



Naturally Uplifting Snacking

Established in 2008 (formerly Kinger overseas), now Shary Australia (Sinmas Australia Pty Ltd), 100% Australian-owned.

Headquartered in Queensland with our own farm & overseas manufacturing facility. Trusted across Australia, New Zealand, Japan, Hong Kong, China, Europe and the Middle East.

Mission: To revolutionize snacking with naturally uplifting fruit & vegetable crisps





Our Point of Difference

- 100% real fruits & vegetables
- Soon to be upgraded from vegetable oil to RiceBran Oil, never palm oil.
- Certified: Halal, Kosher, Gluten-Free, Non-GMO, BRCGS A-Grade
- Plant-based & family-friendly
- Innovation pipeline: Low GI crisps in development
- Australian-owned, globally respected

Sinmas Australia Ptd Limited Trading as Shary Australia

Best seller



**Sunlit Mixed
Peach Crisp**



**Apple
Crisps**



**Freeze-Dried
Strawberries**



**Freeze-Dried
Mango**



**Mixed Veggie
Crisps**



**Mixed Fruit
Crisps**



NO
PRESERVATIVES

NO
ARTIFICIAL COLOR

NO
GMO & MSG

NOTHING
BUT THE CRISP



IN-STORE EXPERIENCE & NEXT STEPS

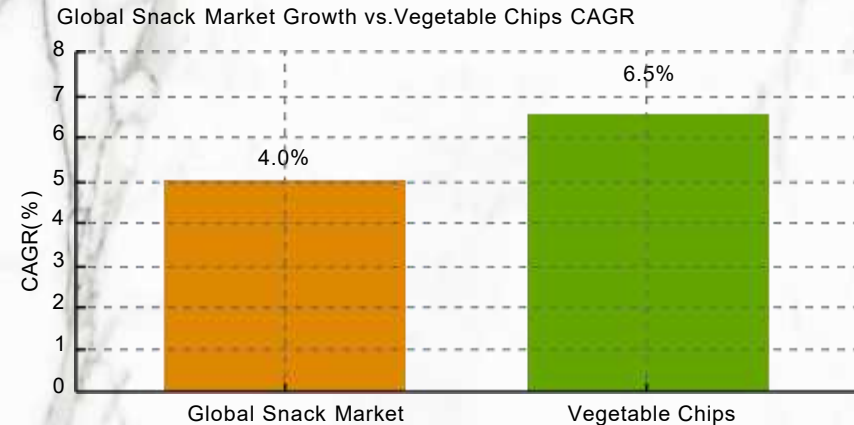
- Shelf-ready cartons for efficient merchandising
- Bright, eye-catching floor displays and shippers
- Placement in produce sections & healthy snack aisles
- Seasonal limited editions to drive trial & excitement
- Introductory promotions: tastings, catalogue offers, social media campaigns
- Performance measurement: rate-of-sale, customer feedback, category uplift
- Scale-up rollout based on trial success

Financials & Opportunity

- 01** Established export & distribution network across AU, NZ, Asia, Middle East, and expanding into Europe.
- 02** Better-For-You snacking category growing at 6–7% CAGR.
- 03** Healthy retail price points aligned with consumer willingness to pay.
- 04** Scalable production capacity to support national rollout.
- 05** World map placeholder here (highlighting AU, NZ, Asia, Middle East, Europe)

Target Market & Growth

Health-conscious families, millennials, and premium snack buyers seeking clean-label, plant-based alternatives.



Our Products



Free-Dried Mango

SKU: 00010
Weight: 30g
Ingredients: 100% Mango
Shelf Life: 18 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

	Per Serving (15g)	Per 100g
Energy	213 kJ (51 kcal)	1423 kJ (340 kcal)
Protein	1.0 g	3.7 g
Gluten	Not Detected	Not Detected
Fat - Total	0.0 g	1.3 g
-Saturated	0.0 g	0.6 g
-Trans	0.0 g	0.0 g
Carbohydrate	12 g	78.2 g
-Sugars	10 g	68.1 g
Dietary Fibre	1.0 g	5.7 g
Sodium	0.0 mg	0.0 mg

Packaging

Specification	30g
Pack Size (mm)	160×210×50
Packs per Carton	5
Carton Size (mm)	245×155×200
Pallet Load	30×8=240
RRP	\$6.20



Free-Dried Pineapple Crisp

SKU: 00011
Weight: 25g
Ingredients: Pineapple 100%
Shelf Life: 18 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

	Per Serving (15g)	Per 100g
Energy	234 kJ (56 kcal)	1559 kJ (373 kcal)
Protein	0.6 g	4.2 g
Gluten	0.0 g	0.0 g
Fat - Total	0.6 g	4.1 g
-Saturated	0.3 g	1.8 g
-Trans	0.0 g	0.0 g
Carbohydrate	11.9 g	79.2 g
-Sugars	10.7 g	71.6 g
Dietary Fibre	1.1 g	7.6 g
Sodium	2.0 mg	11 mg

Packaging

Specification	25g
Pack Size (mm)	160×210×50
Packs per Carton	5
Carton Size (mm)	245×155×200
Pallet Load	30×8=240
RRP	\$6.20



Kiwi Fruit Crisps

Brand: Shary
SKU: SA100022
Net Weight: 50g
Ingredients: Kiwi Fruit (83%), Vegetable Oil, Maize Malt Syrup
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

Nutrient	Per Serving (20g)	Per 100g
Energy	325 kJ (78 kcal)	1626 kJ (389 kcal)
Protein	0.8 g	4.1 g
Gluten	Not Detected	Not Detected
Fat - Total	2.8 g	14.1 g
-Saturated	0.8 g	3.9 g
-Trans	0.0 g	Less than 0.1 g
Carbohydrate	11.9 g	59.7 g
-Sugars	8.8 g	44.1 g
Dietary Fibre	2.2 g	11.2 g
Sodium	16 mg	79 mg

Packaging

Specification	50g
Pack Size (mm)	160×210×50
Packs per Carton	5
Carton Size (mm)	245×155×200
Pallet Load	30×8=240
RRP	\$6.20



Free-Dried Mixed Peach Crisp

SKU: 00021
Weight: 40g
Ingredients: Yellow and White Peach 97%, 3% Cane Sugar
Shelf Life: 18 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

	Per Serving (15g)	Per 100g
Energy	227 kJ (54 kcal)	1513 kJ (362 kcal)
Protein	0.7 g	47 g
Gluten	0.0 g	0 g
Fat - Total	0.1 g	0.4 g
-Saturated	0.0 g	0.2 g
-Trans	0.0 g	0 g
Carbohydrate	12.6 g	84.2 g
-Sugars	10.5 g	70.3 g
Dietary Fibre	1.3 g	8.4 g
Sodium	15 mg	97 mg

Packaging

Specification	40g
Pack Size (mm)	160×210×50
Packs per Carton	5
Carton Size (mm)	245×155×200
Pallet Load	30×8=240
RRP	\$6.20



Mixed Fruit Crisps

SKU: 00008
Weight: 70g
Ingredients: Fruits (83%) (Jack Fruit, Banana, Apple, RedDate, Kiwi Fruit, Peach, Kiwi Fruit), Vegetable Oil, Maize Malt Syrup
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

	Per Serving (20g)	Per 100g
Energy	244 kJ (82 kcal)	1721 kJ (411 kcal)
Protein	0.9 g	4.3 g
Gluten	Not Detected	Not Detected
Fat - Total	2.7 g	13.7 g
-Saturated	0.9 g	4.6 g
-Trans	0.0 g	0.0 g
Carbohydrate	13.1 g	65.6 g
-Sugars	9.3 g	46.7 g
Dietary Fibre	2.5 g	12.3 g
Sodium	2.0 mg	12 mg

Packaging

Specification	70g
Pack Size (mm)	160×210×50
Packs per Carton	5
Carton Size (mm)	245×155×200
Pallet Load	30×8=240
RRP	\$6.20



Free-Dried Apple Crisps

SKU: 00009
Weight: 58g
Ingredients: Apple (83%), Vegetable oil, Maize Malt Syrup
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

	Per Serving (20g)	Per 100g
Energy	371 kJ (89 kcal)	1853 kJ (443 kcal)
Protein	0.5 g	2.4 g
Gluten	Not Detected	Not Detected
Fat - Total	3.8 g	19.2 g
-Saturated	1.7 g	8.4 g
-Trans	0.0 g	Less than 0.1 g
Carbohydrate	12.3 g	61.4 g
-Sugars	8.5 g	42.7 g
Dietary Fibre	2.5 g	12.3 g
Sodium	17 mg	86 mg

Packaging

Specification	58g
Pack Size (mm)	160×210×50
Packs per Carton	5
Carton Size (mm)	245×155×200
Pallet Load	30×8=240
RRP	\$6.20

Our Products



Beetroot Crisps

Brand: Shary
SKU: SA100016 SA100018
Net Weight: 35g,75g
Ingredients: Beetroot (82%), Vegetable Oil, Maize Malt Syrup, Sea Salt
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

Nutrient	Per Serving (20g)	Per 100g
Energy	340 kJ(81 kcal)	1700 kJ(406 kcal)
Protein	09 g	4.6 g
Gluten	Not Detected	Not Detected
Fat - Total	2.9 g	14.6 g
-Saturated	1.3 g	6.3 g
-Trans	0.0 g	Less than 0.1 g
Carbohydrate	12.1 g	60.6 g
-Sugars	4.8 g	24.2 g
Dietary Fibre	3.2 g	16.2 g
Sodium	78 mg	389 mg

Packaging

Specification	75g	35g
Pack Size (mm)	160×210×50	140×200×35
Packs per Carton	5	12
Carton Size (mm)	245×155×200	330×145×200
Pallet Load	30×8=240	25×8=200
RRP	\$6.20	\$4.00



Snap Pea Crisps

Brand: Shary
SKU: SA100007 SA100004
Net Weight: 20g, 45g
Ingredients: Snap Pea (83%), Vegetable Oil, Maize Malt Syrup, Sea Salt
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

n Information

Nutrient	Per Serving (20g)	Per 100g
Energy	335 kJ(86 kcal)	1673 kJ(428 kcal)
Protein	17 g	8.7 g
Gluten	Not Detected	Not Detected
Fat - Total	3.1 g	15.4 g
-Saturated	1.5 g	7.6 g
-Trans	0.0 g	0.0 g
Carbohydrate	11.8 g	59.1 g
-Sugars	4.9 g	24.6 g
Dietary Fibre	2.5 g	12.3 g
Sodium	84 mg	419 mg

Packaging

Specification	45g	20g
Pack Size (mm)	160×210×50	140×200×35
Packs per Carton	5	12
Carton Size (mm)	245×155×200	330×145×200
Pallet Load	30×8=240	25×8=200
RRP	\$6.20	\$4.00



Beetroot Crisps

Brand: Shary
SKU: SA100020
Net Weight: 25g,52g
Ingredients: Broccoli (82%), Vegetable Oil, Maize Malt Syrup, Sea Salt
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

n Information

Nutrient	Per Serving (20g)	Per 100g
Energy	360 kJ/ 86 kcal	1800 kJ/ 430 kcal
Protein	1.6 g	8.2 g
Gluten	Not Detected	Not Detected
Fat - Total	3.8 g	19.2 g
-Saturated	1.7 g	8.6 g
-Trans	0.0 g	Less than 0.1 g
Carbohydrate	11.8 g	59.1 g
-Sugars	4.2 g	21.2 g
Dietary Fibre	2.1 g	10.6 g
Sodium	81 mg	405 mg

Packaging

Specification	52g	25g
Pack Size (mm)	160×210×50	140×200×35
Packs per Carton	5	12
Carton Size (mm)	245×155×200	330×145×200
Pallet Load	30×8=240	25×8=200
RRP	\$6.20	\$4.00



Mixed Veggie Crisps

Brand: Shary
SKU: SA100019 SA100001
Net Weight: 45g, 95g
Ingredients: Vegetables (82%) (Yellow Sweet Potato, Sweet Potato, Green Radish, Carrot, Pumpkin, Cucumber, Green Bean), Vegetable Oil, Maize Malt Syrup, Sea Salt
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

n Information

Nutrient	Per Serving (20g)	Per 100g
Energy	361 kJ (86 kcal)	1803 kJ(431 kcal)
Protein	1.2 g	6.2 g
Gluten	Not Detected	Not Detected
Fat - Total	3.6 g	17.8 g
-Saturated	1.5 g	7.4 g
-Trans	0.0 g	Less than 0.1 g
Carbohydrate	12.3 g	61.4 g
-Sugars	4.8 g	23.9 g
Dietary Fibre	2.5 g	12.6 g
Sodium	82 mg	409 mg

Packaging

Specification	95g	45g
Pack Size (mm)	160×210×50	140×200×35
Packs per Carton	5	12
Carton Size (mm)	245×155×200	330×145×200
Pallet Load	30×8=240	25×8=200
RRP	\$6.20	\$4.00



Shiitake Mushroom Crisps

Brand: Shary
SKU: SA100005 SA100002
Net Weight: 30g,68g
Ingredients: Shiitake Mushroom (82%), Vegetable Oil, Maize Malt Syrup, Sea Salt
Shelf Life: 12 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

n Information

Nutrient	Per Serving (20g)	Per 100g
Energy	321 kJ (77 kcal)	1605 kJ (384 kcal)
Protein	1.5 g	7.7 g
Gluten	Not Detected	Not Detected
Fat - Total	2.5 g	12.6 g
-Saturated	1.0 g	5.2 g
-Trans	0.0 g	Less than 0.1 g
Carbohydrate	11.7 g	58.7 g
-Sugars	5.2 g	25.9 g
Dietary Fibre	3.5 g	17.6 g
Sodium	84 mg	418 mg

Packaging

Specification	68g	30g
Pack Size (mm)	160×210×50	140×200×35
Packs per Carton	5	12
Carton Size (mm)	245×155×200	330×145×200
Pallet Load	30×8=240	25×8=200
RRP	\$6.20	\$4.00



Fruit-Dried Strawberry Crisps

Brand: Shary
SKU: SA100006 SA100003
Net Weight: 20g, 45g
Ingredients: 97% Strawberries, 3% Cane Sugar
Shelf Life: 18 months
Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

n Information

Nutrient	Per Serving (15g)	Per 100g
Energy	221 kJ(52 kcal)	1472 kJ(347 kcal)
Protein	1.0 g	3.4 g
Gluten	Not Detected	Not Detected
Fat - Total	0.0 g	0.3 g
-Saturated	0.0 g	0.1 g
-Trans	0.0 g	0.0 g
Carbohydrate	12.0 g	81.9 g
-Sugars	10.0 g	67.4 g
Dietary Fibre	1.0 g	8.6 g
Sodium	0.0 mg	0.0 mg

Packaging

Specification	45g	20g
Pack Size (mm)	160×210×50	140×200×35
Packs per Carton	5	12
Carton Size (mm)	245×155×200	330×145×200
Pallet Load	30×8=240	25×8=200
RRP	\$6.20	\$4.00

Our Products



Truffle Mixed Mushroom Crisps

Brand: Shary

SKU: SA100017

Net Weight: 25g, 50g

Ingredients: (Shiitake Mushroom, Button Mushroom, Oyster Mushroom) 83%, Black Truffle Seasoning (Monosodium Glutamate, Glutamate, Disodium, Maltodextrin, Garlic Powder, freeze dried blacktruffle powder), Rice Bran Oil, Maize Malt Syrup, Sea Salt.

Shelf Life: 12 months

Certifications: Gluten-Free, Halal, Kosher, BRCGS A, Non GMO

Nutrition Information

Nutrient	Per Serving (20g)	Per 100g
Energy	322 kJ / 77 kcal	1612 kJ / 385 kcal
Protein	1.9 g	9.6 g
Fat - Total	2.6 g	13.1 g
-Saturated	1.2 g	6.2 g
-Trans	0.0 g	0.0 g
Carbohydrate	11.6 g	58.2 g
-Sugars	5.6 g	27.8 g
Dietary Fibre	3.4 g	17.2 g
Sodium	79 mg	395 mg

Packaging

Specification	50g	25g
Pack Size (mm)	160×210×50	140×200×35
Packs per Carton	5	12
Carton Size (mm)	245×155×200	330×145×200
Pallet Load	30×8=240	25×8=200
RRP	\$6.20	\$4.00

Why Partner With Shary?

- 01** Proven track record with global expansion & trusted certifications
- 02** Strong USP: real fruit & veg, rice bran oil, healthier positioning
- 03** Retailer-focused support (POS, marketing, supply chain readiness)
- 04** Innovation pipeline: Truffle Mushroom Crisps, Roasted Sweet Potato Crisps (oil-free), gourmet flavors
- 05** Australian-owned, globally respected





NEXT STEPS

Trial launch.

Introductory promo support.

Measurement: rate-of-sale, consumer
feedback, incremental category uplift.

Scale-up rollout.



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