



Success stories

Ezy Chef

Technology based food solutions for wide customer base including aged care



Power of Technology

Ezy Chef was founded in 2008 by Gavin Clifford, Marky Makalanda and Nick Thyssen, from a desire to manufacture texture modified products using Australian produce to make a positive difference in people's lives through food.

Early work was undertaken at CSIRO to texture-modify hard produce into a puree led to the design, build and scale-up of the factory using Australian equipment manufacturers.

Fulfilling its purpose

Twelve years on and Ezy Chef plays a major role in the Australian texture-modified food scene. Gone are the days of WASHING, PEELING, CUTTING, MASHING & COOKING. Ezy Chef's ALL NATURAL 100% vegetable & fruit puree and mash products replace all these cumbersome actions and provide a product that can be used as a straight accompaniment or in soups, baby food, dips, bakery products, pizzas, and ready to eat meals.

A new brand Ezy FOODS range has been dedicated to the legacy of Gavin's daughter Stephie who lost her battle with Ataxia-Telangiectasia just short of her 25th birthday. This range of Texture Modified solutions are NDIS approved and IDDSI compliant, giving dignity to the people suffering with dysphagia, progressed Alzheimer's, post-operative care, and the ageing population.

With 140 years combined experience at Ezy Chef, they were hesitant when Vineet Ahuja, a Growth Facilitator with the Australian Government's Entrepreneurs' Programme, first approached them due to lack of belief in Government support. However, when he provided an initial Business Evaluation (now called Growth Roadmap) and benchmarking report to demonstrate where assistance was required, they realised the value as it helped formalise Ezy Chef's strategic plans. With the backdrop of the strategic plans, Ezy Chef invested in manufacturing equipment and expanded into a purpose-built new factory in Broadmeadows.

With support and guidance, Ezy Chef were encouraged to think outside the box with their growth strategy.

Following relocation, Ezy Chef undertook a whole business 5-year strategic review with the assistance of the program's Growth Services, bDESIGN- uPAT framework, Branding Impressions and Customer User Engagement workshops, developing the business framework to further refine and improve the strategic plans.

'The Entrepreneurs' Programme helped us improve our operational efficiency and profitability. The process helped us to focus on innovation efforts to align with our user group needs.' Gavin Clifford, Co-Founder, Ezy Chef