



Ayers Rock Trading Pty Ltd is a family run, Australian owned company located in Sydney, Australia. We are an import and wholesale company specializing in Sub continental groceries in the dry and frozen sectors, prayers, cooking utensils and cosmetics. After over 25 years in business, we have built our reputation by providing excellent service and high-quality products for premium brands such as Ayers, Lotus, SFF, Golden Peacock etc. To further these premium quality products, we have opened a manufacturing plant located in Malaysia to ensure the highest of standards are met. We provide innovative marketing techniques and unique distribution to many of the country's finest grocery retailers, supermarkets and restaurants. Through providing personalized service tailor-made products to our customer's requests, we will endure to meet and go above and beyond all expectations. With a large in-stock inventory of high-quality foods and on-time delivery, we will consistently deliver the best supply chain solutions to fulfill the Australian market's need for high-quality Indian food products. Our state-wide food distribution sales force stretches across Australia with sales representatives able to service clients in cities such as Sydney & Melbourne. With direct sales and face-to-face interaction, we are able to service independent and chain stores in order to place products within all retail subdivisions.

“You don't have to eat less, you must eat RIGHT, choose the Right TVP meat from Ayers.

At Ayers we believe in Healthy Food for Healthy Life. Our Founder is driven with his life philosophies and has always ensured to give something unique to society such as Soy protein food. While working on Soy based protein food, he realized people consuming meat regularly and imagined why can't they switch to Soy based meat with same quality and taste. This ignites him to rethink the overall product range and started working on to prepare the same. Within a very short period of time due to its texture and taste, the products became popular.

“Mimicking chicken's texture: 'Shaping the (soy) proteins into 'Muscles'”

These Soy based meat definitely allow people to eat more, while feeling great for health, prepare the same way as traditional non-veg dish, sustainability and contribute towards animal welfare society. Apart from the ethical and environmental benefits of cutting meat from your diet, a well-planned vegetarian diet may also reduce your risk of chronic disease, support weight loss and improve the quality of your diet. **“We Nourish Lives by making SMART Food choices that cultivate a curious Mind and a Healthy Body”**

Our commitment to producing and cultivating solid customer and supplier relationships has credited to our company's reputation as one of the best Indian food importers in all of Australia. Our organization's history is emphasized by growth, thanks to our driving promise in bringing the finest tastes from across the globe to every home in Australia. Our success is built on our remarkable capability to anticipate and answer to market and consumer taste trends... year after year, brand after brand. In addition to our amazingly diverse range of Indian import food products, we also provide our own line of private label food products such as Ayers, Lotus, SFF, Golden Peacock & more! We distribute an ever-growing variety of products.

Founded in the early 1990s, our organization's history is emphasized by growth, credit goes to our driving promise in bringing the finest tastes from all over the world to every home in Australia. Our Product range includes rice, lentils, cosmetics, spices, oils, condiments, frozen food, tea, juices, carbonated drinks, confectionary, and much more. We are relentlessly determined to detect new market trends and products in the Indian food market, in order to be the first to present them to the Aussie market. We achieve this through working closely with both reputable manufacturers as well as those new to the market bringing breakthrough, cutting- edge products. We believe in treating our customers like family, which is why we implement the same fundamental values in our business model today that we had when we first opened our doors. While other companies enforce rigid standards that their customers must abide by, we know that being flexible and providing a personal touch with every interaction goes a lot further in ensuring our customer's happiness. It is this commitment to meet our customer's needs by offering a diverse inventory of high-quality, Indian food products that is the foundation of our business. Customer satisfaction is very important to us, our person-to-person approach and dedication to our clients has allowed us to gain the trust and loyalty of customers and suppliers across the world. We make a meaningful involvement to wellness by bringing the world together through the food experience.