



Baking big
dreams
into reality.

Our Story

Narelle's large-scale vision brought to life.

Grain & Bake is a family-owned Aussie powerhouse, leading the charge in toasted muesli, granola, and tasty snacks like bars and puffs. Founded in 2017 by Narelle Plapp, who initially created the popular brand Food for Health, Narelle spotted a gap in the market for large-scale muesli manufacturing and decided to stir things up.

Fast forward to today, and Grain & Bake has become one of Australia's largest producers of toasted muesli, granola, and snacks, all made at a purpose-built 10,000sqm site in Melbourne. With a team of over 80 passionate full-time staff and a collaborative, customer-first approach, each year we whip up 100 million bars and 6,000 Tonnes of toasted cereal for big-name brands, both locally and internationally.



Narelle Plapp, CEO & Founder



Our Executive Team

Meet your key partners who will take you on the Grain & Bake journey.



Narelle Plapp
CEO & Founder



Dianne Dickson
CFO



Stephen Butler
General Manager - Operations

Accreditations

Quality You Can Trust.

At Grain & Bake, quality is everything. This shows up in our products, and it's backed by our commitment to not only maintain our quality management systems, but to always strive for better. Our state-of-the-art facility in Melbourne is proudly a BRC AA Accredited site, and our current quality management certification includes:



Our Difference

As a female lead, Australian family-owned business, we offer a unique collaborative approach, end-to-end capabilities, and large-scale production expertise.

We focus on quality, sustainability, and strong relationships, providing agile, all-in-one solutions under one roof.



Female founded

Building Grain & Bake from the ground up, founder Narelle Plapp was fiercely determined to shake up the manufacturing industry and lead with heart. She's remained true to her values, and established an innovative yet caring culture where everyone feels valued, from our team to our customers and our trusted suppliers.



Quality

When it comes to quality, we reach for the stars. Grain & Bake is proudly a BRC AA accredited site, with Halal and Kosher certifications available. We've built strong supplier relationships and we're passionate about ethically sourcing the best ingredients, making premium quality our standard.



Collaboration & our open door approach

We bake your vision into reality, with a welcoming open-door approach and solutions under one roof. Spend a day in our innovation kitchen with our team of experts to help bring your products to life more efficiently!



Sustainability

We have been a proud SEDEX member since 2020. We also harness our strong supplier relationships to discover innovative, sustainable packaging solutions that align with our capabilities and make a positive environmental impact.



Australian owned, made & operated

Based in Melbourne at our 10,000sqm state-of-the-art facility, we're dedicated to producing high-quality, locally made product. Our Australian roots have driven our commitment to innovation, sustainability, and quality, becoming one of the most trusted local manufacturers in the country.



Inclusion & diversity

We value inclusivity and purpose, and we're proud of our community contributions. Through our partnership with CVGT Employment, we help create opportunities for people with disabilities or health conditions to find meaningful work. We also support Foodbank and directly contribute to farmers, giving back to both the community and the industry we love.

Our Facility

We make breakfast and snack products tailored to your brand.



Oven

We bake our muesli/granola in our tunnel oven on a solid steel belt so it gives you a real homestyle baked finished product.



Barline

We can create various types of snack bars, from muesli bars, nut bars and protein bars — all with a chocolate or yoghurt drizzle if you choose. We also have the ability to add sprinkles on top!



Packing Line

Our vertical form fill seal machines can pack muesli/granola sizes from single serve sachets to bulk bags up to 1.8 kilo's.

Each year, we make:

100 Million bars

6,000 Tonnes
of toasted cereal

5,000 Tonnes of
porridge/natural muesli

Products

Breakfast foods



Clusters & Granola



Toasted Muesli



Natural Muesli



Porridge

Bars



Nut Bars



Protein Bars



Muesli Bars



Drizzle Bars

Snacking



Popcorn



Puffs



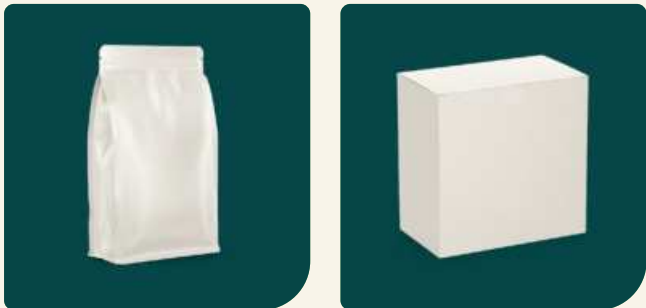
Packaging that fits your product.

Our customers rely on us to deliver end-to-end solutions, getting their products to market quickly. With a variety of customisable packaging options, we're ready to roll with you.

Breakfast packaging options



Bulk Bags Value Bags Zip Lock Bags Pillow Pack



Block Bottom Bags Bag in Box

Bar packaging options



Bar Film Bar in Retail Unit P&C Format

Snacking packaging options



Value Bags Zip Lock Bags Pillow Pack Block Bottom Bags



Bag in Box





Your partner in
cereal & muesli bar
manufacturing.

Grain & Bake

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