

AURUM  
POULTRY  
CO.



# Wholesale Catalogue

WHOLESALE



Q1 2025

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.

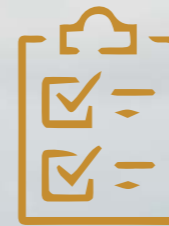
# Premium produce on Australian land



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

Aurum Poultry Co. understands the great importance of freshness to delivering a superior product.

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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 金牌福皇黃油雞

PRODUCT	CODE	PACKAGING
Fook Wong Slow Grown Cockerel 福皇黃油少爺雞	POCOCCLAWHO	10 chickens / ctn Whole 1.3-1.6kg
Fook Wong Slow Grown Pullet 福皇黃油雞項 (小母雞)	POPULCLAWHO	12 chickens / ctn Whole 1-1.3kg
Salt Baked Pullet (Ready to Cook) <b>NEW</b> 福皇鹽焗黃油雞項 (小母雞)	POFOOOFFTES	10 chickens / ctn
Slow Grown Cockerel Breasts (Skin On) 黃油少爺雞胸肉 (~125g each, 8 pcs pack, ~1kg pack; 4pcs pack, ~500g pack)	POPULCLABRE	10kg / ctn*
Slow-Grown Cockerel Crown (Frame with Breast On) 黃油少爺雞殼連胸肉 (~520g each)	POPULCLACAR	10 crowns / ctn
Slow Grown Cockerel Marylands 黃油少爺雞全脾 (~230-260g each, 4 pcs pack, ~1kg pack; 2pcs pack, ~500g pack)	POPULCLAMAR	10kg / ctn*
Slow Grown Cockerel Wings 黃油少爺雞全翼 (~1kg pack)	POPULCLAWIN	10kg / ctn*
Slow Grown Cockerel Spareribs 黃油少爺雞排骨 (~1kg pack)	POPULCLASPA	10kg / ctn*
Slow Grown Cockerel Necks (Skin Off) 黃油少爺雞頸 (~1kg pack)	POPULCLANEC	10kg / ctn*
Slow Grown Cockerel Cockscomb 黃油少爺雞冠 (~1kg pack)	POPULCLATAI	10kg / ctn*

## Specialty Poultry

### Fook Wong Chicken Special Parts & Offal

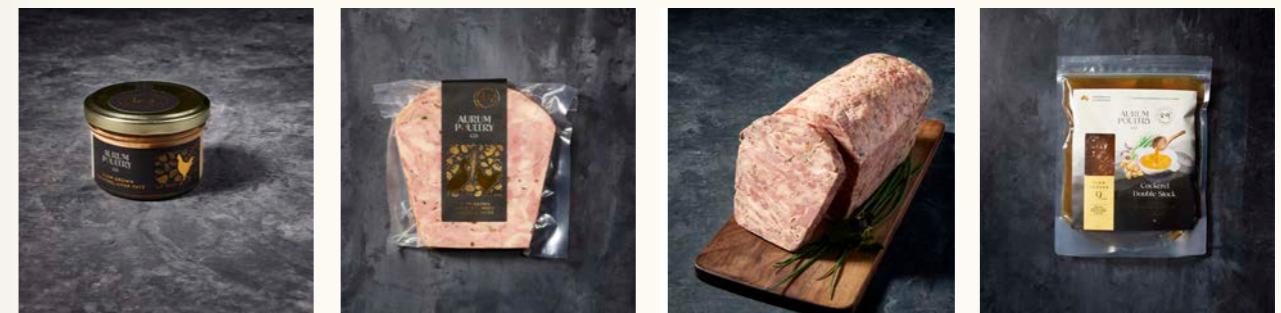
#### 金牌福皇雞特別鮮品及內臟

PRODUCT	CODE	PACKAGING
Slow Grown Cockerel Tails 黃油少爺雞七里香 (~500g pack)	POPULCLATAI	10kg / ctn*
Slow Grown Cockerel Feet 黃油少爺雞腳 (~1kg pack)	POPHOCLAFET	10kg / ctn*
Slow Grown Cockerel Testicles 黃油少爺雞子 (~250g pack)	POPHOCLATES	60 packs / ctn
Cockerel Livers 黃油少爺雞肝 (~250g pack)	POFOOLIV	48 packs / ctn
Cockerel Hearts 黃油少爺雞心 (~250g pack)	POFOOHEA	48 packs / ctn
Cockerel Giblets 黃油少爺雞胗 (~250g pack)	POFOOGIB	48 packs / ctn



Aurum Poultry Co. x City Larder  
 Gourmet Fine Food  
 金牌x City Larder 聯乘優質美食產品

PRODUCT	CODE	PACKAGING
Cockerel, Duck & Chive Terrine 福皇黃油少爺雞鴨肉香蔥肉凍批	CLTE150G	150g slice 6 units / ctn
Cockerel, Duck & Chive Terrine 福皇黃油少爺雞鴨肉香蔥肉凍批	CLTELOG	log (~1.4-1.7kg)
Cockerel Liver Pâté 福皇黃油少爺雞肝醬	CLLP100G	100g jar 12 units / ctn
Cockerel Liver Pâté 福皇黃油少爺雞肝醬	CLLPLOG	log (~1.4-1.7kg)
Cockerel Double Stock 福皇黃油少爺雞高湯	CLDS500ML	500 mL 5 units / ctn
Cockerel Double Stock 福皇黃油少爺雞高湯	CLDS1L CLDS5L	1L / 5L



Specialty Poultry  
Specialty Chicken  
金牌特色雞

PRODUCT	CODE	PACKAGING
Silkie Chicken (S4 – 400-499g) 金牌澳洲烏雞 (4號)	POSILCHI4	30 chickens / ctn
Silkie Chicken (S5 – 500-599g) 金牌澳洲烏雞 (5號)	POSILCHI5	25 chickens / ctn
Silkie Chicken (S6 – 600-699g) 金牌澳洲烏雞 (6號)	POSILCHI6	20 chickens / ctn
Silkie Chicken (S7 – 700-799g) 金牌澳洲烏雞 (7號)	POSILCHI7	20 chickens / ctn
Spatchcock (S6 – 600-699g) 金牌澳洲童子雞 (6號)	POSPACHI6	20 chickens / ctn
Steamer Chicken (Head & Feet Off) 金牌老母雞 (1-1.3kg)	POSTECHIWHO	10 chickens / ctn
Mid-Chicken (Head & Feet On) 金牌半老嫩母雞 (1-1.3kg)	POSTECHIMID	8 chickens / ctn
Organic Grown Steamer Chicken 金牌有機養飼老母雞 (1-1.3kg)	POSTECHIORG	15 chickens / ctn



Specialty Poultry  
Specialty Duck  
金牌特色鴨

PRODUCT	CODE	PACKAGING
Mature Pekin Duck 金牌老鴨 (Head & Feet On, 2.1-2.3kg)	PODUCMATAUR	6 ducks / ctn
Khaki Campbell Duck 金牌水鴨 (1.2-1.4kg) Minimum order: 3 ctns	PODUCKHACAM	10 ducks / ctn 1.4-1.5kg
Mature Khaki Campbell Duck 金牌老水鴨 (1.2-1.4kg)	PODUCKHAMAT	10 ducks / ctn 1.1-1.3kg

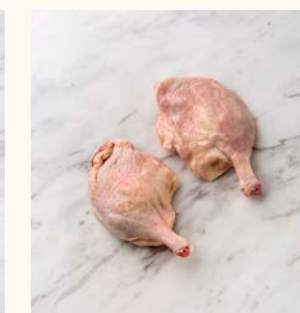
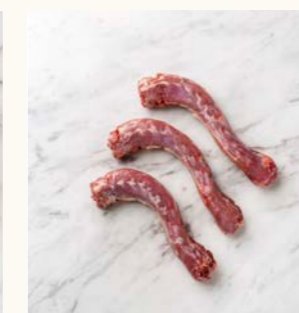
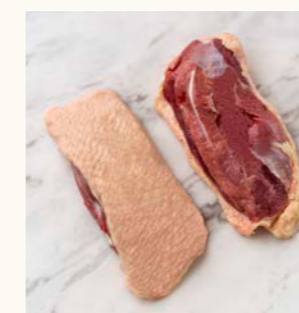


# Specialty Poultry

## Corn Fed Duck

### 金牌玉米飼養鴨

PRODUCT	CODE	PACKAGING
Corn Fed Duck Whole, Head & Feet On / Off 金牌玉米飼養鴨 (傳統原隻)	POUCAURCOR	8 ducks / ctn Whole (2-2.5 kg)
Corn Fed Duck Crown 金牌玉米飼養鴨 (全鴨去腿)	PODUCCRO	8 ducks / ctn With neck (1.4-1.6kg) Without neck (1.1kg)
Corn Fed Duck Breast Fillet (Skin On) 金牌玉米飼養鴨胸 (帶皮)	PODUCBRE1KG	~1 kg or 2 kg pack 10kg / ctn Size Tiers: - 170-200g - 200-230g - 230-250g - 250-280g - 280-295g - 295-320g
Corn Fed Duck Maryland 金牌玉米飼養鴨全脾	PODUCMAR1KG	~1 kg or 2 kg pack 10kg / ctn* ~240-260g each
Corn Fed Duck Wings 金牌玉米飼養鴨全翼	PODUCWIN	~1kg or 2kg pack 10kg / ctn*
Corn Fed Duck Heads 金牌玉米飼養鴨頭	PODUCHEA2KG	~1kg pack 10kg / ctn*
Corn Fed Duck Feet 金牌玉米飼養鴨腳	PODUCFET1KG	~1kg pack 10kg / ctn*



Specialty Poultry  
Corn Fed Duck Offal  
金牌玉米飼養鴨內臟

PRODUCT	CODE	PACKAGING
Corn Fed Duck Guts 金牌玉米飼養鴨腸 (~500g pack)	PODUCGUTARU	28 packs / ctn
Corn Fed Duck Tongue 金牌玉米飼養鴨舌 (~500g pack)	PODUCTON	28 packs / ctn
Corn Fed Duck Livers 金牌玉米飼養鴨肝 (~250g pack)	POFOOLIV	48 packs / ctn
Corn Fed Duck Hearts 金牌玉米飼養鴨心 (~250g pack)	POFOOHEA	48 packs / ctn
Corn Fed Duck Giblets 金牌玉米飼養鴨胗 (~250g pack)	POFOOGIB	48 packs / ctn



Game Birds  
季節野鳥

PRODUCT	CODE	PACKAGING
Quail - L, 180-190g, Frozen, Tray Packed 金牌鸕鶿 (大, 約180-190克, 六件裝)	POQUATRA	6 quails / tray 12 trays / ctn

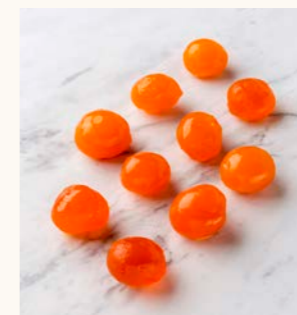






## Farm Fresh Eggs

### 本地農場蛋



PRODUCT	CODE	PACKAGING
Free Range Chicken Eggs (700g) 無籠走地放養新鮮雞蛋 (700克/打, 12枚蛋盒裝)	EGFRE700DOZ	15 dozens / ctn 700g per dozen
Free Range Chicken Eggs(700g) 無籠走地放養新鮮雞蛋 (700克/打, 30枚蛋裝)	EGFRE700TRA	6 trays / ctn 700g/30 eggs per tray
Cage Free Chicken Egg Yolks 新鮮農場雞蛋黃	EGCFEEGY	20 containers / ctn
Fresh Duck Eggs (Standard, 400g/half dozen) 新鮮農場鴨蛋 (400克/半打)	EGDUCFRETRA	20 eggs / tray 6 trays / ctn
Fresh Salted Duck Eggs 新鮮澳洲鹹鴨蛋	EGDUCSALTRA	20 eggs / tray 6 trays / ctn Half Dozen: 16 packs / ctn
Century Duck Eggs 澳洲無鉛皮蛋	EGDUCCENTRA	20 eggs / tray 6 trays / ctn
Balut Duck Eggs 澳洲鴨仔蛋(毛蛋)	EGDUCBALTRA	20 eggs / tray 6 trays / ctn
Salted Duck Egg Yolks (Frozen) 澳洲鹹鴨蛋黃(冷凍)	EGDUCSALYCT	10 pcs pack or 1kg pack 20 kg / ctn
Quail Eggs 澳洲鸚鵡蛋	EGQUAFRE	16 eggs / container 44 containers / ctn
Quail Balut Eggs 澳洲鸚鵡仔蛋(鳥仔蛋)	EGQUABAL	12 eggs / cont. Seasonal Availability



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*We work side by side with some  
of the most respected chefs  
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