

# THE KITCHENARY

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## **FROM B&J THE KITCHEN TO THE KITCHENARY: AUSTRALIA'S LARGEST READY MEAL FACILITY REBRANDS**

*Australia's largest ready meal facility unveils a unified new identity, combining heritage brands and trusted expertise to drive future innovation.*

**AUSTRALIA, JUNE 2025** - One of Australasia's most established food manufacturers has today unveiled its new name: *The Kitchenary*.

Formerly part of the Beak & Johnston group, the B&J The Kitchen brings together some of Australia's most recognised convenience food brands (including *Strength Meals Co*, *Simmone Logue*, *Pasta Master* and *Artisano*) under one future-focused identity.

Launched today at the company's flagship production site in Arndell Park, Western Sydney, the move marks a confident step forward for a business built on over 35 years of category leadership. That legacy began with its origins as part of Beak & Johnston, a name synonymous with innovation in Australian fresh food manufacturing.

Beak & Johnston will continue operating and producing high-quality slow-cooked meats out of their Greenacre facility, while B&J The Kitchen (Arndell Park) and B&J New Zealand will transition to The Kitchenary. Over the past decade, the Arndell Park business has evolved into what is now The Kitchenary: a modern food solutions provider producing more than 800,000 chilled and frozen meals each week across Australia and New Zealand.

Now 100% owned by Woolworths, The Kitchenary (previously B&J The Kitchen) operates as part of the retail group's long-term investment in local food manufacturing. The change reflects a continued focus on capability, consistency and culinary innovation.

"The name 'The Kitchenary' reflects our passion for food, creativity and craftsmanship," said Ray Hanly, CEO of The Kitchenary. "It's a fresh identity that better represents who we are today, and where we're heading, while staying true to the quality and values that built our reputation."

While the name may be new, the fundamentals of the business remain unchanged.

The Kitchenary continues to deliver high-quality meal solutions for leading retailers and foodservice partners, supported by a team whose combined expertise spans decades. Many employees have been part of the business for over 25 years, bringing deep operational knowledge and fresh thinking together to drive consistent performance and innovation.

"Our people are what make this business exceptional," continued Ray. "The new name reflects the energy and professionalism they bring to the table every day."

Operating out of the company's Arndell Park facility, the largest ready meal manufacturing site in the Southern Hemisphere, The Kitchenary leverages world-class infrastructure and highly automated



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production systems. Its capabilities include advanced lines for lasagne and pastry, underpinned by a strong culture of quality, efficiency and food safety.

“The scale and complexity of our operations often go unseen, but they’re absolutely central to our ability to deliver consistent, high-quality meals,” comments Ray. “From our lasagne lines to our pastry production, our team brings deep expertise and an unwavering commitment to food quality and safety.”

The Kitchenary’s new identity also represents a clear platform for future growth. Investment is already underway across expanded capabilities, proprietary product development, and deeper customer alignment across Australia and New Zealand.

“This is more than a name change. It’s a launchpad for what’s next,” states Ray. “With the strength of our brands, our people and the backing of Woolworths, we’re well placed to lead the next chapter in Australian food manufacturing.”

The official launch was marked by a company-wide celebration at Arndell Park, where staff gathered to unveil new signage, uniforms and internal branding. Leadership addressed the team with reflections on the business’s journey to date, and its vision for the future.

As The Kitchenary begins its next chapter, the focus is firmly on delivering food solutions that meet modern consumer expectations, combining scale with creativity, consistency with care and everyday convenience with a commitment to culinary excellence.

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## About The Kitchenary

Website: [www.thekitchenary.com.au](http://www.thekitchenary.com.au)

The Kitchenary is one of Australasia’s leading fresh food manufacturers, delivering high-quality, chef-crafted meal solutions across chilled and frozen categories. With over 35 years of industry leadership, The Kitchenary brings together a portfolio of trusted brands including Strength Meals Co, Simone Logue, Pasta Master and Artisano, and supplies both branded and private-label products to major retailers and foodservice partners.

Operating out of state-of-the-art facilities in Sydney and Auckland, The Kitchenary produces more than 800,000 meals per week. The business is powered by a diverse and experienced team, cutting-edge automation, and a deep commitment to quality, consistency and innovation. The Kitchenary continues to set the standard for modern convenience food, combining culinary craftsmanship with operational excellence.