



Innovations TO EXPLODE YOUR SALES



THE ONLY SOURCE OF KNOWLEDGE IS EXPERIENCE.

...and we've got over two decades of it.

Where we came from....

It all started over 20 years ago, when we sniffed out an opportunity to evolve the way the Australian Foodservice industry dished up their customer service, by introducing Europe's most popular complimentary coffee biscuit to the country.

Before this time, complimentary treats and biscuits were relegated to the upmarket echelons of the Australian Restaurant & Café scene. Until our biscuits helped pave the way for an evolution in consumer expectations to be surprised and delighted with tasty compliments and to receive a new level of customer service excellence in Australia.

Where we are today....

Fast forward to today, and with a burgeoning collection of unique food & drink concepts under our belt, and a growing presence in the On-premise market, we're pretty chuffed with some of our achievements. Just as you can see our products at your local café or petrol station, likewise you can see them in some of Australia's largest sporting stadiums, Pubs & clubs and international Hotel chains.

We might be pretty happy with our successes, but that doesn't mean we're not always preparing for tomorrow. We've spent a heap of time listening to our customers and talking to our consumers so that today; we, can proudly say we've fine-tuned our trend-whisperer capabilities, in order to continue to create innovative market solutions and concepts designed to disrupt the industry and drive incremental category growth. alcoholic beverages, with recipes crafted by our expert mixologists to enhance your drinking experience.



OUR MISSION

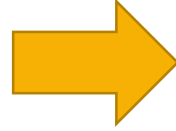
TO SURPRISE AND DELIGHT OUR CUSTOMERS BY **SOLVING THEIR PROBLEMS** WITH **SIMPLE, AFFORDABLE & HIGH QUALITY CONCEPTS**; THAT ARE **NEW AND INNOVATIVE**, AND COMBINED WITH **TAILORED SERVICES SPECIFIC TO THEIR NEEDS.**

WHAT WE DO

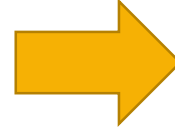
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INNOVATE TO SURPRISE

*NEW PRODUCT
DEVELOPMENT*

Our product development team lives and breathes global trends. We spend time talking and listening to our customers to understand their product development needs so that we can deliver innovative concepts that not just surprise our customers but create solutions for them.

SOURCE FROM THE BEST

*MANUFACTURE &
IMPORT*

We maintain relationships with the most advanced factories and manufacturers across Europe, America and Asia, in order to bring you the best concept production the world has to offer. We then manage the import, licensing and shipment of the concept to our warehouse ports across the country.

MARKETING EXPERTS

*DESIGN &
MARKETING*

Our in-house marketing & design team will create and refine branding, packaging and point-of-sale to drive disruption at the first-moment-of-truth. We then plan & execute marketing strategies and tactics for the Australian market to ensure our the new concept retains maximum market reach and awareness.

PARTNER & GROW

*SALES &
DISTRIBUTION*

This is followed by a robust execution plan delivered by our in-house sales team in conjunction with our valued & experienced distributor partners across the country, bringing the final concept to you.

Some of our Partners

HOTELS | RESTAURANTS | COFFEE SHOPS | BARS | EVENTS | CATERERS | OFFICES
CONVENIENCE STORES | AMUSEMENT PARKS | MOVIE THEATERS | AND MORE



Sneak peak of our products

Find out more by contacting us today

DONNA ITALIA

HOPPE BISCUITS

MONSIEUR WAFFLE

NUTS4BREWS



20+

YEARS EXPERIENCE

Across drinks, food-concepts, FMCG & non-food Products.

100%

COMMITTMENT

To providing you with tailored concepts & marketing supports specific to your need



3 KEYS

FOOD GROUP

WWW.3KEYSGLOBAL.COM



INFO@3KEYSGLOBAL.COM



59 LUKE ST
HEMMANT, QLD 4171



+61 7 3348 4007