STORE



CAFÉ/BAKERY
OSR



FMCG



HOSPITALITY



SPECIALTY
FOOD SERVICE



SUPERMARKET



Worldwide
contact
details:



fpgworld.com
sales@fpgworld.com

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