

# Bidfood Product Guide

January 2026



Good  
Honest

Wholesale Bakery

[goodhonest.co.nz](http://goodhonest.co.nz)

Our Breads



# The Goods

For over 10 years, it's been our greatest pleasure to send good baking out into the world. Our artisan and daily breads are made using traditional methods, real ingredients and tried-and-true recipes, passed down generations. Each delicious loaf is a perfectly imperfect tribute to the hands and heart that created it. Simply put, our breads are The Goods.



White Tin Loaf - Long Sliced



Ciabatta Loaf



Cobb Loaf



Turkish Loaf



Brioche Loaf - Toast Sliced



Seeduction Loaf - Toast Sliced



	Bidfood Code	Carton Quantity
<b>White</b> Tin Loaf 650g - Long Sliced <sup>Ⓟ</sup>	103959	8 PC
<b>Ciabatta</b> Loaf 600g <sup>Ⓟ</sup>	103937	14 PC
<b>Sourdough</b> Cobb Loaf 250g <sup>Ⓟ</sup>	108149	18 PC
<b>Turkish</b> Loaf 450g <sup>Ⓟ</sup>	107933	14 PC
<b>Focaccia</b> Loaf 450g <sup>Ⓟ</sup>	112433	14 PC
<b>Brioche</b> Loaf 550g - Toast Sliced	111348	6 PC
Loaf 550g - Unsliced	111872	6 PC
<b>Seeduction</b> Loaf 530g - Toast Sliced <sup>Ⓟ</sup>	108966	12 PC

Filled with goodness



# Buns, Baps and Bagels

You have to put the best in to get the best out so there's only room for quality, real ingredients in our kitchen. Our Buns, Baps and Bagels are no exception. We only use the best quality ingredients like pure butter. From your breakfast bagel to your burger bun at dinner we've got the right base for you to get creative and enjoy the goodness.



Plain Bap - Standard



Milk Bap



Brioche Burger Bun



Charcoal Bap



Ficelle



Brioche Slider



Cheese Panini



White Roll



Sesame Bagel



	Bidfood Code	Carton Quantity
<b>Baps</b>		
Bobby 65g (V)	101532	60 PC
Plain Standard 75g (V)	107306	40 PC
Milk 80g	107437	40 PC
Milk No Seeds 80g	107305	40 PC
Brioche Burger Bun 80g	105751	48 PC
Brioche Bap 120g	111802	32 PC
<b>Veggie Baps "with only REAL Veggies"</b>		
Charcoal 85g (V)	101539	40 PC
Beetroot 85g (V)	101538	40 PC
<b>Subs</b>		
Ficelle 100g (V)	107322	30 PC
White Torpedo 100g (V)		30 PC
<b>Sliders</b>		
Charcoal 25g (V)		100 PC
Sesame 25g (V)	110597	100 PC
Brioche 25g	108369	135 PC
<b>Paninis</b>		
Cheese 90g	103943	40 PC
Pesto 90g		40 PC
Plain 90g (V)		40 PC
<b>Rolls</b>		
White 25g (V)	107329	135 PC
<b>Bagels</b>		
Plain 130g (V)	103936	40 PC
Sesame 130g (V)	103960	40 PC
Black and White Sesame 130g (V)	104176	40 PC



## Savoury Treats and Pastries

# Honestly Amazing

We're honest people here so we wanted to tell you the truth...We've explored and experimented in the kitchen to answer the wide and varied calls of trends and tastes. Everything is crafted with passion, patience and baker's instinct. If your reputation is built on serving the best every time and surprising your customer then here's the truth, these items are Honestly Amazing.



Pretzel Bap - Standard



Rock Salt Pretzel Knot



Sesame Pretzel Knot



Pretzel Ficelle



Pretzel Slider



Almond Croissant



Garlic Parmesan Pretzel Knot  
Pre-proved



Cheesy-mite Scroll  
Pre-proved









Cinnamon Escargot  
Pre-proved




Bidfood  
Code

Carton  
Quantity

## Pretzels

Bap Standard 85g 	88939	40 PC
Parmesan and Cheese Knot 85g	111803	21 PC
Rock Salt Knot 85g 	104601	21 PC
Sesame Knot 85g 	104669	21 PC
Ficelle 100g 	107323	30 PC
Torpedo 100g 	107319	38 PC
Slider 25g 	107812	100 PC


## Pre-proved Pretzel Knots

Plain 130g 	108540	48 PC
Garlic Parmesan 130g	112393	24 PC

## Pastries

Cheesy-mite Scroll 100g	108148	20 PC
Almond Croissant Large 140g (untoasted)	112535	10 PC

## Pre-proved Pastries

Cheesy-mite Scroll 100g	112394	40 PC
Cinnamon Escargot 100g 	112395	40 PC

Sweet Treats



# Goodies

Some like it salty and some like it sweet. We say why not both! We've created delicious, sweet goodies to satisfy your cravings. Our goodies are made by hand and heart, and baked to perfect imperfection. The same premium ingredients, passion and patience go into every batch because we know real baking is where the goodness is. So enjoy digging into something sweet and sharing the goodies (or not).



Mixed Macarons



Orange and Almond  
Mini Baby Cake



Chocolate Muffin



Raspberry and White  
Chocolate Muffin



Savoury Scone



Lolly Cake Slice



Sticky Caramel Slice



Dubai Chocolate Slice










Oaty Ginger Slice




Bidfood  
Code

Carton  
Quantity



## Macarons

Blueberry 24 pack 	101542	6 x 24 PC
Chocolate 24 pack 	101770	6 x 24 PC
Lemon 24 pack 	101771	6 x 24 PC
Raspberry 24 pack 	101772	6 x 24 PC
Salted Caramel 24 pack 	101773	6 x 24 PC
Vanilla 24 pack 	101774	6 x 24 PC
Mixed 24 pack – 4 of each flavour 	101568	6 x 24 PC

## Mini Baby Cakes

Carrot Mini 115g - 16 pack	108037	4 x 16 PC
Mocha Mini 115g - 16 pack	108047	4 x 16 PC
Orange and Almond Mini 115g - 16 pack 	108048	4 x 16 PC

## Sweet Treats

Booty Bar 100g – 12 pack  	98399	8 x 12 PC
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## Muffins

Blueberry and Apple Crumble 160g	103804	15 PC
Carrot Cake 160g	107313	15 PC
Chocolate 130g	107311	15 PC
Raspberry and White Chocolate 150g	107312	15 PC

## Scones

Date Mini 80g	111155	42 PC
Date 120g	110755	25 PC
Savoury Mini 80g	111309	42 PC
Savoury 120g	110756	25 PC



Bidfood  
Code

Carton  
Quantity

## Slices

Sticky Caramel Slice

113265

4 x 15 PC

Dubai Chocolate Slice

113512

4 x 15 PC

Oaty Ginger Slice

112448

4 x 15 PC

Lolly Cake

113511

4 x 15 PC



# Good to know



\* Our Gluten Free items are made using Gluten Free ingredients, but are baked in the same premises as gluten so may contain traces of wheat/gluten.

## Products

All product weights are baked weights.

Our products are predominantly hand shaped and made from natural starters.

Whilst all effort is made to be consistent in shape and size, there may be occasional variances due to the organic nature of the dough.

## Minimum Order Quantity

Freight charges waived on all orders of 24 cartons or more.

Product list is effective from January 2026 - we reserve the right to change any of the products within this product guide.