

# Food Service 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



SeDUCTION - Toast Sliced



	Product Code	Carton Quantity
<b>White</b> Tin Loaf 650g - Long Sliced <sup>Ⓥ</sup>	LOWTL8	8 PC
<b>Ciabatta</b> Loaf 600g <sup>Ⓥ</sup>	CILO14	14 PC
<b>Sourdough</b> Cobb Loaf 250g <sup>Ⓥ</sup>	SDCB18	18 PC
<b>Turkish</b> Loaf 450g <sup>Ⓥ</sup>	LOTU14	14 PC
<b>Focaccia</b> Loaf 450g <sup>Ⓥ</sup>	LOFO14	14 PC
<b>Brioche</b> Loaf 550g - Toast Sliced Loaf 550g - Unsliced	BRLOT6 BRLO6	6 PC 6 PC
<b>Seeduction</b> Loaf 530g - Toast Sliced <sup>Ⓥ</sup>	LOSE12	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



Product  
Code

Carton  
Quantity

## Baps

Bobby 65g 

BPBO60

60 PC

Plain Standard 75g 

BPPL40

40 PC

Milk 80g

BPML40

40 PC

Milk No Seeds 80g

BPMLNOS40

40 PC

Brioche Burger Bun 80g

BNBR48

48 PC

Brioche Bap 120g

BPBR32

32 PC

## Veggie Baps "with only REAL Veggies"

Charcoal 85g 

BPBK40

40 PC

Beetroot 85g 

BPBE40

40 PC


## Subs

Ficelle 100g 

FI30

30 PC

## Sliders

Charcoal 25g 

SLBK100

100 PC

Sesame 25g 

SLSS100

100 PC

Brioche 25g

SLBR135

135 PC

## Paninis

Cheese 90g

PACH40

40 PC

Pesto 90g

PAPE40

40 PC

Plain 90g 

PAPL40

40 PC


## Rolls

White 25g 

ROWT135

135 PC

## Bagels

Plain 130g 

BAPL40

40 PC

Sesame 130g 

BASS40

40 PC

Black and White Sesame 130g 

BABW40

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



Product  
Code

Carton  
Quantity


## Pretzels

Bap Standard 85g 	PRBP40	40 PC
Parmesan and Cheese Knot 85g	PRPA21	21 PC
Rock Salt Knot 85g 	PRRS21	21 PC
Sesame Knot 85g 	PRSS21	21 PC
Ficelle 100g 	PRFI30	30 PC
Torpedo 100g 	PRTO38	38 PC
Slider 25g 	SLBR100	100 PC


## Pre-proved Pretzel Knots

Plain Knot 130g	PRST130PP48	48 PC
Garlic Parmesan Knot 130g	PRGPPP24	24 PC

## Pastries

Cheesy-mite Scroll 100g 	SRCM20	20 PC
Almond Croissant Large 140g (untoasted)	CRAL10	10 PC

## Pre-proved Pastries

Cheesy-mite Scroll 100g	SRCMPP40	40 PC
Cinnamon Escargot 100g 	ESVGPP40	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




Product  
Code

Carton  
Quantity



## Macarons

Blueberry 24 pack 	MABL6	6 x 24 PC
Chocolate 24 pack 	MACO6	6 x 24 PC
Lemon 24 pack 	MALE6	6 x 24 PC
Raspberry 24 pack 	MARA6	6 x 24 PC
Salted Caramel 24 pack 	MASC6	6 x 24 PC
Vanilla 24 pack 	MAVA6	6 x 24 PC
Mixed 24 pack – 4 of each flavour 	MAMIX6	6 x 24 PC

## Mini Baby Cakes

Carrot Mini 115g - 16 pack	CACABB4	4 x 16 PC
Mocha Mini 115g - 16 pack	CAMOBB4	4 x 16 PC
Orange and Almond Mini 115g - 16 pack 	CAOABB4	4 x 16 PC

## Sweet Treats

Booty Bar 100g – 12 pack  	BARBT8	8 x 12 PC
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## Muffins

Blueberry and Apple Crumble 160g	MFBA15	15 PC
Carrot Cake 160g	MFCA15	15 PC
Chocolate 130g	MFVG15	15 PC
Raspberry and White Chocolate 150g	MFRW15	15 PC

## Scones

Date Mini 80g	SCDAM42	42 PC
Date 120g	SCDA25	25 PC
Savoury Mini 80g	SCSVM42	42 PC
Savoury 120g	SCSV25	25 PC



Product  
Code

Carton  
Quantity

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## Slices

Sticky Caramel Slice

SICA4

4 x 15 PC

Dubai Chocolate Slice

SIDC4

4 x 15 PC

Oaty Ginger Slice

SIOG4

4 x 15 PC

Lolly Cake

SILC4

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.