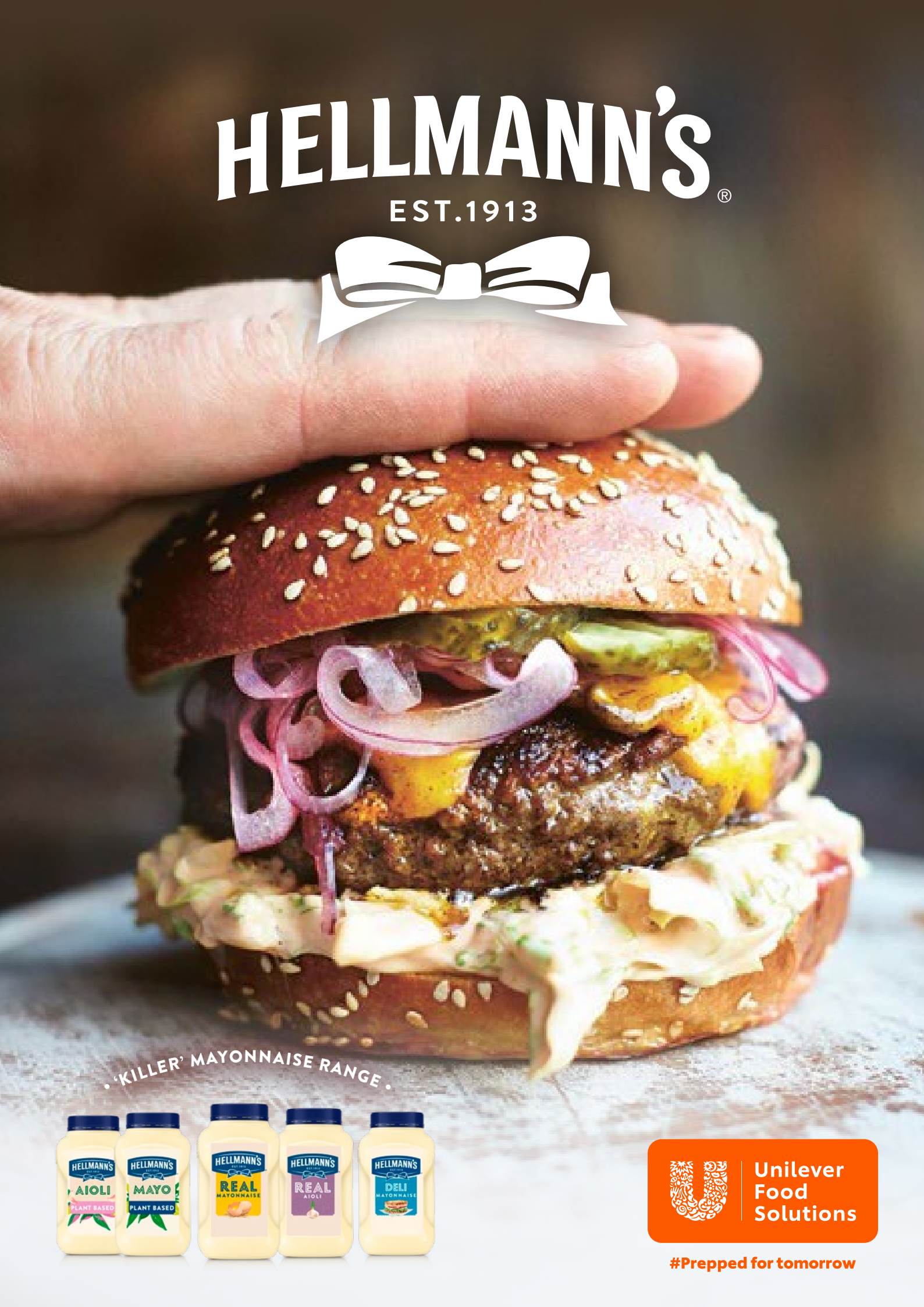
HELLMANN'S®
EST.1913
'KILLER' MAYONNAISE RANGE
HELLMANN'S AIOLI PLANT BASED
HELLMANN'S MAYO PLANT BASED
HELLMANN'S REAL MAYONNAISE
HELLMANN'S REAL AIOLI
HELLMANN'S DELI MAYONNAISE
Unilever Food Solutions
#Prepped for tomorrow

ONE 'KILLER' MAYO RANGE.

THE WORLD'S No 1 MAYONNAISE BRAND*

Every mayonnaise in the Hellmann's range is created from the same commitment to real ingredients and quality taste – it's what makes it No 1.

So, whatever the demands of your diners and kitchen, you never have to compromise with the dependability and versatility of Hellmann's.

*Source: Euromonitor, Cooking Ingredients & Meals, retail value RSP in 2025.

HELLMANN'S
EST.1913

REAL MAYONNAISE

SCRATCH-QUALITY MAYO THAT PERFORMS EVERY TIME

• BORN IN THE DELI •

NEW YORK
1913

MADE TO AN AUTHENTIC EGG YOLK RECIPE

(LIKE HOW A MAYO SHOULD BE)

It's called REAL because it is real – our mayonnaise is still made to the same recipe that made it famous, with real egg yolks, and not the whole egg. It's what creates the incredible texture and taste that you'd expect from a scratch-made mayo.

"HELLMANN'S IS A REAL AUTHENTIC MAYONNAISE WITH A FLAVOUR, YIELD AND CONSISTENCY THAT BEATS EVERYTHING ELSE. YOU GET WHAT YOU PAY FOR, AND HELLMANN'S IS NO EXCEPTION."

Corey, Westland Hotel Motel

• LOVED FOR ITS •

WELL BALANCED TASTE

creamy & SALTY

WITH A TOUCH OF TANGINESS

"I prefer Hellmann's mayonnaise for the flavour profile. It's tried and tested and can't be beaten. We get customers saying we have the best mayonnaise and when feedback is that good, you stick with it."

PENNY, ROUTLEY'S BAKERY

AND RICH TEXTURE

.... holds up no matter how creative you get ....

"I always use Hellmann's Real Mayonnaise for its thickness, flavour, consistency and overall quality. You can use it for anything, as it is or as a base for other creations. It's the best one there is."

AHSAN, THE LAKEVIEW HOTEL

"Hellmann's mayonnaise is so consistent with the perfect texture. We won Australia's best fish and chips using it! It's fantastic in our signature tartare sauce and suitable for most dietary needs, just one thing we don't have to worry about."

SHANE, HOOKED ON MIDDLETON BEACH

"I AM CONFIDENT IN HELLMANN'S REAL MAYONNAISE AND RELY ON IT AS A CENTRAL INGREDIENT IN SOME OF MY MOST POPULAR DISHES ... IT'S A QUALITY THING."

Marty, The Huskisson

PRODUCT INFORMATION

GLUTEN FREE

NO ARTIFICIAL FLAVOURS

NO ARTIFICIAL COLOURS

MADE WITH PASTEURISED EGG YOLKS

SUITABLE FOR VEGETARIANS

NO GUMS OR STARCHES

HALAL CERTIFIED

Real Mayonnaise	2.4kg, 10kg & 20kg
Serving size	20g
Serves/unit	120 , 500 & 1000
Shelf life	10 months (unopened) 3 months (opened, keep chilled)
Made in	Australia from at least 95% Australian ingredients

Ingredients: Canola oil (76%), pasteurised egg yolks (7.5%), water, vinegar, sugar, salt, lemon juice concentrate, natural mustard flavour, antioxidant (385).

HELLMANN'S
EST.1913

REAL
AIOLI

THE PERFECT
SIDEKICK

Enjoy the perfect side-kick across a wide range of dishes with Hellmann's Real Aioli

—

OUR DELICIOUS MAYONNAISE WITH AN

INFUSION

OF GARLIC

PRODUCT INFORMATION

GLUTEN FREE

NO ARTIFICIAL FLAVOURS

NO ARTIFICIAL COLOURS

MADE WITH PASTEURISED EGG YOLKS

SUITABLE FOR VEGETARIANS

NO GUMS OR STARCHES

HALAL CERTIFIED

RICH ROASTED GARLIC TASTE

Real Aioli	2.35kg & 10kg
Serving size	20g
Serves/unit	117 & 500
Shelf life	10 months (unopened) 3 months (opened, keep chilled)
Made in	Australia from at least 95% Australian ingredients

Ingredients: Canola oil (70%), water, pasteurised egg yolks (7.5%), vinegar, sugar, salt, garlic powder (1%), natural mustard flavour, lemon juice concentrate, antioxidant (385).

HELLMANN'S
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PLANT BASED MAYONNAISE

Hellmann's Plant Based Mayonnaise delivers the same great taste and texture as egg-based mayo, so chefs can confidently serve all guests without compromising on quality.

HELLMANN'S
EST.1913

MAYO
PLANT BASED

PLANT-BASED
SAME GREAT TASTE

A plant-based mayo with the same taste, quality and texture of REAL - no need to compromise.

Product Information

GLUTEN FREE
HALAL CERTIFIED
KOSHER CERTIFIED
NO ARTIFICIAL FLAVOURS
NO ARTIFICIAL COLOURS
SUITABLE FOR VEGETARIANS
PLANT BASED
HELLMANN'S REAL TASTE
100% AUSTRALIAN CANOLA OIL
Vegan AUSTRALIA CERTIFIED

Vegan Mayonnaise	2.4kg & 10kg
Serving size	20g
Serves/unit	120 & 500
Shelf life	10 months (unopened) 3 months (opened, keep chilled)
Made in	Australia from at least 95% Australian ingredients

Ingredients: Canola oil (71%), water, sugar, vinegar, salt, emulsifier (1450), thickener (1442), lemon juice concentrate, natural mustard flavour, antioxidant (385), colour (160c), natural flavour.

HELLMANN'S
EST.1913

PLANT BASED AIOLI

Hellmann's Plant Based Aioli offers the rich, roasted garlic taste and smooth texture of Hellmann's Real Aioli, but in a 100% plant-based recipe. That means chefs can serve it with confidence, knowing it meets the dietary needs of all guests.

HELLMANN'S
EST.1913

AIOLI
PLANT BASED

PLANT-BASED
SAME GREAT TASTE

Offers the rich roasted garlic taste of Hellmann's Real Aioli but 100% plant-based.

Product Information

GLUTEN FREE
HALAL CERTIFIED
KOSHER CERTIFIED
NO ARTIFICIAL FLAVOURS
NO ARTIFICIAL COLOURS
Vegan AUSTRALIA CERTIFIED
SUITABLE FOR VEGETARIANS
PLANT BASED
HELLMANN'S REAL TASTE
RICH ROASTED GARLIC TASTE
100% AUSTRALIAN CANOLA OIL

Vegan Aioli	2.4kg & 10kg
Serving size	20g
Serves/unit	2.4kg: 120 , 10kg: 500
Shelf life	10 months (unopened) 3 months (opened, keep chilled)
Made in	Australia from at least 94% Australian ingredients

Ingredients: Canola oil (71%), water, sugar, vinegar, salt, garlic powder (1%), emulsifier (1450), thickener (1442), lemon juice concentrate, natural mustard flavour, antioxidant (385), colour (160c), natural flavour.

HELLMANN'S
EST.1913

Deli MAYONNAISE

GET MORE BANG FOR YOUR BUCK WITH OUR VALUE RANGE

A 'super value' mayo with a sweet & tangy taste, ideal for sandwiches.

TASTE & TEXTURE PREFERRED BY CHEFS VS other economy mayonnaises*

Product Information

GLUTEN FREE

NO ARTIFICIAL FLAVOURS

SUITABLE FOR VEGETARIANS

HALAL CERTIFIED

MADE WITH PASTEURISED EGG YOLKS

Deli Mayonnaise	2.6kg, 10kg & 20kg
Serving size	20g
Serves/unit	2.6kg: 130 , 10kg: 500, 20kg: 1000
Shelf life	12 months (unopened) 3 months (opened, keep chilled)
Made in	Australia from at least 88% Australian ingredients

Ingredients: Water, soybean oil, sugar, thickener (1442), vinegar, iodised salt, egg yolk, acidity regulator (270), preservatives (202, 385), natural mustard flavour, stabilizer (415), colour (160a).

*Catalyst Research, blind chef taste test/survey of mainstream commerical economy mayonnaise brands in Australia, n=140(2017).

TRY THESE RECIPES WITH HELLMANN'S REAL MAYONNAISE OR AIOLI

BURGERS

KALEESI BURGER

Pg 12

JAPANESE TATAKI BURGER

Pg 13

SAUCES

FIVE ON-TREND BURGER SAUCES

Pg 14 & 15

SHARE PLATES

CHEESEBURGER SPRING ROLLS

Pg 16

BAGEL BREAKFAST SLIDERS

Pg 17

The queen of burger. Liven up your menu with this delicious beef and mushroom burger. Diners will love the shiitake 'bacon' with its sticky maple flavour that contrasts perfectly with the crispy kale.

THE KALEESI BURGER

SERVES 10

1kg beef mince

20g **Knorr Beef Booster Gluten Free**

500g shiitake mushroom

75ml tamari

150ml maple syrup

50ml olive oil

10 kale leaves

3 heirloom tomatoes, sliced

20g sumac

350g **Hellmann's Real Aioli Gluten Free**

10 12-grain seeded rolls

snow pea sprouts, to serve

BEEF PATTY

1. Place beef mince and **Knorr Beef Booster** in a large bowl, then mix with hands until fully combined. Shape into ten patties, cover and refrigerate for 30 minutes.
2. Heat a char-grill or hot plate to medium high. Cook beef patties until well browned and cooked through. Remove and keep warm.

SHIITAKE BACON

3. Thinly slice mushrooms. Mix tamari, maple syrup and oil in a large bowl until fully combined. Add mushrooms and gently toss to coat.
4. Place the prepared mushrooms on a lined baking tray. Use two trays if needed – mushrooms will not dry and become sticky if they are crowded on a tray.
5. Bake in a preheated oven at 180°C until sticky and crisp around the edges. Keep warm.

SUMAC AIOLI

6. Mix sumac with **Hellmann's Real Aioli.**

TO ASSEMBLE

7. Deep fry kale leaves and drain on paper towel.
8. Split and lightly toast rolls.
9. Spread both sides of each roll with sumac aioli. Top with crispy kale, patty, tomato, onion, shiitake bacon and snow pea sprouts.

TO SERVE

10. Serve with sweet potato wedges and extra shiitake bacon.

For traditional tataki, use beef fillet due to its tender texture, but more economical cuts of beef can also be used, if preferred. Togarashi chilli seasoning and yuzu sauce add great authentic flavour to this burger.

JAPANESE CHILLI BEEF TATAKI BURGER WITH YUZU MAYONNAISE

SERVES 10

700g beef fillet

5g togarashi chilli seasoning

2 small eggplants

100g **Knorr Thai Sweet Chilli Jam**

50ml olive oil

10ml yuzu

500g **Hellmann's Real Mayonnaise Gluten Free**

10 burger buns

200g mitzuna

250g pickled cucumber ribbons

BEEF FILLET

1. Coat beef fillet with a little olive oil. Sprinkle with togarashi seasoning, ensuring the meat is evenly coated. Cover and refrigerate for 30 minutes.
2. Heat a well-oiled hot plate to high. Sear beef quickly - it should only be seared 2-3mm into the meat, ensuring a char on the outside whilst completely rare on the inside. Rest.

EGGPLANT

3. Cut eggplant into 5mm thick slices. Combine **Knorr Thai Sweet Chilli Jam** with oil.
4. Heat a well-oiled hot plate to medium high. Cook eggplant slices for a minute then brush with the chilli jam mix. Turn immediately, then brush again and cook for a further 1-2 minutes. Repeat one more time.

YUZU MAYONNAISE

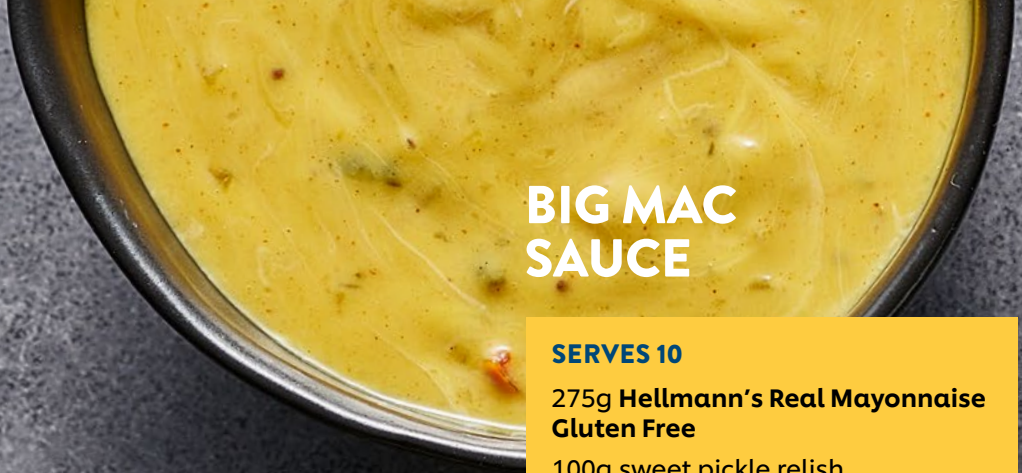
5. Mix yuzu with **Hellmann's Real Mayonnaise** until fully combined.

TO ASSEMBLE

6. Split burger buns and lightly toast.
7. Thinly slice beef.
8. Spread both sides of burger buns with the prepared yuzu mayonnaise. Top with lettuce, eggplant, slices of beef, pickled cucumber and bonito flakes.

TO SERVE

9. Serve with extra pickled cucumber and charred edamame beans.



BIG MAC SAUCE

SERVES 10

275g **Hellmann's Real Mayonnaise Gluten Free**

100g sweet pickle relish

75g American mustard

50ml white wine vinegar

5g sweet paprika

2g onion powder

2g garlic powder

2g white pepper

METHOD

Place all ingredients in a bowl and mix until fully combined.

UFS CHEFS SIGNATURE BURGER SAUCE

SERVES 10

300g **Hellmann's Real Mayonnaise Gluten Free**

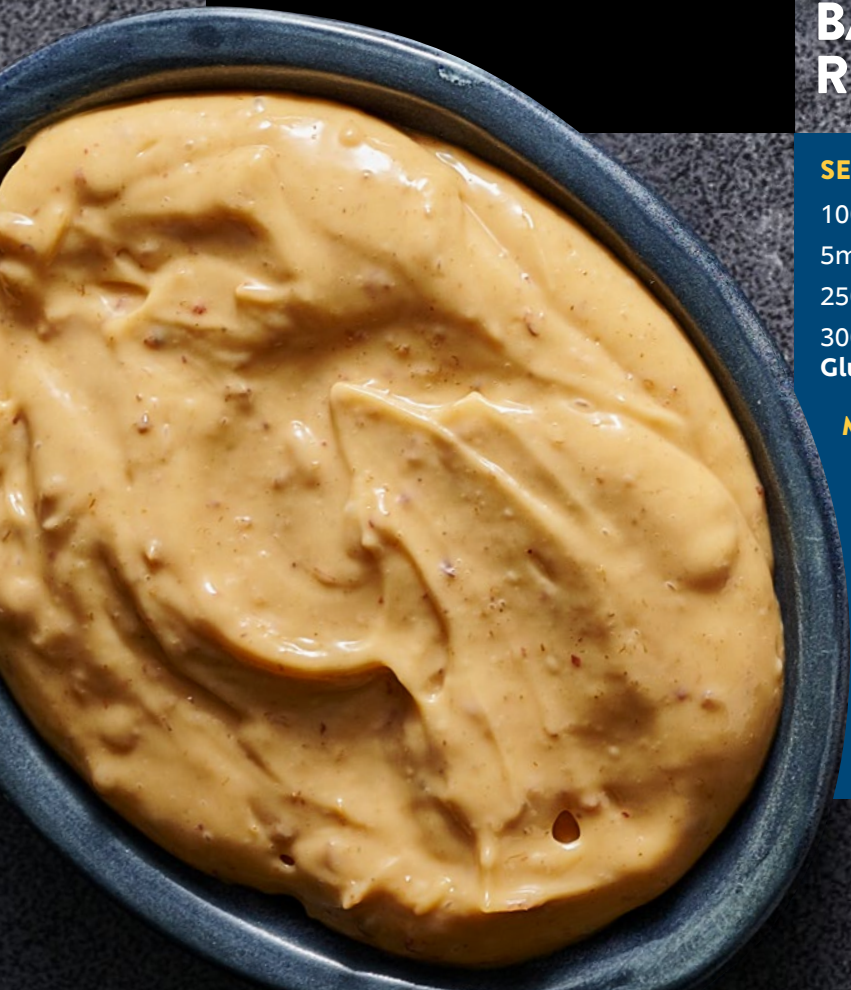
125g **Knorr American Chipotle BBQ Sauce Gluten Free**

125g **Knorr American Tomato Chilli Jam Gluten Free**

5ml liquid smoke

METHOD

Place all ingredients in a bowl and mix until fully combined.



SMOKED MAPLE BACON RELISH

SERVES 10

100ml maple syrup

5ml liquid smoke

250g bacon, chopped

300g **Knorr American Tomato Chilli Relish Gluten Free**

METHOD

1. Mix maple syrup with liquid smoke until fully combined.
2. Heat a little oil in a nonstick frying pan over medium heat. Add bacon and cook for 3-4 minutes, then add the maple syrup mixture. Cook for a further 3-4 minutes until deep golden and reduced. Stir through **Knorr American Tomato Chilli Relish** and serve warm.

CHILLI JAM

SERVES 10

300g **Knorr Thai Sweet Chilli Jam**

100g **Knorr American Tomato Chilli Relish Gluten Free**

75ml rice wine vinegar

¼ bunch coriander, chopped

METHOD

Heat **Knorr Thai Sweet Chilli Jam** in a small pan over medium heat with **Knorr American Tomato Chilli Relish** and rice wine vinegar. Cook for 5 minutes stirring until reduced. Remove from heat, cool and stir through coriander.

BACONNAISE

SERVES 10

300g streaky bacon, finely chopped

100ml bacon fat

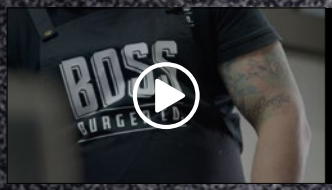
300g **Hellmann's Real Mayonnaise Gluten Free**

50ml apple cider vinegar

2g onion powder

METHOD

1. Add bacon to pan and cook for 5 minutes or until deep golden and crisp. Remove from heat, drain bacon on paper towel and reserve fat in pan, discarding any sediment.
2. Place **Hellmann's Real Mayonnaise** in a bowl and combine with vinegar and onion powder. Fold through bacon and bacon fat until fully combined.



THE SECRET BURGER SAUCE

Watch Tim Harrison, co-owner of popular Victoria burger chain Boss Burger Co, discuss what makes a great burger sauce.

Filled with a tomato flavoured mince mixture and plenty of oozy cheese, these cheeseburger spring rolls are a combination of two of punters' favourite snacks.

CHEESEBURGER SPRING ROLLS

SERVES 10

800g beef mince

1 onion, finely chopped

200g **Knorr American Tomato Chilli Relish Gluten Free**

20 large spring roll wrappers

150g dill pickle, chopped

10 American cheese slices, chopped

150g **Hellmann's Real Mayonnaise Gluten Free**

150g **Knorr American Chipotle BBQ Sauce Gluten Free**

BEEF PATTY

1. Place beef mince and onion in a large bowl and mix with hands until combined. Shape into large patties.
2. Heat a well-oiled char-grill or hot plate to high. Add patties and cook until well browned and just cooked through.
3. Remove, cool completely, then break up into small pieces and mix with **Knorr American Tomato Chilli Relish**.

SPRING ROLLS

4. Working one at a time, lay a spring roll wrapper out on a flat surface, ensuring remaining wrappers do not dry out.
5. Run a little mince mixture along one end of the wrapper, leaving room at each end. Top with a sprinkle of dill pickle and some chopped cheese. Roll wrapper over filling, folding edges in and enclosing like a cigar. Repeat with remaining mixture.
6. Deep fry spring rolls until crisp and golden. Drain on paper towel.

CHIPOTLE MAYONNAISE

7. Mix **Hellmann's Real Mayonnaise** with **Knorr American Chipotle BBQ Sauce** until fully combined.

TO SERVE

8. Serve spring rolls with chipotle mayo and extra dill pickles if desired.

These sliders combine some breakfast favourites such as eggs, smoked salmon and bagels into one tasty package. Add a pinch of Knorr Thai Lime Powder to the cream cheese for extra zest.

BAGEL BREAKFAST SLIDERS

SERVES 10

150g spreadable cream cheese

350g **Hellmann's Real Mayonnaise Gluten Free**

15g **Knorr Thai Lime Powder**

15 eggs

150g **Knorr Hollandaise Sauce Gluten Free**

20 mini bagels

300g baby spinach

400g smoked salmon

TOMATO CREAM CHEESE MAYO

1. Place the cream cheese, **Hellmann's Real Mayonnaise** and **Knorr Thai Lime Powder** in a bowl and mix together until smooth.

SCRAMBLED EGGS

2. Lightly whisk eggs with **Knorr Hollandaise Sauce** until fully combined. Season.
3. Heat a large pan over medium heat. Add egg mixture and cook until lightly scrambled. Remove and keep warm.

TO ASSEMBLE

4. Split and lightly toast bagels.
5. Spread the tomato cream cheese mayo over both sides of each bagel. Top with baby spinach, smoked salmon and scrambled eggs.

TO SERVE

6. Sprinkle with chopped parsley and cracked black pepper to serve.

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