



COMPANY FACTS

- Overview** Since 1982, this pioneering, privately-held company based in Sydney, Australia and Illinois, USA, has revolutionized the bouillon and seasonings product market for chefs and at-home cooks. Dedicated to creating great tasting, nutritionally superior recipes, Massel has earned its respected standing as a manufacturer that uses the most ethical sourcing, highest quality, non-GMO, Kosher certified, gluten-free ingredients to create safe, great tasting bouillons and seasonings. With an eye towards the future health of the planet, Massel was a founding signatory to Australia's Waste Management Packaging Covenant which is working towards a sustainable future through recyclable packaging. Massel is the market leader in Australia, sold in 15 countries, and rapidly expanding its market share in the USA with all-natural flavor bases for soups, stews, marinades, stir fries and more, created in allergen-free manufacturing plants.
- Products** Massel products are created to be acceptable to all people irrespective of religious belief, dietary constraint or lifestyle choice.
- Massel now offers the new Concentrated Liquid Stock plus Massel 7's Bouillon Cubes, Ultracube Bouillon Cubes and All-Purpose Bouillon & Seasoning Granules. Both the Ultracubes and the All-Purpose Bouillon & Seasoning Granules are salt-reduced.
- Free from common food allergens like gluten, lactose, artificial additives and preservatives, as well as being Kosher certified, almost everyone can enjoy them.
- Manufacturing**
- Massel's factory is entirely gluten-free to prevent cross contamination
 - Massel does not use animal content or alcohol in any products
 - Massel's plant is Kosher Certified
- Distribution** Massel products are sold in 15 countries, and nationally in over 1,000 outlets including fine grocers, natural foods retailers and online at veganesentials.com, amazon.com and celiac.com/glutenfreemail.
- Headquarters** Location: Massel USA, INC, 898 Carol Court, Carol Stream, IL 60188
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- Key Executive** Mark Caine, Sales and Marketing Manager - Massel Australia
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