



Retail Price List

1 September 2024

+642 2030 0378

hello@primebroth.co.nz

www.primbroth.co.nz



Bone broth for people

Elevate wellness one sip
at a time



Often purchased by:

- Home cooks
- Health and wellness fans
- Restaurants

Why Primebroth?

- Reliable supply
- Growing customer base

Order from

www.primebroth.co.nz/shop

Questions / Need info?

Get in touch!

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People range - Liquid bone broth

| Type | Size | RRP \$ |
|-------------------------|-------|-----------|
| Beef - Jar | 500ml | \$10/unit |
| Beef - Pouch | 500ml | \$8/unit |
| Organic Beef - Jar | 500ml | \$10/unit |
| Organic Beef - Pouch | 500ml | \$8/unit |
| Organic Chicken - Jar | 500ml | \$10/unit |
| Organic Chicken - Pouch | 500ml | \$8/unit |

People range - Powdered bone broth

| Type | Size | RRP \$ |
|--------------|------|-------------|
| Beef - Pouch | 90g | \$42.5/unit |
| Beef - Pouch | 180g | \$81.6/unit |

Key reasons for purchasing

- Cooking and using in recipes
- Drinking or using for health benefits
- Healthy, dairy free source of protein & collagen

Liquid vs Powder

People tend to choose liquid in situations where flavour is most important. Powder has a longer shelf life and is more convenient for most people.

Jars vs Pouch

Jars offer a premium feel and are suited to upmarket. Pouches are a great way to minimise costs of shipping and soon once approved will offer ability for shelf stable storage in ambient temperatures.



Bone broth for dogs & cats

Transforming kiwi's pets
from picky to piggy



Often purchased by:

- Dog owners
- Cat owners

Why Primebroth?

- Reliable supply
- Growing customer base

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Pets range - Liquid bone broth

| Type | Size | RRP \$ |
|--------------|-------|-----------|
| Beef - Jar | 500ml | \$10/unit |
| Beef - Pouch | 500ml | \$8/unit |

Pets range - Powdered bone broth

| Type | Size | RRP \$ |
|--------------|------|-----------|
| Beef - Pouch | 90g | \$30/unit |
| Beef - Pouch | 180g | \$60/unit |

Key reasons for purchasing

- Gets picky eaters to eat their kibble
- Supports healthy skin, joint, coat and nails
- Softens food, adds nutrition.

Liquid vs Powder

People tend to choose liquid in situations where flavour is most important. Powder has a longer shelf life and is more convenient for most people.

Jars vs Pouch

Jars offer a premium feel and are suited to upmarket. Pouches are best for value-for-money customers and a great way to minimise costs of shipping. Pouches also will soon allow for storage at ambient temperatures.

Frequently asked questions



We're Anna and Curtis, nice to meet you!

We're a young couple in Christchurch making our mark on the bone broth industry. After finding a love for broth due to the nutritional benefits, we've been working tirelessly ever since to offer our customers the best possible product at prices they can afford to consume it regularly.

We've been selling online since 2023, at the Ohoka and Lyttelton markets and are quickly growing our base of regulars.

What makes Primebroth Unique?

We found existing products to be too acidic, vinegar flavoured, expensive and nutritionally lacklustre for regular consumption. That's why we spent hundreds of hours perfecting our recipe before bringing it to market.

Being fitness orientated, we made sure our beef offered the highest protein (14.5g) and collagen (12.5g) of any bone broth made in NZ. Our chicken was tailored to home cooks, and offers a punch of flavour that has customers coming back for more.

What is the shelf life of Primebroth?

Our bone broth powder has 2 year shelf -life. Our liquid bone broth lasts 6 months frozen or 2 weeks in the fridge, we're currently working on ambient shelf stable liquid bone broth which has a 6 month shelf life, if you're interested, reach out to hear our latest on that one.

If you're worried about chiller / freezer space or shipping costs, the powder or ambient liquid in pouches (coming soon) is your best bet.

What partnership options are available?

At the moment we're focusing on wholesale distribution partnerships, however, we are open to offering whitelabel and drop shipping arrangements as well. If you're interested in these, let's chat!

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