

Fresh Thinking Promotions

October 2024

P.11



£8.95

1883- Pumpkin Spice

P.42



£21.95

Finger Lime Caviar

P.43



£20.50

Dog Gelato-36 x 90ml

In this Issue...



Country Fare
Foodservice

FRESH | DAIRY | DRY | FROZEN | CHILLED | NON FOOD | PREPARED



free



**BUY 3
AND GET**

MUMBAI CHAI FREE



**APP ONLY
DEAL**



chunk
pies & pasties in Devon

**APP ONLY
DEAL**



**WHOLEMEAL CHEESE
& PASTY
ONION**

**20 for
£29.95**



TUNWORTH
CHEESE £5.95

APP ONLY
DEAL



APP ONLY
DEAL

buy 3
get 1
free

REAL
CURE VENISON
BEER
STICKS

Description



Frobishers Fusion– Apple & Mango 24 x 275ml



Frobishers Fusion– Apple & Raspberry 24 x 275ml



Frobishers Fusion– Orange & Passionfruit 24 x 275ml



Firefly– Kiwi, Lime & Mint Botanical Drink 12 x 330ml



Firefly– Lemon, Lime, Ginger & Botanical Drink 12 x 330ml



Firefly– Pomegranate & Elderflower Botanical Drink 12x 330ml

Frobishers



Jubliant Juice- Apple
24 x 250ml



Jubliant Juice- Bumbleberry
24 x 250ml



Jubliant Juice- Mango
24 x 250ml



Jubliant Juice- Tomato
24 x 250ml



Jubliant Juice- Pineapple
24 x 250ml



Jubliant Juice- Cranberry
24 x 250ml

Canned Soft Drinks



Diet Coke- 24 x 330ml



Zero Coke- 24 x 330ml



Fanta Orange- 24 x 330ml



7Up Free- 24 x 330ml



Sprite- 24 x 330ml



Dr Pepper- 24 x 330ml

PET Bottles



Coca-Cola- 24 x 500ml



Diet Coke- 24 x 500ml



Fanta Orange- 24 x 500ml



Sprite- 12 x 500ml



Fruit Shoot- Blackcurrant & Apple Low Sugar 24 x 275ml



Fruit Shoot- Orange 24 x 275ml

Walkers



Baked Grab Bag- Cheese & Onion 32 x 37.5g



Baked Grab Bag- Sea Salt 32 x 37.5g



Baked Grab Bag- Salt & Vinegar 32 x 37.5g



Ready Salted- 32 x 32g



Cheese & Onion- 32 x 32g



Salt & Vinegar- 32 x 32g



Coco Pops- 40 x 35g



Corn Flakes- 40 x 24g



Rice Krispies- 40 x 22g



Frosties- 40 x 35g



Fruit 'n' Fibre- 40 x 45g



Crunchy Nut- 40 x 35g

Kelloggs - Portions

CALIFIA
FARMS®

It's that time
of year again.



#2
BARISTA
BRAND



6 x 1Litre

£11.95 — £1.99 per Litre

1883



£10.45

Terry's Chocolate Orange Syrup- 1 Litre



£8.95

Cinnamon Syrup- 1 Litre



£8.95

Caramelised Peanut Syrup- 1 Litre



£8.95

Grenadine (Mixed Berries) Syrup- 1 Litre



£8.95

Green Mint Syrup- 1 Litre



£8.95

Pumpkin Spice Syrup- 1 Litre

Drink
me
Chai

CHAI LATTE

A MENU MUST-HAVE



15G SPICED
CHAI STICKS
NOW AVAILABLE

ARTISAN BLEND
CHAI LATTE

VEGAN & GLUTEN FREE 1kg

£11.95

NEW

Drink
me
Chai

Spiced

Drink
me
Chai

Spiced

Spiced
CHAI LATTE
NATURAL & AUTHENTIC SPICES

£11.45

- CHAI LATTE POPULARITY SOARING!
- DEMAND DRIVEN BY YOUNG CONSUMERS

*Chai Latte popularity in +94% growth LY
(Mintel – Tea and other hot drinks 2024)

Spiced Chai Latte Sticks 30 x 15g £11.45

Drink Me Chai Artisan Chai Latte 1Kg £11.95



£10.75

Tea India- Coconut Chai
4 x 40



£10.75

Tea India- Masala Chai
4 x 40



£27.95

Nescafe- Original Granules
750g



£27.95

Nescafe- Azera 500g



£17.95

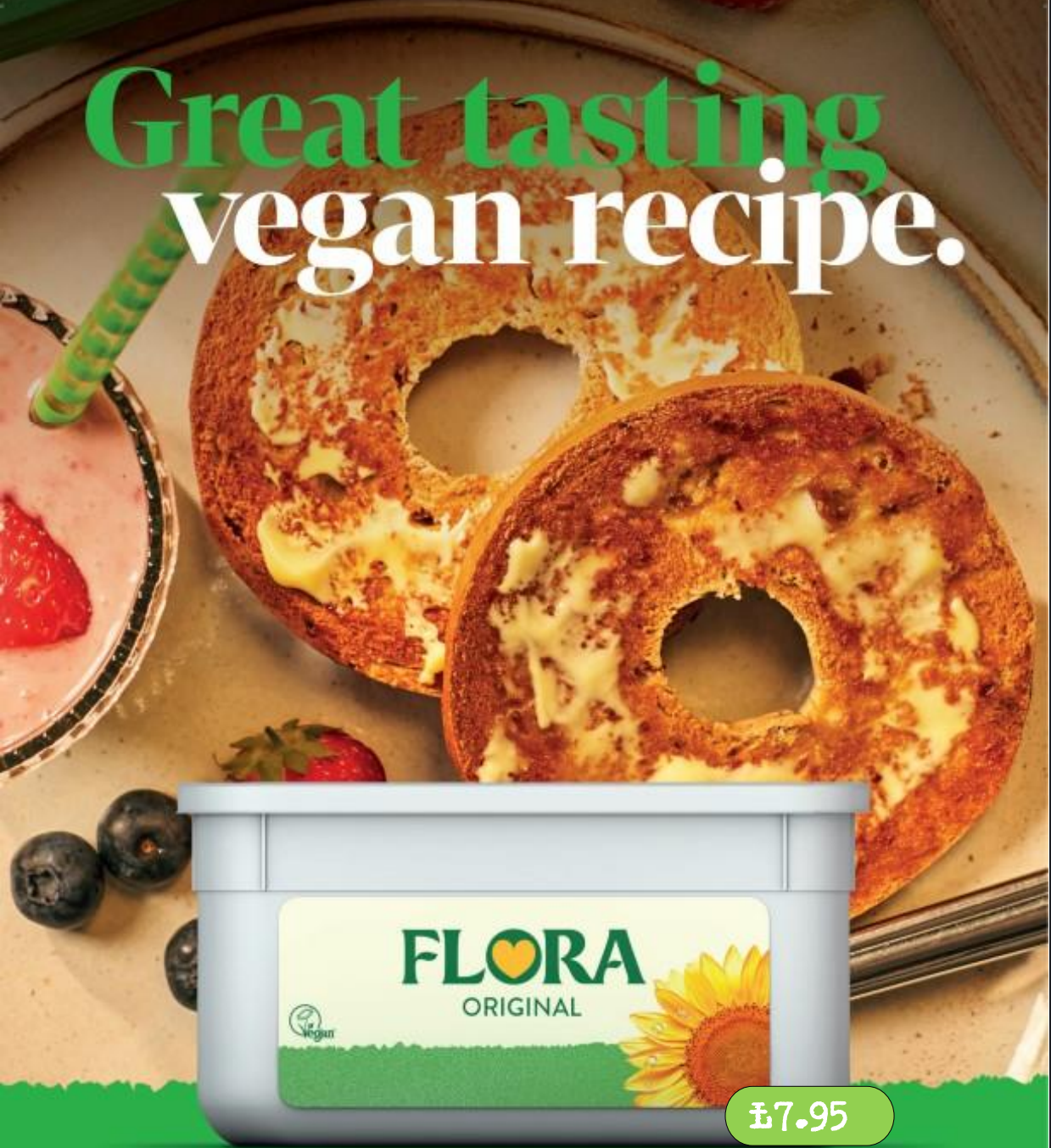
Horlicks- Original Add Milk



£57.95

Jurassic Ground Filter Coffee
Blend- 60 x 80g

Great tasting vegan recipe.



£7.95

- 100% of ingredients from natural origins.
- Absolutely no preservatives, artificial colours or flavours.
- For cooking, baking, frying and spreading.
- Approved by The Vegan Society.

*"Great taste for
all applications."*

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upfieldprofessional.com

 **Upfield**
Professional

Listening • Learning • Working Together

OWTONS BUTCHERS

CASE STUDY - HAMPSHIRE COOKED BEEF PASTRAMI

We are now sourcing beef from our friends at Owton's Butchers to make our own Pastrami from just down the road in Hampshire.

We've brushed the dust of the wellies and gone down on the farms near Romsey to check things out for ourselves. Situated in and around the beautiful Test Valley, the herds are raised at Lower Ashfield Farm & Sadlers Mill Farm, as well as on the world-famous Broadland's estate. It was great to talk to, listen and give our support to local farmers Will and Richard who are doing a fantastic job. Don't take our word for it, the proof is in the eating.

Better provenance does however come at an extra cost, this is because the farmers are supported by local wholesalers by being paid a good price for their excellent produce.



Cheese



£23.35

Wyke Farm- Extra Mature Cheddar Block- 2.5Kg



£19.40

Wyke Farm-Mature Cheddar Block 2.5Kg



£13.85

Wyke Farm- Grated 100% Mature Cheddar 2Kg



£12.35

Wyke Farm- Mild Grated Cheddar 2Kg



£7.45

Mature Cheddar Slices- 50 x 20g 1Kg



£14.40

Trewithen- Barista Milk 6 x 2Litre

trewithen

DELICIOUSLY CORNISH DAIRY

**CORNISH MILK SOURCED FROM WITHIN
25 MILES OF OUR DAIRY**

NEW



BRITISH PASTRAMI & SALT BEEF



Wessex Country Gammons' British Pastrami is a true testament to flavour and quality. Made with locally sourced beef silverside, cured, cooked, and coated in cracked black pepper for a fiery finish, this product is a must-have for enthusiasts of New York-style bagels and deli sandwiches.

Wessex Country Gammons British Pastrami & British Salt Beef is bucking the trend using locally sourced beef rather than the usual South American beef which gives the product great provenance but also supports British farmers while delivering exceptional taste and authenticity.



Cheese



£42.95

Miller's- Gluten Free Mixed Crackers 12 x 100g



£7.45

Feltham's Farm- Gert Lush 220g



£7.45

Feltham's Farm- Rebel Nun 200g



£7.45

Feltham's Farm- Renegade Monk 200g



£6.65

Hampshire Cheese Company- Tunworth 250g



£6.35

Hampshire Cheese Company- Winslade 230g

Bar Snacks



Belazu- Socca Nut Mix 1.1Kg



Belazu-Truffle & Pecorino Luxury Nuts 1.35Kg



Olives Et Al- Spicy Sesame Peanuts 1.5Kg



Belazu- Salt & Pepper Cashews 1.2Kg



Olives Et Al- Pigs In Blankets Roasted Nuts 1.5Kg



Belazu- Spanish Bar Mix Olives 2.5Kg



£15.95

Butternut & Sweet Potato- 4 Litre



£15.85

Carrot & Coriander- 4 Litre



£14.95

Country Vegetable- 4 Litre



£17.75

Indonesian Chickpea- 4Litre



£14.60

Leek & Potato- 4 Litre



£16.95

Tomato & Basil- 4 Litre

Real Soup
Chilled GF

Yoghurt



£6.45

Tims Dairy- Assorted Low Fat 1%
12 x 125g



£6.45

Tims Dairy- Smooth & Creamy
Mixed Tray 12 x 125g



£7.75

Ubley- Thick & Creamy Mixed
Tray Yoghurt 12 x 125g



£5.90

Tims Dairy- Low Fat Natural
12 x 125g



£1.85

Tims Dairy- Low Fat Natural
Yoghurt 500g



£6.45

BV Dairy- Greek Style 2Kg

Prepared Produce



£4.45

Diced Potato 10mm- 1Kg



£3.95

Washed Spinach 500g



£9.45

Baton Carrot- 5Kg



£2.25

Red Coleslaw- 1Kg



£3.25

Sliced Red Onion 2mm- 1Kg



£3.95

Potato Sliced 10mm- 1Kg

This Month

BACK IN SEASON

October –Time for Change

The Summer has finished and we have pulled the slippers out for another season. September has brought mixed weather but good growing conditions for farmers. Personally, I love the Autumn season and produce wise we have some lovely options.

October is the beginning of the 'winter vegetable season', new season root crops such as **Parsnips, Carrots, Swede** and **Turnips** are young, tender and full of flavour. This month will see a change in the Country origin of most salad items, as **English** and **Dutch** produce will be replaced by **French, Spanish and Moroccan**.

The quality may be variable, and the prices will fluctuate during the cross-over but be assured that **Country Fare** works closely with supplier to ensure stability across core lines. When one seasonal door closes, plenty more open: **Figs, Dates, Local Potatoes, Squash & Pumpkins, Kale** and **Sprouts** are now available, you'll soon be in the mood for Winter!

Fresh October
Update

Locally Grown

Crown Prince

Gem Squash

Hispi Cabbages

Kale (Green and Red)

Cavolo Nero

Bramley Apples

Pumpkins & Squashes

Orange and Green Kabocha

Gem Squash

Iron Bark (Muscat)

Onion Squash

Ornamental

Munchkin pumpkins

Carving X-large, Large and Medium

Fruit & Salad

Local and English fruit begins to decrease over the next few months and has been good in quality and volume. This time of year we start switching over to imported fruit options. **Spanish Peaches, Nectarines and Apricots** have now ended, there are some pockets of availability, but the quality is not good, the next stone fruit available will be **Cape Produce** from South Africa; in November/December. **South African Lemons** are drawing to the end of the season, we will be switching to the **Spanish** supply. **Lemon** prices have been consistently high for the past 4 years, **European** supply will ease the price but we are not expecting cheap prices this season. Brexit added in a new dynamic where Turkey limit exports to the U.K. and send into Europe to avoid the extra costs with now sending produce to the UK. **New Forest Strawberries** will be available all month but due to the cooler weather, production is lower and punnet size will now be 227g punnets. **English Blue-**



English Apples

berries and **Blackberries** have finished and will be replaced with **European** imports for a short while, ending up with produce from **Peru** and **Mexico**.

Our superb **English Raspberries** will finish this month and will be replaced with Spanish produce, which tends to be very average.

The **Easy Peeling Minneola** will be replaced with **Spanish Satsumas** during October. Apples available in October: **French Braeburn, Royal Gala, Golden Delicious** and **Granny Smiths** alongside English varieties like **Cox, Lambourne, Russets** and **Spartans**. The **Dutch** salad season will be coming to an end and we will be switching over to Spanish and French produce. Micro Herbs are available, please call telesales to place your orders. **Tomatoes, Cucumbers & Aubergines** have been expensive over the last few weeks as the Dutch growing season draws to an end.



Fennel

Fennel and **White Chicory** are great salad options for this time of year. Some of our local herbs may be replaced by imported products as the cooler weather slows the growing process.

Vegetables

All **root vegetables** are seasonally good at this time of the year, a must for any Autumn menu. Besides the traditional favourites like **Swede** and **Parsnip**; don't forget the often neglected roots like; **Turnip, Salsify, Jerusalem Artichoke** and **Celeriac**.

English Broccoli is getting easier with supply and price. **Cauliflower** we are buying both French and UK to ensure good quality at all times. **Local Greens: Dorset Kale, Savoy** and **Primo Cabbage** or **New Forest Rainbow Chard** and **Cavolo Nero** will put an Autumnal flavour on any menu. **Winter Leeks** and new season **Brussel Sprouts** are all plentiful.

Loose English Golden and **Candy Beet-root** have started.

Spout Tops are a fantastic winter green that will suit any seasonal menu. **Mixed**



New Forest Crown Prince

Chantennay Carrots and **Piccolo Parsnip** are now available. **Vitelotte, Pink Fir** and **Ratte Potatoes** are very interesting heritage potatoes. Also available are **Italian Ceps, Polish Chanterelle, Truffles, Portuguese Girolles & U.K and European Autumn truffles**.



Celeriac Root

Most of our local squashes start in October and will be available until mid December. Please do consider these for your Autumn menus.

Squashes

- **Gem Squash** (Short season) - small green squash. Ideal for filling, has a loose yellow flesh, similar to spaghetti squash.
- **Kabocha Squash** -medium size, dense orange flesh with a green or orange skin.
- **Crown Prince Squash** - Blue grey skin with a flesh similar to Butternut.
- **Acorn Squash** - green skin with a sweet yellow/orange flesh.
- **Onion Squash** - Small, orange skin and flesh.
- **Spaghetti Squash** - large yellow squash with a stringy flesh that can resemble spaghetti.

Japanese Ingredients



£18.65

Wasabi Co-Sakura Cherry Blossom Vinegar 300ml



£26.25

Nakaroku- Tamari Gluten Free Soy Sauce 1.8ml



£11.20

Kabosu Honke- Green Yuzu Kosho 50g



£31.35

Wasabi Co- Yuzushu 8% Yuzu With Shochu 720ml



£31.35

Koto Kyoto- Rapeseed Oil With Scallion Kujyo Negui 200ml



£10.35

Marusho- Namashibori Yuzu Citrus Ponzu Sauce 300ml



£10.45

Goma Japanese Dressing-
1 Litre



£10.95

Miso Sauce- 1 Litre



£16.95

Japanese Yakiniku Sauce- 2Kg



£17.45

Ramen Soup Soy Sauce Base-
2Kg



£17.45

Teriyaki Sauce- 2Kg



£10.45

Tempura Batter Mix Super
Crispy- 1.5Kg

Santa Maria



£19.25

Black Pepper Soy Sauce– 2.5Kg



£19.95

Fermented Chili Sauce– 2.4Kg



£8.95

Fermented Soy & Chili Paste- 800g



£8.95

Kimchi Chili & Garlic Paste– 800g



£10.95

Chili & Sesame Seasoning- 500g



£8.95

Chimichurri– Sauce & Rub Mix 350g



Major- Moroccan Mari Base
1.25Litre



Major- Piri Piri Mari Base
1.25Litre

Dry Stores



Major- Cheddar Cheese Base
Concentrated Paste 1Kg



Major-Poultry Gravy Granules
GF & Vegan 2Kg



Santa Maria- Chipotle Paste
750g



Santa Maria- Penang Red Curry
Spice Mix 640g

#5STARBEANS

**MAKES
OTHER
beans.
TASTE
HALF-BAKED**





£29.95

Dino's– Brooklyn Big Dog Pork Hot Dogs 6 x 1.03Kg



£8.95

Röst-Zwiebeln– Real Crispy Fried Onion Bits 1Kg



£13.90

French's– Tomato Relish 2.45Kg



£12.45

French's– American Classic Yellow Mustard 2.9Litre



£2.95

Kühne– Sauerkraut 810g



£3.75

Epic– Giant Toasting Marshmallows 500g

Winter Evenings

Seahawk



£17.45

Sea Bass Fillets- 140/180g 1Kg



£43.95

Cod Fillets- 170/200g 2.88Kg



£5.95

King Prawn- Torpedo
Breadcrumb 500g



£5.95

Butterfly Style Coated King
Prawns-500g



£8.20

Black Tiger- Prawn Whole Shell
On 16/20 1Kg



£10.25

King Prawns- Raw Peeled And
Deveined 16/20 1Kg

Knorr
PROFESSIONAL

THAT

Difference
IS KNORR



" We use Knorr Professional boullion within my company for quality, for flavour, for consistency and knowing exactly what you're gonna get. "

TOM KERRIDGE

KNORR PROFESSIONAL BOUILLONS
CREATIVE DIRECTOR

Best IN THE BUSINESS



£22.95

- ✓ Consistent flavour that chefs know and trust
- ✓ Makes up to 66L yield
- ✓ Meets 2024 salt targets*



DISCOVER THE FLAVOUR OF THE
CHEFS' MOST TRUSTED BOUILLON†
SCAN TO GET YOUR FREE SAMPLE

†Aggregated UK wholesaler value sales 52 w/e 14th January 2024.

*Department of Health UK 2024 salt targets for boullion. *This product does not contain allergenic ingredients which require declaration under EU regulation 1169/2001 [Annex I]



Unilever
Food
Solutions



WALL'S®

THE SPICY TABLE SAUCE MADE IN SHEFFIELD SINCE 1885

From home-cooked, family meals to Michelin star creations, our blend of tamarinds, cayenne peppers, vinegar, garlic and cloves adds a unique, spicy flavour to any dish.

Splash it on everything from poached eggs to shepherd's pie, or simply stir it into your favourite recipes. It's great for sauces, gravies, marinades and salad dressings. Even Bloody Mary cocktails too.

We're not *simply* an alternative to Worcestershire Sauce, Henderson's Relish is Sheffield's answer to it. So splash it on and find out what the locals have cherished for generations.

NEW HENDO'S A great-tasting, soya and potato popped snack. Perfect for a taste of Henderson's Relish on the go!



NEW!



24x23g bags



1litre & 284ml

GLUTEN FREE VEGAN



Gluten Free



£23.75

Ultra Crunchy Skin On Coated Chip 18 x 18mm 10Kg



£26.95

Herby Diced Potatoes 20mm- 10Kg



£25.95

Rosti Burger- 90g 10Kg



£5.95

Rustic Onion Hash Browns- 2.5Kg



£26.65

Tater Tots- Potato Crunchies 10Kg



£5.95

Spicy Potato Wedges- Skin On 2.5Kg



Soups

100%
GOOD STUFF

2 of your
5 a day



KILLER TOMATO

A DANGEROUSLY GOOD COMBINATION OF JUICY TOMATOES, ROASTED PEPPERS & A DASH OF CREAM. 185 Cals



CAULIFLOWER POWER

THE CLASSIC COMBO, CAULIFLOWER & CHEESE UNITED TO BRING THE WORLD A SUPER-STRONG HUG IN A BOWL. 287 Cals



THREE AMIGOS

SPICE UP YOUR LIFE (& TASTEBUDS) WITH THIS WARMING MIX OF ROASTED SWEET POTATO, RED PEPPER & CHILLI. 198 Cals



GIVE PEAS A CHANCE

FRESH TASTING, SUPER FILLING & PACKED WITH NOTHING BUT MINTY GARDEN GOODNESS, THIS SOUP IS ALL ABOUT THE PEAS & LOVE MAN. 235 Cals

Certified



Company



love-struck.com
@love_struck

£35.95

ADULTS NEED AROUND 2000 KICALS PER DAY



£1.64 each

£22.95

Panesco- Gluten Free Sesame Burger Bun 14 x 110g



53p each

£31.75

Panesco- Crystal Roll- Rustic Pre-Sliced 60 x 75g



52p each

£25.75

Panesco- Barra Gallega White Half Baguette 50 x 125g



34p each

£26.95

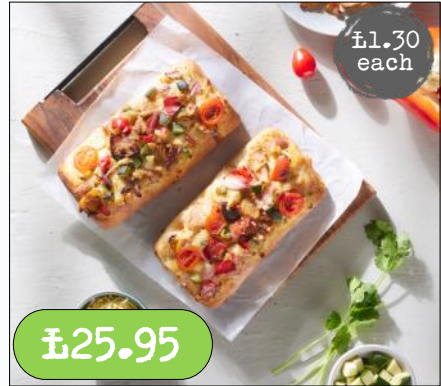
Panesco- Mini Rustic Roll Mix 4 x 20 x 40g



£1.40 each

£27.95

La Lorraine- Veggie Topped Flatbread 20 x 165g



£1.30 each

£25.95

La Lorraine- Spiced Chicken Topped Flatbread 20 x 165g

Frozen Desserts



£18.65

**HCC– Honeycomb Tiffin
Traybake 12 Portions**



£16.95

**Cake– Pistachio Tiffin Traybake
15 Portions**



£31.65

**Mademoiselle– Chocolate
Orange Roulade 12 Portions**



£23.10

**Mademoiselle– White Choc &
Raspberry Roulade 12 Portions**



£27.65

**Panesco– Vegan Passion &
Mango Crumble 15 Individual**



£27.70

**Panesco– Vegan Cassis Mousse
Crumble 15 Individual**

Frozen Desserts



£13.85

PanESCO– Belgian Apple Ring Cake 800g



£13.65

PanESCO– Lemon Ring Cake 800g



£1.69 each

£20.25

PanESCO– Tiramisu 12 Portions



£1.11 each

£15.55

Mademoiselle– Caramel Apple Crumble Pie 14 Portions



£1.13 each

£16.95

HCC– Bountiful Brownie 15 Portions



£1.81 each

£21.75

Mademoiselle– Xmas Pudding Sticky Toffee 12 Individual

DOES EVERYTHING DAIRY DOES AND MORE



NO ALLERGENS
TO DECLARE



BETTER FOR
THE PLANET



DAIRY
FREE



Rich and creamy
alternative to dairy



35p each

£38.30

**American Buttermilk Pancakes-
X 108**



58p each

£11.65

**Belgian Sweet Plain Waffles-
20 x 90g**



23p each

£31.65

**Bridor- Mini Pastries Gourmet
Mix x 140**



18p each

£46.85

**Bridor- Mini Pain Au Chocolat
260 x 28g**



99p each

£53.45

**Bridor- Savoury Ham & Cheese
Swirl 54 x 120g**



75p each

£52.25

**Bridor- Chocolate Twist
70 x 90g**

Frozen Pastry

Lime Caviar



£21.95

Chartreuse Finger Lime Caviar Pearls- 45g



£21.95

Emerald Finger Lime Caviar Pearls- 45g



£21.95

Pink Pearl Finger Lime Caviar- 45g



£21.95

Sunrise Finger Lime Caviar Pearls- 45g



£12.95

Diced Mango- 2.5Kg



£7.95

Diced Papaya 2.5Kg

NEW

ONLINE ORDERING AVAILABLE NOW



£5.95

Dialux- Low Fat Ice Cream
2Litre



£20.50

Dog Gelato- Plant Based Ice
Cream 36 x 90ml



£7.45

Sorbet- Champagne, Lemon,
Orange Or Mango 2Litre



£7.45

Sorbet- Raspberry 2Litre



£10.25

Frozen Yoghurt- Unflavoured
4Litres



£10.45

Vegan- Vanilla Ice Cream 4
Litre

Suncream Dairies

Crackers



Golden Stars- Christmas Cracker FSC Mix 10" x 50



Holly Leaves- Christmas Cracker FSC Mix 10" x 50



Santa & Reindeer- Christmas Cracker FSC Mix 10" x 50



Festive Forest- Christmas Cracker FSC Mix 11" x 50



Mistletoe Christmas Cracker FSC Mix 11" x 50



Silver Text- Christmas Cracker FSC Mix 11" x 50

Crackers



Silver Botanical- Christmas Crackers FSC Mix 12" x 50



Traditional Foliage Christmas Cracker FSC Mix 12" x 50



Golden Sky- Christmas Cracker FSC Mix 13" x 36



Midnight- Christmas Cracker FSC Mix 13" x 36



Natural Wreath- Christmas Cracker FSC Mix 13" x 36



E-Cracker Alternative Christmas Cracker x 500

Disposables



Soup Bowls- 12 oz x 500



Soup Bowls- 16oz x 500



Lid For Soup Bowls- Fits
12-16oz x 500



Micro Containers With Lids- 17 x
12cm x 250



Caterers Kitchen- Freezer Bags
25x25cm x 200



Pizza Boxes- 12 Inch x 100



£33.95

Napkins- 2Ply Black
33cm x 2000



£41.95

Napkins- Cocktail Black 2Ply
x 2000



£77.95

Rational- Blue Rinse Aid Oven
Cleaner Tablets x 50



£99.95

Rational- Red Detergent Oven
Cleaner Tablets x 100



£4.95

Caterers Kitchen- Beer Line
Cleaner 5Litre



£8.95

Cleenol- Bactericidal
Multipurpose Cleaner 5Litre

Disposables

Mega Deals



£29.95

Love Struck- Top Banana
25 x 160g



£26.95

Comelle- Vanilla Ice Cream
Mix 12 x 1Litre



£14.95

Frozen- Grana Padano
Shavings 1Kg



£10.95

Arla- Diced 100% Mozzarella
Fior Di Latte 10mm



£6.75

Whitby- Extra Large Wholetail
Scampi 450g



£9.25

Pringles- 5 Flavours Available
12 x 40g

