

AURUM  
POULTRY  
CO.



# Wholesale Catalogue

PRODUCT CATALOGUE



Q2 2026

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.

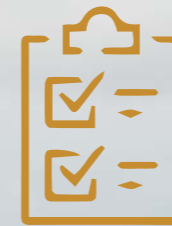
# Premium produce on Australian land



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.

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.



### 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





# 福皇鷄

FOOK WONG CHICKEN

## Elevated Poultry Fook Wong Chicken 金牌福皇黃油雞

- ✔ Slow Grown for 100+ Days on Australian farms
- ✔ 100 % Natural
- ✔ Incredible 'Gai' Flavour

| PRODUCT                          | CODE | PACKAGING         |
|----------------------------------|------|-------------------|
| Fook Wong Cockerel<br>福皇黃油少爺雞    |      |                   |
| 1.30-1.50 kg                     | PC13 | 10 chickens / ctn |
| 1.50-1.70 kg                     | PC15 | 10 chickens / ctn |
| 1.70 kg+                         | PC17 | 10 chickens / ctn |
| Fook Wong Pullet<br>福皇黃油雞項 (小母雞) |      |                   |
| 1-1.20 kg                        | PP10 | 12 chickens / ctn |
| 1.20-1.35 kg                     | PP12 | 12 chickens / ctn |
| 1.35 kg+                         | PP13 | 12 chickens / ctn |





## Elevated Poultry Fook Wong Chicken 金牌福皇黃油雞

| PRODUCT   | CODE        | PACKAGING         |
|---|-------------|-------------------|
| Salt Baked Pullet (Ready to Cook)<br>福皇鹽焗黃油雞項 (小母雞)                                     | POFOOOFFTES | 10 chickens / ctn |
| Butterflied Fook Wong Slow Grown Cockerel<br>蝴蝶式剪雞福皇黃油少爺雞                               | POCOCCLABUT | 10 chickens / ctn |
| Slow Grown Cockerel Breasts (Skin On)<br>黃油少爺雞胸肉<br>(~125g each, 8 pcs pack, ~1kg pack) | POPULCLABRE | 10kg / ctn*       |
| Slow-Grown Cockerel Crown (Frame with Breast On)<br>黃油少爺雞殼連胸肉<br>(~520g each)           | POPULCLACAR | 10 crowns / ctn   |
| Slow Grown Cockerel Marylands<br>黃油少爺雞全脾<br>(~230-260g each, 4 pcs pack, ~1kg pack)     | POPULCLAMAR | 10kg / ctn*       |
| Slow Grown Cockerel Wings<br>黃油少爺雞全翼<br>(~1kg pack)                                     | POPULCLAWIN | 10kg / ctn*       |
| Slow Grown Cockerel Necks (Skin Off)<br>黃油少爺雞頸<br>(~1kg pack)                           | POPULCLANEC | 10kg / ctn*       |
| Slow Grown Cockerel Cockscomb<br>黃油少爺雞冠<br>(~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<br>黃油少爺雞七里香<br>(~500g pack)   | POPULCLATAI | 10kg / ctn*    |
| Slow Grown Cockerel Feet<br>黃油少爺雞腳<br>(~1kg pack)       | POPHOCLAFET | 10kg / ctn*    |
| Slow Grown Cockerel Testicles<br>黃油少爺雞子<br>(~250g pack) | POPHOCLATES | 60 packs / ctn |
| Cockerel Livers<br>黃油少爺雞肝<br>(~250g pack)               | POFOOLIV    | 48 packs / ctn |
| Cockerel Hearts<br>黃油少爺雞心<br>(~250g pack)               | POFOOHEA    | 48 packs / ctn |
| Cockerel Giblets<br>黃油少爺雞胗<br>(~250g pack)              | POFOOGIB    | 48 packs / ctn |





Specialty Poultry  
Cockerel Double Stock  
福皇黃油少爺雞高湯

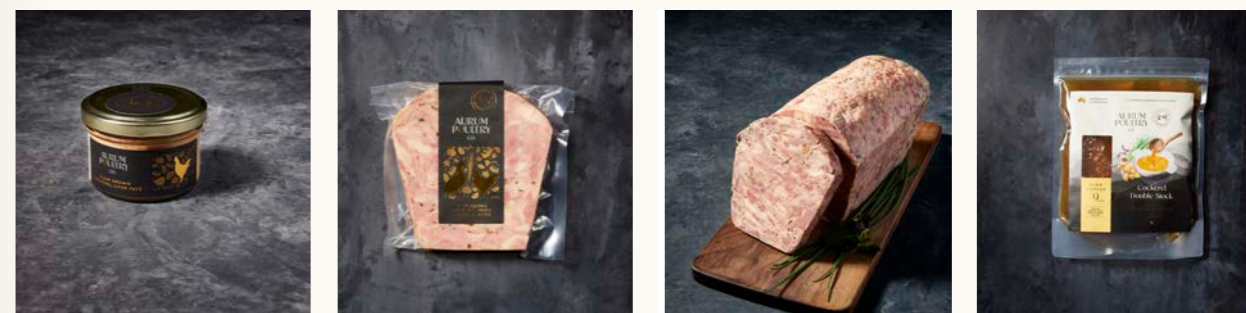
| PRODUCT                            | CODE             | PACKAGING               |
|------------------------------------|------------------|-------------------------|
| Cockerel Double Stock<br>福皇黃油少爺雞高湯 | CLDS500ML        | 500 mL<br>5 units / ctn |
| Cockerel Double Stock<br>福皇黃油少爺雞高湯 | CLDS1L<br>CLDS5L | 1L / 5L                 |





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<br>福皇黃油少爺雞鴨肉香蔥肉凍批 | CLTE150G | 150g slice<br>6 units / ctn |
| Cockerel, Duck & Chive Terrine<br>福皇黃油少爺雞鴨肉香蔥肉凍批 | CLTELOG  | log (~1.4-1.7kg)            |
| Cockerel Liver Pâté<br>福皇黃油少爺雞肝醬                 | CLLP100G | 100g jar<br>12 units / ctn  |
| Cockerel Liver Pâté<br>福皇黃油少爺雞肝醬                 | CLLPLOG  | log (~1.4-1.7kg)            |





Specialty Poultry  
Specialty Chicken  
金牌特色雞

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





## Specialty Poultry

### Corn Fed Duck

#### 金牌玉米飼養鴨

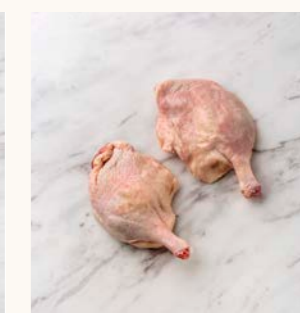
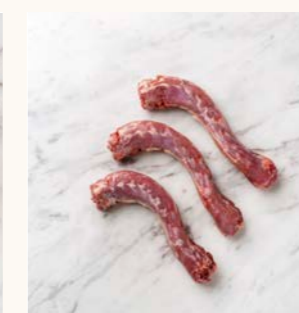
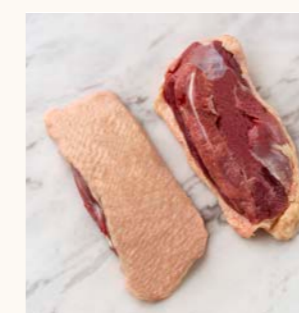
| PRODUCT   | CODE         | PACKAGING     |
|---|--------------|---------------|
| Corn Fed Duck<br>Whole, Head On & Feet Off<br>金牌玉米飼養鴨 (傳統原隻-有頭去腳) | POUCAURCOR   | 8 ducks / ctn |
| (Size 19 - 1.90-1.99 kg)<br>(19號)                                 | POUCAURCOR19 | 8 ducks / ctn |
| (Size 20 - 2.00-2.09 kg)<br>(20號)                                 | POUCAURCOR20 | 8 ducks / ctn |
| (Size 21 - 2.10-2.19 kg)<br>(21號)                                 | POUCAURCOR21 | 8 ducks / ctn |
| (Size 22 - 2.20-2.29 kg)<br>(22號)                                 | POUCAURCOR22 | 8 ducks / ctn |
| (Size 23 - 2.30-2.39 kg)<br>(23號)                                 | POUCAURCOR23 | 8 ducks / ctn |
| (Size 24 - 2.40-2.49 kg)<br>(24號)                                 | POUCAURCOR24 | 8 ducks / ctn |
| (Size 25 - 2.50-2.59 kg)<br>(25號)                                 | POUCAURCOR25 | 8 ducks / ctn |
| (Size 26 - 2.60-2.69 kg)<br>(26號)                                 | POUCAURCOR26 | 8 ducks / ctn |

## Specialty Poultry

### Corn Fed Duck

#### 金牌玉米飼養鴨

| PRODUCT   | CODE        | PACKAGING  |
|---|-------------|--|
| Corn Fed Duck Buffet<br>金牌玉米飼養鴨 (全鴨去腿)  | POUCCRO     | 8 ducks / ctn<br>With neck (1.4-1.6kg)<br>Without neck (1.1kg) |
| Corn Fed Duck Breast Fillet (Skin On)<br>金牌玉米飼養鴨胸 (帶皮)                            | PODUCBRE1KG | ~1 kg pack<br>~16kg / ctn                                      |
| Size Tiers:<br>- 170-200g<br>- 200-230g<br>- 230-260g<br>- 260-290g<br>- 290-320g |             |  |
| Corn Fed Duck Maryland<br>金牌玉米飼養鴨全脾   | PODUCMAR1KG | ~1 kg pack<br>~16kg / ctn<br>~240-260g each                    |
| Corn Fed Duck Wings<br>金牌玉米飼養鴨全翼  | PODUCWIN    | ~1kg pack<br>~16kg / ctn                                       |
| Corn Fed Duck Heads<br>金牌玉米飼養鴨頭   | PODUCHEA2KG | ~1kg pack<br>~16kg / ctn                                       |
| Corn Fed Duck Carcass<br>金牌玉米飼養鴨胸骨  | POUCCAR     | ~1kg pack<br>~16kg / ctn                                       |
| Corn Fed Duck Neck (Skin Off)<br>金牌玉米飼養鴨脖子皮                                       | PODUCNECARU | ~1kg pack<br>~16kg / ctn                                       |



## Specialty Poultry

### Corn Fed Duck Offal

#### 金牌玉米飼養鴨內臟

| PRODUCT   | CODE     | PACKAGING   |
|---|----------|---|
| Corn Fed Duck Tongue<br>金牌玉米飼養鴨舌<br>(~500g pack)              | PODUCTON | ~16kg / ctn   |
| Corn Fed Duck Livers<br>金牌玉米飼養鴨肝<br>(~250g pack / ~2kg pack)  | POFOOLIV | ~250g pack:<br>~16kg / ctn<br><br>~2kg pack:<br>~16kg / ctn |
| Corn Fed Duck Hearts<br>金牌玉米飼養鴨心<br>(~250g pack / ~2kg pack)  | POFOOHEA | ~250g pack:<br>~16kg / ctn<br><br>~2kg pack:<br>~16kg / ctn |
| Corn Fed Duck Giblets<br>金牌玉米飼養鴨胗<br>(~250g pack / ~2kg pack) | POFOOGIB | ~250g pack:<br>~16kg / ctn<br><br>~2kg pack:<br>~16kg / ctn |



## Game Birds

### 季節野鳥

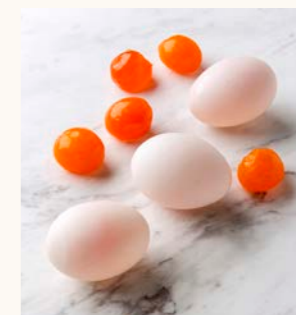
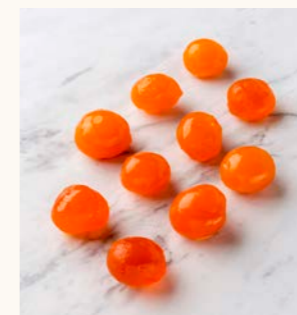
| PRODUCT  | CODE     | PACKAGING                         |
|--|----------|-----------------------------------|
| Quail - L, 180-190g, Frozen,<br>Tray Packed<br>金牌鸕鶿 (大, 約180-190克,<br>六件裝) | POQUATRA | 6 quails / tray<br>12 trays / ctn |







## Farm Fresh Eggs 本地農場蛋



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

# Contact us



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

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