



Round Pizza Ltd strengthens food safety and market readiness with SQF certification

CASE STUDY



Round Pizza Ltd, an Auckland-based food manufacturer, worked with SGS to achieve SQF v9 certification for the first time. The company also completed the Costco Addendum, a separate customer-specific requirement supported by SQF certification. This milestone supports Round Pizza's commitment to strengthening its food safety and quality systems, regulatory compliance, and market access readiness.

The challenge

As a new SGS client seeking SQF v9 certification for the first time, Round Pizza decided to implement international standards to strengthen its food safety and quality systems, support regulatory compliance, and maintain export readiness aligned with customer and market expectations.

The certification process also helped the company review its systems, refine procedures and support staff training where needed.

What the audit revealed

The audit helped reinforce Round Pizza's existing controls and highlighted strengths in documentation, traceability and operational discipline.

SGS auditors also recognised strong implementation of HACCP-based controls, effective verification activities and robust record-keeping.

"The SGS audit helped reinforce our existing controls and highlighted strengths in documentation, traceability and operational discipline."

- Beppe Carrozzino

The outcomes

Round Pizza achieved SQF v9 certification with SGS for the first time and completed the Costco Addendum as a separate customer-specific requirement. The certification supports the company's focus on compliance, traceability, operational discipline and market access readiness.

SQF certification

SQF, or Safe Quality Food, is a food safety and quality certification programme. SGS describes SQF as a rigorous food safety management system recognised by major retailers and foodservice providers around the world. It is designed to help confirm that an organisation produces, processes, prepares and handles food products to recognised food safety and quality requirements.

SQF applies across the food supply chain and uses Codex HACCP methodology to help identify and control food safety and quality hazards. It also requires a designated on-site practitioner responsible for implementing and maintaining the programme.

Benefits of SQF certification

- **Improves process management:** Helps identify and manage food safety and quality risks
- **Supports regulatory readiness:** Helps organisations prepare for existing and new food safety and regulatory requirements
- **Provides proof of due diligence:** Supports confidence in food safety, quality and legality
- **Improves traceability:** Strengthens record-keeping and traceability practices
- **Supports continual improvement:** Helps monitor product safety and quality and identify areas for improvement

Process for SQF certification

The SQF certification process generally involves the following steps:

1. **Learn about the applicable SQF Code:** Understand the requirements relevant to the organisation's activities and scope
2. **Register for certification:** Begin the formal certification process
3. **Prepare for the audit:** Review systems, procedures, records, training and controls against SQF requirements
4. **Schedule and complete the audit:** An independent audit assesses the organisation's systems against the applicable requirements
5. **Address findings:** Complete any corrective actions required

as part of the certification decision

6. **Maintain certification:** Continue reviewing and improving systems to support ongoing compliance and certification renewal

Costco Addendum

The Costco Addendum is an additional customer-specific audit requirement for suppliers working with Costco. It does not replace SQF certification; it is completed alongside, or as an add-on to, a recognised food safety certification where required by the customer.

For suppliers, the addendum can help demonstrate alignment with Costco-specific food safety expectations while using SQF certification as the core food safety framework.



Benefits: Supports customer-specific requirements, helps reduce duplication when completed with the SQF audit, and provides an additional layer of assurance for suppliers seeking to meet Costco expectations.

Process: Confirm the customer requirement, notify the certification body, complete the addendum as part of the audit process, address any findings, and maintain the requirement as part of ongoing supplier assurance.

Key facts	Details
Certified organisation	Round Pizza Ltd
Location	Auckland, New Zealand
Certification standard	SQF v9; Costco Addendum completed as a separate customer-specific requirement
Audit dates	17-18 February 2026
Certificate issue date	8 April 2026
Client relationship	New SGS client
Certification milestone	First time certified to SQF v9

ABOUT ROUND PIZZA & HQAANZ

Round Pizza Ltd is a food manufacturing company based in Auckland, New Zealand, producing high-quality pizza products. The company is committed to maintaining robust food safety and quality systems that meet regulatory, customer and OMAR requirements. Round Pizza successfully achieved SQF Certification with an excellent audit score of 96%, demonstrating its strong commitment to food safety, quality, compliance and continuous improvement.

Round Pizza supported by HQAANZ Ltd, a New Zealand-based food consultancy specialising in food safety systems HACCP, regulatory compliance, RMP, export requirements and GFSI-recognised certification schemes.

Syed Z Tirmizi, Food Consultant and Founder of HQAANZ Ltd, manages Round Pizza’s food safety and regulatory compliance, including its RMP, SQF systems and export documentation, supporting ongoing regulatory approval, market access and export readiness. Under his technical guidance and consultancy support, Round Pizza became one of the first New Zealand pizza manufacturers to export pizzas with meat and pizza dough internationally.

Round Pizza’s certified scope covers the receipt of raw materials, batch preparation, proofing, cooking, cooling, blast freezing, packing, storage and distribution.

How SGS help food manufacturers

SGS provides SQF certification services to help food businesses confirm that their products are produced, processed, prepared and handled in line with recognised food safety and quality requirements.

SGS can support food manufacturers with independent SQF certification audits and customer-specific add-ons, helping organisations understand certification requirements, prepare for the audit process and maintain confidence in their systems over time.

Looking to strengthen your food safety systems or prepare for SQF certification?

Contact SGS to discuss SQF certification services and customer-specific add-ons such as the Costco Addendum, where required.

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When you need to be sure

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