

AURUM  
POULTRY  
CO.



# Wholesale Catalogue



Q3 2024

Poultry is our life.  
Poultry is our passion.



We are Australian poultry specialists focusing on producing and processing the finest cockerels, chickens, ducks and game birds for chefs and cooks who appreciate the flavours and textures of traditionally raised birds.

We grew up in a household where poultry dishes were the centrepiece of meals, where high-quality birds were both respected, and expected.

When we founded Aurum Poultry Co., it was this goal of assured quality that we aimed for. Over the years we have refined and perfected our products by establishing close relationships with a collection of small, hand-picked family farmers across the country. We share our traditions, knowledge, culture, and the little secrets we have learned along the way to grow perfect birds with our partner farmers. They understand the importance of adhering to our well-honed best practice rearing methods that involve low-density stocking rates and special feed blends to ensure the best nutrition for birds. The result is consistent fine texture and intense flavour.

In a world of food where everything seems fast, we are not afraid to go slow. While some commercial growers will take just 42 days to raise a chicken, we will allow up to 90 days, sometimes 120 days to slowly grow out a bird. We have re-committed to our corn-fed ducks by moving to a new farm in the mild and fertile countryside at Lethbridge in the Moorabool Valley in Victoria's West.

We work side by side with some of the most respected chefs in the country whose culinary traditions traverse the globe. We listen to what they want, and what they need and have produced birds for a demanding industry at a price that is reasonable for everyone. It is something we are proud of.

**Sam & Danny Wong, Founders**



# Farming for the future

At Aurum Poultry Co., we strive for poultry with a rich, deep flavour and a defined texture. This can only be achieved through excellence in farming and animal husbandry.

An old saying goes: 'you can't make a sad bird taste good'. We understand that to produce a premium eating experience our flocks must be well-fed, well-watered, well-sheltered and cared for throughout their lives.

Forming close relationships with a selection of small, hand-picked family farmers throughout Victoria, the Aurum Poultry Co. founders and farm team have shared their traditions and knowledge with its farming cooperative in order to grow perfect birds and create refined poultry products.

Aurum Poultry Co. farms utilise well-honed farming techniques and the highest level of farming and animal husbandry in the industry. We also have a state-of-the-art processing facility in Melbourne's west employing 100 people. Aurum Poultry Co. understands the great importance of freshness in delivering a superior product.

Looking after every aspect of its production, from the farming and rearing of the birds, to transport, processing and packaging, allows Aurum Poultry Co. to bring the freshest specialty poultry to professional chefs and home cooks across Australia.







# Our farming approach



## Slow Grown

We understand that achieving great flavour takes patience. While the chicken industry-standard lifetime is 42 days from hatching to processing, our Fook Wong Chickens are grown out to between 100–120 days to develop muscle, strengthen the bone, and allow the legs & breast to develop tone, colour, and texture.

## Low-Density Farming

The strict low-density requirements from our partner farmers to grow Fook Wong Chicken sees a maximum stocking rate at just 30kg per square metre, well below the industry code requirement of 40kg per square metre. This means fewer birds with more room to run and to spread their wings while preventing aggressive actions that can be caused by unnecessary overcrowding. That active movement is key to building muscle and muscle means great texture and flavour.

## Sustainably Farmed

Over the years, we have refined and perfected our products by establishing close relationships; sharing our traditions, knowledge, and culture with a collection of small, hand-picked family farmers across the country. Many of these partnered farmers were struggling to survive when their contracts were discontinued by commercial companies seeking larger-scale production to cut costs. Through the initiative, more than 13 collaborating farms benefit from our shared well-honed best-practice farming techniques.



# Premium produce on Australian land



Our Promise  
to You



Uncompromised  
Freshness, from  
Farm to Table



Processing  
for Culinary  
Excellence



Environmentally-  
Conscious  
Packaging



Dedicated  
Deliveries



# Golden standards in every bird

## Discover Aurum Poultry Co.'s Expertise



### Our Promise to You

At Aurum Poultry Co., we're not just in the business of poultry; we're in the art of perfecting it.

Our commitment to excellence is evident in every bird we raise and in the premium service we deliver.

Sustainable farming practices and meticulous attention to detail are at the heart of our operation, ensuring that you receive nothing but the best.



### Uncompromised Freshness, from Farm to Table

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### Processing for Culinary Excellence

Our state-of-the-art processing facilities are equipped to handle your specific requirements with exactness and efficiency. Whether it's boning, portion cutting, size picking, or offal production, our skilled artisans work with unparalleled precision to ensure consistency and quality.

We cater to your needs with certainty, delivering tailor-made solutions that uphold our gold standard.

Leave the complexities to us as we provide the expertise for all your specialized poultry preparation needs.



### Environmentally- Conscious Packaging

We are proud to say that Aurum Poultry Co. is as committed to sustainability as it is to quality.

Our packaging is 100% recyclable, reflecting our respect for the environment and dedication to preserving our planet. Every package that leaves our facility is Australian-made, supporting local industries and minimizing our carbon footprint.

#### RETAIL PACKS

Aurum Poultry Co. wants to connect with consumers who align with our core principles of quality and eco-consciousness.

Our retail packs are designed for convenience and sustainability, and ready to be placed directly on shelves.

Not only do these packs preserve the freshness of our poultry, but they also reflect our commitment to a healthier planet through recyclable materials.

#### LINER PACKS

Understanding the needs of the food service industry, Aurum Poultry Co. introduces liner packing option, specifically designed to reduce excess packaging while maintaining the superior quality of our products. These bulk options not only diminish individual product waste but also align with our commitment to sustainability, offering an efficient and eco-friendlier alternative for restaurants, caterers, and other culinary enterprises that demand the freshest poultry with minimal environmental impact.



### Dedicated Deliveries

Recognizing the significance of prompt deliveries, Aurum Poultry Co. offers dedicated service six days a week to Melbourne Metro, ensuring timely delivery of our premium products to customers. Additionally, regular delivery runs are made to regional areas, maintaining access to quality poultry regardless of location.

Orders placed by day before 3pm are typically eligible for next-day delivery to most areas, affirming our commitment to convenience and customer satisfaction. Our refrigerated vans are meticulously maintained to ensure that all orders are delivered at temperatures below 4°C, preserving the freshness and quality of our poultry from our facility to your doorstep.





# Price list







## Specialty Poultry Fook Wong Chicken

PRODUCT	CODE	PACKAGING
Fook Wong Slow Grown Cockerel Yellow Skin, Head & Feet On	POCOCCLAWHO	10 chickens per box
Fook Wong Slow Grown Pullet Yellow Skin, Head & Feet On	POPULCLAWHO	12 chickens per box Whole 1-1.3kg
<b>NEW</b> Fook Wong Coquelet	POCOQU5	30 chickens per box Whole, Size 5 (500-550g)
Slow Grown Cockerel Maryland	POPULCLAMAR	15kg box Approx. 240-260g ea 4 pcs, approx. 1kg pack
Slow Grown Cockerel Breast Skin On	POPULCLABRE	15kg box Approx. 125g ea, 8 pcs, approx. 1kg pack
Slow-Grown Cockerel Crown Frame with Breast On	POPULCLACAR	20 crowns / box Approx. 580g each
Slow Grown Cockerel Wings	POPULCLAWIN	15kg / box
Slow Grown Cockerel Tails	POPULCLATAI	1kg pack
Slow Grown Cockerel Necks	POPULCLANEC	2kg pack
Cockerel Chicken Offal Mix Hearts, Giblets, Livers	POFOOOFFMIX	450g pack
Cockerel Livers	POFOOLIV1KG	1kg pack / 250g pack
Cockerel Hearts	POFOOHEA1KG	1kg pack / 250g pack
Slow Grown Cockerel Testicles	POFOOOFFTES	250g pack



Specialty Chicken

PRODUCT	CODE	PACKAGING
<b>NEW</b> Salt Baked Pullet Chicken Ready to Cook Range	POFOOOFFTES	10 chickens / box
Silkie Chicken (400g)	POSILCHI6	30 chickens / box
Silkie Chicken (500g)	POSILCHI6	25 chickens / box
Silkie Chicken (600g)	POSILCHI6	20 chickens / box
Steamer Chicken	POSTECHIWHO	10 chickens / box
Mid Chicken Head & Feet Off	POSTECHIMID	10 chickens / box
Chicken Feet with Nail	POPHOCLA10K	20kg / box
Chicken Feet Chopped, No Nail	POPHOCHOKG	10kg / box
Chicken Feet Chopped, No Nail, XL	POPHOCHOXL	10kg / box





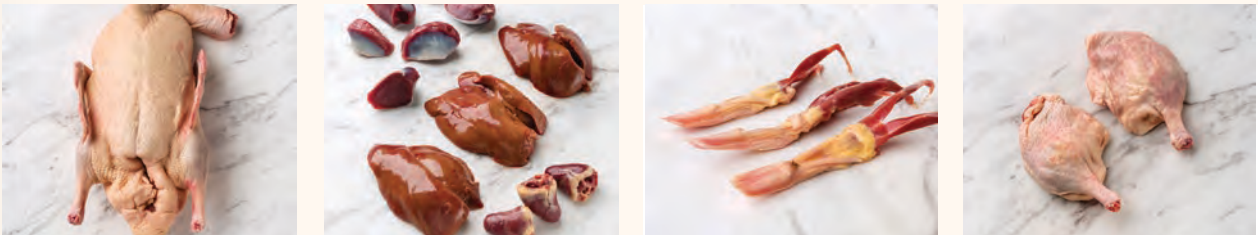
Specialty Duck

PRODUCT	CODE	PACKAGING
Mature Pekin Duck	PODUCMATAUR	8 ducks / box Over 2kg
Khaki Campbell Duck	PODUCKHACAM	10 ducks / box 1.4-1.5kg
Mature Khaki Campbell Duck	PODUCKHAMAT	10 ducks / box 1.1-1.3kg



Moorabool Valley Corn Fed Duck

PRODUCT	CODE	PACKAGING
Moorabool Valley Corn Fed Duck Whole, Head & Feet On	PODUCAURCOR	8 ducks / box Whole (1.7-2.1 kg)
Moorabool Valley Corn Fed Duck Buffet	PODUCCRO	8 ducks / box With neck (1.4-1.6kg) Without neck (1.1kg)
Corn Fed Duck Breast Fillet Skin On	PODUCBRE1KG	1kg or 2kg pack
Corn Fed Duck Maryland	PODUCMAR1KG	2kg pack
Corn Fed Duck Wings	PODUCWIN1KG	1kg or 2kg pack
Corn Fed Duck Heads	PODUCHEA1KG	2kg pack
Corn Fed Duck Feet	PODUCFET1KG	2kg pack
Corn Fed Duck Neck Skin Off	PODUCNECARU	2kg pack
Corn Fed Duck Guts	PODUCGUTARU	500g pack
Corn Fed Duck Tongue	PODUCTON	500g pack
Corn Fed Duck Offal Mix Hearts, Giblets, Livers	PODUCOFFMIX	450g pack
Corn Fed Duck Livers	PODUCOFFLIV	2kg pack





Game Birds

PRODUCT	CODE	PACKAGING
Quail — L, Fresh	POQUALAR	72 quails / box
Quail — L, Fresh	POQUATRA	6 quails / tray
Frozen, Tray Packed		12 trays / box







# Farm Fresh Eggs



PRODUCT	CODE	PACKAGING
Free Range Chicken Eggs	EGFRE700DOZ	15 dozens / box 700g per dozen
Fresh Cage Chicken Eggs	EGCAG700DOZ	15 dozens / box 700g per dozen
Fresh Cage Chicken Eggs	EGCAG700TRA	6 trays / box 700g/30 eggs per tray
Fresh Cage Chicken Eggs	EGCAG500TRA	6 trays / box 500g/30 eggs per tray
Fresh Corn Fed Duck Eggs	EGDUCFRETRA	20 eggs / tray 6 trays / box
Salted Duck Eggs	EGDUCSALTRA	20 eggs / tray 6 trays / box
Century Duck Eggs	EGDUCCENTRA	20 eggs / tray 6 trays / box
Balut Duck Eggs	EGDUCBALTRA	20 eggs / tray 6 trays / box
Salted Duck Egg Yolk (Frozen)	EGDUCSALYCT	10 pieces / cont or 1kg pack
Quail Eggs	EGQUAFRE	15 eggs / pack
Quail Balut Eggs	EGQUABAL	12 eggs / pack





# Contact us

## HEAD OFFICE VIC | QLD | TAS

T 03 9363 6320  
M 0488 863 386  
E [sales@aurumpoultryco.au](mailto:sales@aurumpoultryco.au)  
13 Carrington Drive  
Albion VIC 3020

## VIC | RETAIL

T 03 9363 6320  
18 Carrington Drive  
Albion VIC 3020

## NSW | OFFICE

T 02 8776 9001  
5/274-276 Hoxton Park Rd  
Prestons NSW 2170

## NSW | RETAIL

T 02 9755 2188  
32 Bolivia Street Cabramatta  
NSW 2166


## SA | DISTRIBUTOR (WHOLESALE DUCKS)

M 0400 214 200

## WA | DISTRIBUTOR (QUALITY TOP ONE)

M 0416 921 117





We work side by side with some  
of the most respected chefs  
in the country whose culinary  
traditions traverse the globe.

[AURUMPOULTRYCO.AU](http://AURUMPOULTRYCO.AU)

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THE PRODUCT LIST IS UPDATED MONTHLY, AND IT IS SUBJECT TO CHANGE WITHOUT NOTICE.

