



# THE SPICE OF LIFE

Selling herbs and spices to the world? With help from the Industry Growth Centres Initiative, Sydney company Krio Krush Basic Foods is exporting to 10 countries.

After more than 30 years in the business, Krio Krush had made its name locally as a provider of herbs, spices and flavoursome blends. Its products include everything from basic herbs and spices to complex seasonings, marinades, powdered soups and sauces. The ability to be nimble and innovative has meant the business has worked with individual clients to create bespoke flavours.

Krio Krush knew its products could appeal to a range of markets. As a business in one of Australia's six growth sectors, it accessed the expertise and counsel of the Food and Agribusiness Growth Centre, Food Innovation Australia Ltd (FIAL).

With help from FIAL, Krio Krush is now performing on the world stage. Through participating in a FIAL market insights tour to the Middle East, and forming part of a FIAL-led delegation to Gulfood, the world's largest annual food trade show, in 2017, Krio Krush has been able to expand into Middle Eastern markets. FIAL is also supporting Krio Krush to enter Asian markets.

As a result, the business has grown to employ over 30 staff and is projecting an annual growth of over 10 per cent.

**Krio Krush is just one of the many businesses across six sectors unlocking its success with Australia's Industry Growth Centres Initiative. If your business has unrealised potential, now could be your time.**

**LEARN MORE AT**  
[Industry.gov.au/IndustryGrowthCentres](http://Industry.gov.au/IndustryGrowthCentres)

## GROWTH CENTRE SECTOR



ADVANCED  
MANUFACTURING



CYBER SECURITY



FOOD AND  
AGRIBUSINESS



MEDICAL TECHNOLOGIES  
AND PHARMACEUTICALS



MINING EQUIPMENT,  
TECHNOLOGY AND  
SERVICES



OIL, GAS AND  
ENERGY RESOURCES

## GROWTH CENTRE INVOLVED



FOOD INNOVATION  
AUSTRALIA LIMITED  
FIAL.ORG.AU

## BUSINESS FOCUS



KRIO KRUSH

"FIAL gave us information and opportunities we could never gain on our own. Market Insights tour as part of the Gulfood trade show is a prime example. It's very, very hard to organise things in the Middle East. The same applies to our experience in Shanghai."

— Stephen Li, Business Development Manager, Krio Krush