



*Live Healthy, Eat Healthy.
At Least Once A Day.*



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BASIC BUSINESS PRINCIPLES

We have to recognize our responsibilities as businessmen, to foster progress, to promote the general welfare of all employees, and to contribute to the development of society.



BASIC CREED OF THE EMPLOYEES

Progress and development can be realized only through the combined efforts and cooperation of every member of our company. Each of us, therefore, shall keep this idea constantly in our mind as we devote ourselves to the continuous improvement of our company.

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**Golden
Oats**

WHO IS GOLDEN OATS?



CATALYSTS FOR CHANGE

With profits and potentials rising, the company soon realized the need to take its product lines and organizational setup to a new level. After a few years, it renamed itself into its current corporate identity, while retaining Golden Oats as the brand.

Golden Oats' Oats Plus range was introduced in 2000 starting with the Oats Plus Chocolate, Oats Plus Vitamin E with Omega 3 & 6, and Oats Plus Calcium and Folate. A few years later, two new variants were added to the line-up: the Oats Plus Vitamin A with Iron & Lysine in Banana flavor, and the Oats Plus Vitamin C with Strawberries & Cream.

In 2011, GNFC further expanded its product portfolio by introducing its Premium lines. It is a first mover in the market for Organic Oats, which saw fantastic reception in its first three months. The introduction of the Whole Grain Instant Oats, which was also received very well by grocery shoppers, shows that GNFC continuously endeavors to be a leader in the industry by providing our existing and potential customers with high grade quality products to suit their needs.

With its extensive distribution network, GNFC is able to bring its products even to the smallest retail outlet in the country.

EXCELLENCE IN OPERATIONS

With state-of-the-art facilities that include an air-conditioned laboratory operating continuously for 24 hours, GNFC prides itself in its pursuit of operational excellence.

In 2011, it acquired its Good Manufacturing Process (GMP) certification. This accreditation is a first step towards Total Quality Management (TQM) by making sure that its factory is well sanitized using industry grade anti-bacterial solutions in its operating area. High standards of sanitation are employed by factory workers to ensure complete hygiene even before they touch the products.

GNFC is also developing its Manufacturing and Applied Food Services division, which caters to industrial clients, and is working towards acquiring the Hazard Analysis & Critical Control Point (HACCP) Certification and eventually, Food Safety Management System (FSMS) and ISO 22000 accreditation.

GNFC is the only oats manufacturer in the Philippines to employ all these rigid and thorough quality standards. ●



THE ROAD TO GOLD

Golden Nutritious Foods Corporation (GNFC) traces its roots back in 1991 as a simple repacker of oatmeal in the Philippines. Under its founder and current **Chairman and CEO Eugene Y. Arriego**, the company initially traded as Golden Oats Corporation and began operations with its regular lines of quick cooking and instant oats, all sold nationwide.



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OUR PRODUCTS

GOLDEN INSTANT OATS



It's a quick and delicious way of loading up on fiber that helps reduce bad cholesterol. It's also rich with essential vitamins and minerals that keep you in tiptop shape everyday. It cooks in 3 minutes using freshly boiled water.

WHOLE GRAIN PREMIUM INSTANT OATS



Its flakes are thicker compared to regular quick and instant oats to give you more fiber and protein, keeping you full a little bit longer than usual. It cooks in 6 minutes using freshly boiled water.

GOLDEN QUICK COOKING OATS



Packed with health-giving nutrients, it gives you the boost that you need in just a few minutes. It's your everyday meal that's not only nutritious but also delicious. It cooks in a pot of hot water in 3 minutes.

GOLDEN PREMIUM ORGANIC GRANULATED INSTANT OATS



Packed with health-giving nutrients, it gives you the boost that you need in just a few minutes. Being organic, its oats are chemical-free and ethically sourced for every Filipino's enjoyment. It cooks in just 3 minutes using freshly boiled water.

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Golden Oats

PRODUCT VARIANTS

GOLDEN OATS PLUS VITAMIN E WITH OMEGA 3 AND 6



This promotes healthy blood cells, thereby fighting skin aging and other age-related diseases. It also helps maintain strong immune system and normal cardiovascular functions.

GOLDEN OATS PLUS VITAMIN C WITH STRAWBERRY AND CREAM



It's a sweet and creamy blend of strawberry and cream and fortified with Vitamin C that is necessary for a better immune system and healthier blood vessels, bones and teeth.

GOLDEN OATS PLUS CHOCOLATE



It's a fun way of loading up on your fiber which helps reduce blood cholesterol. Perfect for chocoholics who want a good serving of health in their everyday meals.

GOLDEN OATS PLUS CALCIUM AND FOLATE

Calcium promotes bone development, thereby preventing osteoporosis. Folate, which is good for pregnant women, reduces the risk of birth defects and helps in the development of the fetus. Folate may help protect against the development of cervical cancer.



GOLDEN OATS PLUS VITAMIN A WITH IRON AND LYSINE BANANA FLAVOR

Vitamin A is essential for maintaining healthy bones, teeth and good eyesight. Proper Iron intake protects against anemia and weakening. Lysine ensures the absorption of Calcium in the body, aids in the production of antibodies and hormones and enhances appetite.





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REGULAR LINES

**Golden Oats
Quick Cooking**

**Golden Oats
Instant Oatmeal**



PREMIUM LINES

**Golden Oats Premium
Whole Grain
Instant Oats**

**Golden Oats Premium
Organic Granulated
Instant Oats**



OATS PLUS LINES



Golden Oats Plus Vitamin E with Omega 3 and 6
Golden Oats Plus Vitamin C with Strawberry and Cream
Golden Oats Plus Vitamin A with Iron and Lysine
Golden Oats Plus Chocolate
Golden Oats Plus Calcium and Folate

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21 YEARS AND STILL GROWING



TOWARDS LONG-TERM GROWTH

Eyeing to sustain its long-term growth, GNFC further professionalized its head office operations by establishing the following committees:

- Management Committee
- Budget Committee
- Operations Committee

These were created to satisfy a number of requirements: discussion of day-to-day issues, voting on key decisions that involve investment requirements and promotion of staff, and other important matters.

OPERATIONAL POLICIES

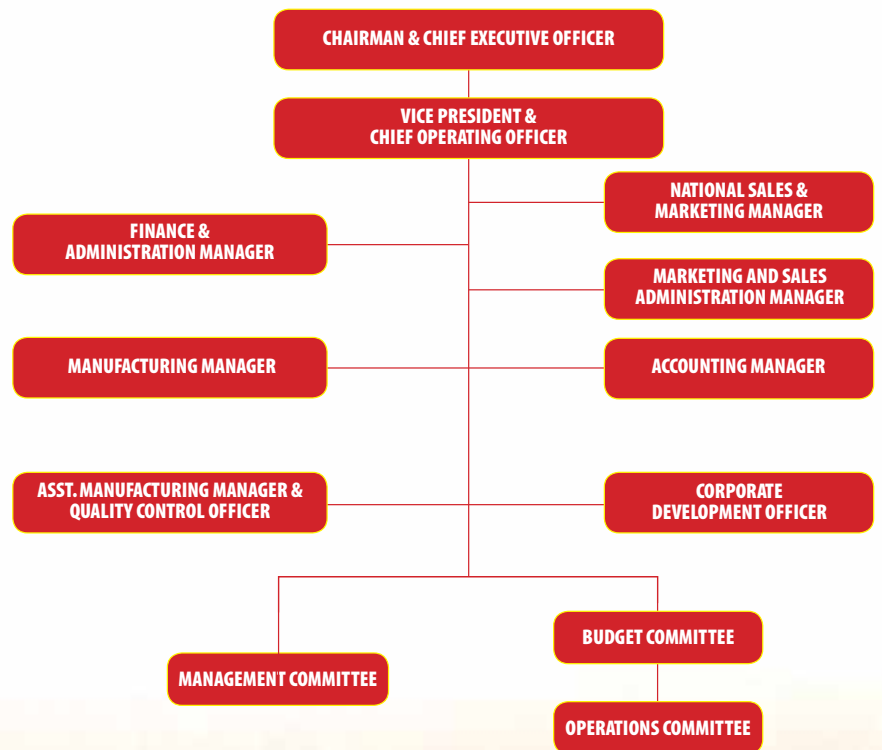
Overall financial directions should be aligned or married to the goals set for marketing & sales, and operations or manufacturing. This is to ensure that the company can operate under any economic climate and meet its obligations to the company's financial partners. Production and warehouses wastages are aimed at zero. Stocking levels, production techniques, raw materials sorting, and continuous learning and development are discussed and honed on a daily basis.

LOOKING AHEAD

After 21 years, the company is proud of its accomplishments. From the supply chain, down to the distribution channels and together with its financial partners, GNFC has grown to be the largest oatmeal company in the Philippines.

In 2013, a new range of revolutionary products in organic dairy and cold cereals designed to further promote health will be launched. GNFC plans to achieve more by promoting continuous learning and development, introducing more new products, and fostering new and existing talent. These results, coupled with existing growth, will serve as a benchmark for future development. ●

ORGANIZATIONAL CHART





GOLDEN NUTRITIOUS FOODS CORPORATION

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FOR COMMENTS AND SUGGESTIONS

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