

brakesgroup



brakesgroup

Tower House, 10 Southampton Street, London, WC2E 7HA.
tel: 01233 206000 www.brakesgroup.co.uk

Brake Bros Ltd. Registered office:
Enterprise House, Eureka Business Park, Ashford, Kent, TN25 4AG. Registered in England No. 02035315.





With a committed team of 10,000 people in over 80 locations throughout the UK, Ireland, France and Sweden and with experienced sales, telesales and distribution teams, you can trust the Brakes Group to deliver peace of mind.

Contents

About us	4
Our customers	6
Our people	8
Corporate Social Responsibility	10
Brakes	12
Brakes Catering Equipment	14
Brake France	16
Brakes Logistics	18
Browns Foodservice	20
Country Choice	22
Creative Foods	24
Freshfayre	26
La Boulangerie	28
M&J Seafood	30
Menigo Foodservice (Sweden) ..	32
O’Kane Foodservice (Ireland)	34
Pauleys	36
Prime Meats	38
Wild Harvest	40
Woodward Foodservice	42



About us

The Brakes Group is a leading supplier to the foodservice sector in the UK, Ireland, France and Sweden. The group is committed to provide its customers with outstanding service, products and foodservice solutions, its people with a 'great place to work' and its suppliers with a great company to do business with.

The Brakes Group comprises a family of specialist businesses which are able to deliver everything the caterer needs.

We provide a professional and friendly regional service, supported by a national network of depots which ensures we offer an exceptional and individual service to each and every one of our customers.

We are constantly looking at ways to expand our offering and are delighted to have recently welcomed Freshfayre, Browns Foodservice and Menigo Foodservice in Sweden to the family of specialist businesses.

The Brakes Group is committed to reducing the environmental impact the business has on both the communities we serve and the countries we operate in. We have ISO 14001 accreditation, an internationally recognised standard for environmental performance.

We are confident that our policy of continuous programme improvements will push the boundaries of environmental management within our business.

For more information about the Brakes Group visit our website www.brakesgroup.co.uk



Our customers

As a leading supplier to the foodservice industry in the UK, Ireland, France and Sweden the Brakes Group family of specialist businesses are able to deliver everything the caterer needs, including outstanding own brand ranges developed specifically for chefs.

We serve tens of thousands of customers across Europe everyday and pride ourselves on our deep knowledge and understanding of the different business sectors we supply, from independent pubs, restaurants and hotels, well-known high street brands, through to hospitals and schools. Our customers can rely on us to provide the right products for their business.

We know that along with great products our customers look to us for

great service. That's why we employ people who really care. We are always 'big on listening' and our customers keep us up to date with what they require. We promise to give a friendly, flexible and helpful service from our local team.

We always give an individual local service to all our customers, with local knowledge and will do everything possible to exceed our customers' expectations.



Our people

Brakes Group has over 10,000 talented people committed to ensuring our customers receive outstanding products and service.

Our people help to grow our business and our reputation through their dedication to 'doing a good job'.

We are committed to their personal and professional development and seek to provide a stimulating and rewarding working environment for everyone.

Our guiding principle for our people across Europe is that each and every one of them feels valued, respected and thinks of the Brakes Group as 'a great place to work' and a great place to recommend a friend to work.

We really do believe in investing in our people. Brakes

Group enjoys an excellent reputation for our award winning learning and development programmes. We are committed to providing high quality training and the organisation responds enthusiastically to people who express ambition, creativity and are motivated to succeed.

We have nurtured a culture in the work environment that we are proud of. All our people throughout the organisation are encouraged to adopt our behavioural code and values, developed to inspire our team to be pro-active, positive, supportive and effective.





3.2 million less food miles in 2009

280 tonnes of packaging saved since 2008

Helping raise over £5m for good causes

Encouraging excellence in young chefs

Donating the equivalent of over 50,000 meals a month to those in need



Our commitment to corporate social and environmental responsibility

Whether it is reducing food miles, responsible sourcing, or reducing our carbon footprint, you can have confidence in the Brakes Group. We provide what you need today, while delivering a responsible and sustainable tomorrow.

Brakes Group is committed to reducing its impact on the environment. Our monitoring and reporting process is based on five key pillars:

- Environment**
- Responsible sourcing**
- Health & nutrition**
- Serving the community**
- Our people**

We have commitments for each of these key areas of our CSER policy and these are published on our group website www.brakesgroup.co.uk/cser

We have ISO 14001 accreditation, an internationally recognised standard for environmental performance. This accreditation is awarded to companies that comply with all aspects of current legislation concerning the environment and who can demonstrate initiatives to decrease their environmental impact.

brakes

fresh ideas

Brakes, the home of fresh ideas, is a dedicated foodservice business and a 'one stop shop' for every kind of caterer and every type of business.

We deliver an extensive range of fresh, frozen, ambient and non-food products all designed specifically for foodservice and all offering excellent value for money.

Choose from thousands of products offered by the UK's largest foodservice brand. From the exceptional quality of our core range to the outstanding *premiere* collection, specially sourced regional food and a great *healthier choices* range, we have the right product for every occasion.

Add to this an extensive selection of popular high street and manufacturer brands and a range of non-food items, and it is little wonder that our customers tell us, 'I get everything I need from Brakes – why go anywhere else?'

Our team of development chefs is constantly creating new, innovative and bespoke products to help you tempt your customers. In addition our dieticians can offer help and advice in planning your menu.

We are recognised for sourcing, creating and delivering the best products in foodservice year after year, underlining our total commitment to service and innovation. When we're not thinking about products, we are finding new ways to make your life easier, developing and improving solutions for your business.



Everything you need



brakes catering equipment

Brakes Catering Equipment offers the caterer a full range of essential products from capital goods to light equipment.

We will provide you with pretty much anything – from a full kitchen designed and installed by us, to a microwave or box of tea cups.

With over 20 years' experience and over 10,000 products, including all the well known brands, you can be confident you will find what you need by talking to our specialist sales team or getting some inspiration from our extensive catalogue. We really do understand the needs of today's professional caterer, so whether you are just starting

your business, or looking for your everyday essentials, we have a huge range of products and expert help available.

We guarantee a fast and efficient delivery service and pride ourselves on a 'you name it, we can get it' policy.

We have an unsurpassed knowledge of the catering equipment market and our team works around the clock to source special deals and prices for all our customers.

We also provide a full design and planning service with a dedicated and experienced team to manage your project. From the initial CAD design and product recommendations through to installation, completion and aftercare, we have it covered!



Everything for
your kitchen

brake

au service du goût

Brake France has an experienced team who understand the French foodservice marketplace, working with their customers to offer products that ensure they are one step ahead of the competition.

With a constant stream of new products our development team really stimulate the French chef's desire for excellent food. Whether they are looking for imaginative desserts or traditional recipes, revisited with a modern touch, all our

own brand products have been created with a passion for innovation and a desire to make life easier for our customers.

The outstanding *Filière* range represents the finest food, sourced from across the world in areas famed for their particular speciality. Only the very best products will do.

The acquisition of Rault in 2008, based in West France, with over 30 years trading experience and expertise in the grocery sector, has enhanced the service and products we can offer our customers.

Our expert team works closely with the Brakes Group development chefs to ensure a selection of authentic French products are available for customers and consumers in the United Kingdom.

We offer national coverage and our representatives are available to visit and advise on growing sales and margins.

We believe there is no other foodservice company in France more dedicated to the success of its customers.



L'appétit
d'innover!



brakes

logistics

Brakes Logistics is a recognised market leader in multi-temperature food distribution, providing major UK foodservice customers with the simplicity of a national 'one stop' delivery service.

For each of our customers we offer a bespoke logistics solution. As their businesses have grown and developed, we have responded by adapting our service to meet their changing needs.

Our team works tirelessly to ensure that all our customer sites receive a comprehensive and reliable delivery service, regardless of their geographical location. Our logistics solution enables our customers to focus on 'front of house' issues.

When customers employ our services they can also benefit from the Brakes Group extensive product portfolio and menu development teams to complement their own in-house resources.



National 'one stop' delivery service



BROWNS



Browns Foodservice offers a comprehensive range of the finest quality fresh meat, game and poultry to the discerning caterer. Customers are offered a bespoke butchery service to meet their exact requirements from our specialist butchers.

We produce excellent products for our customers under the strictest quality control systems. We specialise in supplying and meeting the specific needs of all sectors of the hotel and catering industry and always offer a bespoke and individual service to our customers. Orders are cut to customer requirements.

Our policy of continually seeking chefs' views, opinions and insights has enabled us to develop new and exciting products to help our customers keep one step ahead of their competition. As their foodservice partner we do everything in our power to ensure they have the finest products tailored to their specific needs.

We pride ourselves in offering all our customers outstanding levels of customer service, delivered by our knowledgeable, professional and enthusiastic team. We operate from a state-of-the-art facility that boasts many of the latest technological advances in the industry.



Finest quality
fresh meat, game
and poultry



CountryChoice

Catering for retailers

Country Choice provides all the elements needed to run a 'food to go' or in-store bakery, and has been meeting the ever changing needs of customers for nearly 30 years.

We offer the most comprehensive range of quality and innovative food for retail including French bread, Viennoiserie and Danish pastries as well as our extensive 'food to go' range of savouries, hot and chilled sandwich fillings, salads and coffee.



We can also advise you on our ground-breaking concept known as the 'Bake & Bite Café', the UK's first totally integrated 'food to go' concession for convenience stores and forecourts. You simply allocate and supply the space and our expert team will supply everything else. Floors, walls, ovens and display equipment will all be shop fitted by us and our nominated contractors. It couldn't be easier!

The Bake & Bite® brand has been designed to provide your in-store bakery or foodservice operation with a professional look and feel. Nationally recognised and available in over 3,500 outlets, consumers are assured of quality products, freshly prepared in-store when they see the Bake & Bite® brand.

Our Boston's new premium donut and coffee concept is available exclusively from Country Choice, providing retailers with topped and filled donuts, Fairtrade Arabica bean coffee and a range of equipment to suit stores of all sizes.



The freshly baked experience



creative foods

Creative Foods is a specialist producer of award winning recipe dishes, sauces and desserts designed specifically for the discerning foodservice customer.

With a track record of innovation and product development we produce outstanding bespoke products for many

leading foodservice operators as well as popular own brand products for Brakes. We are proud to have won the 2010 BFFF Catering Product of the Year Award for our Brakes Smoked Haddock & Pea Risotto.

Our team of five industry-leading development chefs works closely with many of our customers on a bespoke basis to develop dishes to meet their specific requirements. We operate from two BRC Grade A Global Food Standard facilities. We have developed two successful brands, *The Pudding Factory* and *Clever Chef* for our customers.

Our customers benefit from our 40 years' experience of manufacturing consistently high quality products. Whether you are looking for premium menu solutions using fresh meat, vegetables or dairy ingredients, a fantastic tasting curry or a traditional British sponge pudding we pride ourselves on having the capacity, capability and expertise to meet demanding caterers' requirements.



Recipe success and bespoke innovation





CHILLED FOODSERVICE

Freshfayre is a leading specialist chilled foodservice business with a reputation for excellent customer service and a track record for providing customers with high quality chilled products for nearly 25 years.

Our team, along with our dedicated suppliers, ensures we buy the best quality products at the most competitive prices. We understand how important provenance and due diligence are to our customers and these issues are just as

important to us. We can provide full traceability on all the products we sell.

We also know how important it is to provide customers with new ideas and our team works very closely with our suppliers to ensure our product range is at the forefront of the chilled market, helping you keep a step ahead of your competition.

We offer a van sales service and our team works with our customers to meet their specific and individual requirements and pride themselves on their 'can do approach'.



Specialist in chilled foodservice



La Boulangerie

bread & patisserie specialist

La Boulangerie represents a true passion for bakery. By carefully selecting the best bread, patisserie, Viennoiserie and traditional bakery you are guaranteed excellent quality and a wide choice.

Fine ingredients crafted into quality products with outstanding flavour ensure that our range will give every chef complete confidence when offering our bread and patisserie to their customers.

We've selected bread made in France with French flour, reflecting the recipes and styles of artisan bread making which have been in existence for centuries creating a truly authentic taste.

We also offer English bread made to traditional recipes, organic bread made to Soil Association standards and an extensive range of speciality bread and rolls including excellent new sandwich bread from across Europe. Not to mention our great patisserie selection.

Our team is always on the lookout for exciting new products from speciality bakers to tempt you and which push the boundaries of traditional bakery. We are happy to offer expert help and advice to help you choose the best products for your customers.



Simply the best bread and patisserie



M&J seafood

fresh fish specialist

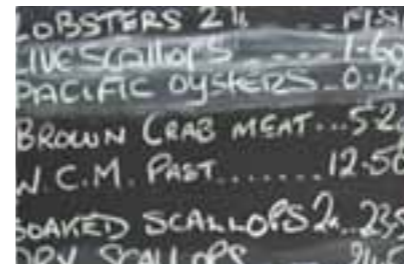
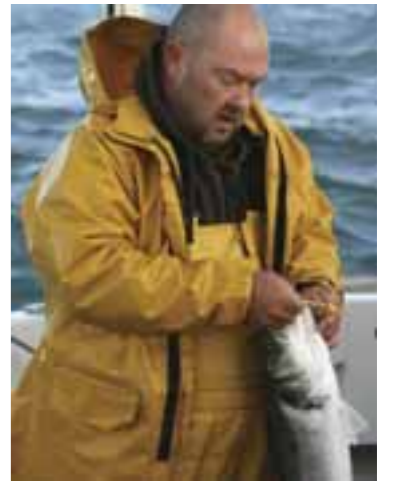
The chef's first choice for fish and seafood and expert help and advice. Passionate about fish, outstanding local service and sustainability. Offering customers the widest range of fish & seafood available in the UK.

Each of our local M&J Seafood branches have their own fresh fish preparation room, buyers, fishmongers, telesales and sales representative teams to ensure you receive the very best local service and advice possible. Local branches make local purchases so you can be sure to benefit from daily catches freshly caught in your region.

We also source fish and seafood from all over the world to bring you the best of the world's catch on a daily basis. Sustainability is central to everything we believe in so our buyers are totally committed to meeting today's fish and seafood requirements while protecting tomorrow's. This involves sourcing and supplying the best possible product from well-managed and sustainable fisheries while promoting greater variety and the use of under-utilised species.

Our award winning fishmongers can prepare each order to your exact requirements, providing you with a bespoke filleting and cutting service for delivery the next day.

We can also update customers with a daily fish market report on availability and market prices as well as our popular 'catch of the day' to highlight great daily offers.



Committed to responsible sourcing





Menigo, a highly respected Swedish foodservice supplier, offers customers an outstanding range of quality food, beverages and an extensive range of catering equipment.



We provide our customers with a choice of thousands of products and a professional and friendly service. We obtain fresh food from nearby farms as well as outstanding products from around the world. We operate from four regions based in Stockholm, Gothenburg, Malmö and Sundsvall.

Our highly experienced team can add value to any foodservice business; additionally we offer a specialised service to the convenience store sector. We also have our own store concepts, Time and Nara Dej.

We are proud to be a part owner of the Restaurant Academy, a co-operative partner of the University of Restaurant and Culinary Arts in Umeå and a principal sponsor of Bocuse d'Or, a bi-annual world chef championship.

We are passionate about the environment and ensuring that we constantly improve our operation to minimise the environmental effect we have on our customers and the communities we serve. Menigo are ISO 14001 accredited.



Vår kunskap -
din framgång



O'Kane

foodservice

Distributing Brakes products to foodservice customers in Northern Ireland and the Irish Republic, O'Kane has built a reputation for quality food and unrivalled service.

O'Kane has worked in partnership with Brakes for over 11 years and joined the Brakes Group family of businesses in 2008. O'Kane offers an extensive range of Brakes brand products, supplemented by well known supplier brands and a range of local products. We provide our customers with a high level of local service and quality they have grown to

expect. In addition, our customers benefit from a larger choice of products from the Brakes Group family of specialist businesses.

Based in Lisburn, Northern Ireland we have invested heavily in our infrastructure to make us the ideal choice for foodservice customers throughout Northern Ireland and the Republic of Ireland. Our expert team is always available to help customers with their foodservice requirements and advise them on ways to improve their menus.

The business, with the support of loyal customers, is continuing to go from strength to strength and we are totally committed to helping our customers in any way we can and to build on the success we have already enjoyed.



Great Irish produce and so much more





Pauleys is one of the UK's leading specialist fresh produce companies with over 80 years' experience supplying foodservice customers with high quality fresh fruit and vegetables.

Our expert team, along with our dedicated growers, has a real passion for produce, working tirelessly to ensure you get the freshest, most flavoursome produce in season.



Whilst focusing on the best regional and seasonal produce we have a vast range that includes exotic produce from all over the world as well as a complete range of fully prepared vegetables and salads to help make life easier in the kitchen. Our unique distribution network delivers the freshest produce nationwide.

Provenance is an integral part of our business, so we support local farming wherever possible and are proud to have built long-term relationships with our growers. We also work in partnership with the very best fresh produce suppliers from around the world, constantly reviewing our range to ensure we provide new and exciting specialist produce.

Since 2008 we have launched over 130 new Red Tractor accredited products and will continue to extend the range for our customers.

We are British Retail Consortium (BRC) Grade A certified, giving you total confidence in our technical assurance and food safety. Our technical team works closely 'in the field' with growers and suppliers to keep us ahead of the game and ensure we consistently supply the best crops available.



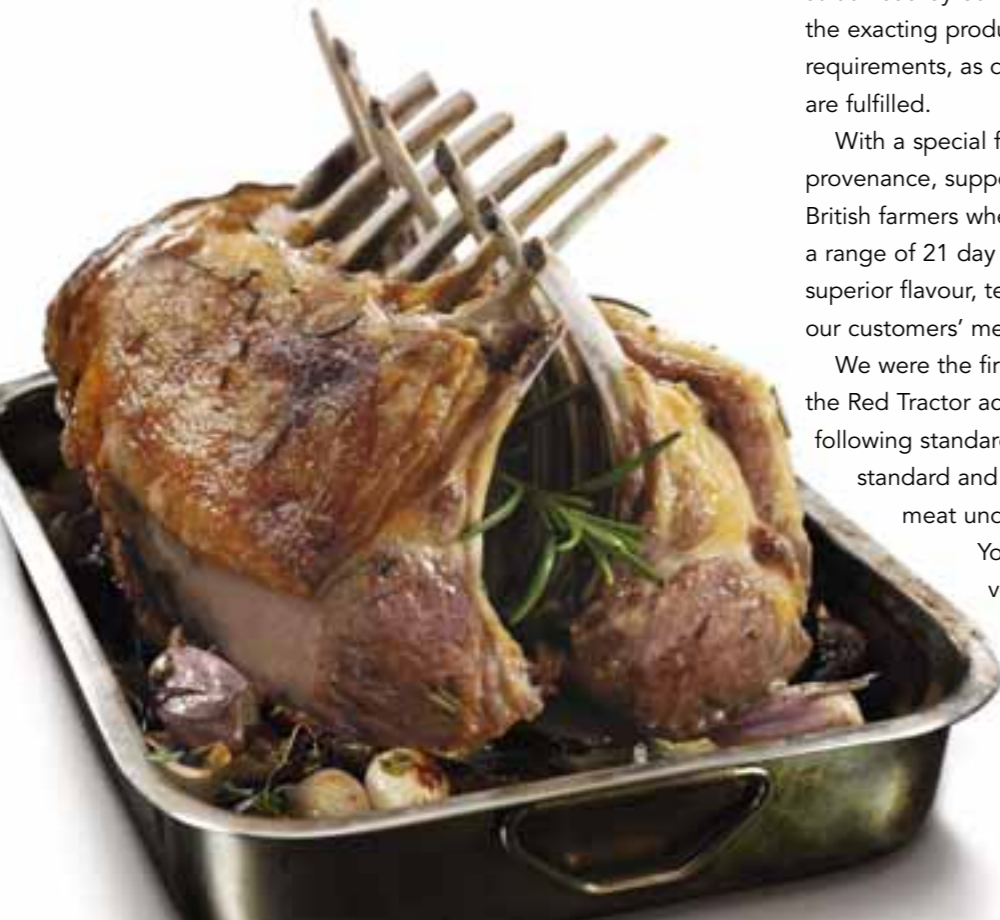
Seasonal freshness every day



primemeats

speciality butcher

Prime Meats, the Brakes Group specialist butcher, offers customers an exceptional range of fresh, high quality meat, poultry and game, in a choice of different cuts.



When you buy from us you can be assured of our sourcing integrity and that the quality of our meat is beyond question.

Every stage of the journey from farm to your kitchen is scrutinised by our dedicated technical team, who ensure the exacting product specifications and labelling requirements, as described in the *Meat Buyer's Guide*, are fulfilled.

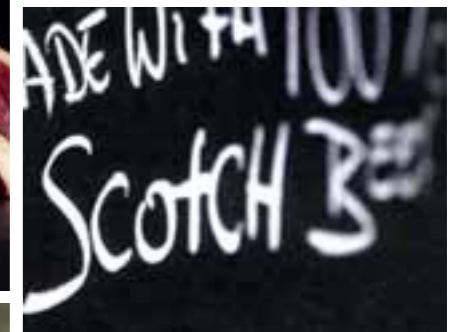
With a special focus on British meat and regional provenance, supported by the NFU, our aim is to support British farmers wherever possible. Our Birchstead Mature is a range of 21 day aged British beef cuts, delivering superior flavour, texture and a real point of difference for our customers' menus.

We were the first foodservice business to be awarded the Red Tractor accreditation. We supply products from the following standards – Quality Meat Scotland, Quality Pork standard and Welsh Lamb mark – and also supply meat under the RSPCA Freedom Food initiative.

You can rely on Prime Meats to provide the very best fresh meat and poultry for your customers. Our expert team is happy to give any help or advice you may require.



Total traceability and sourcing integrity



Wild Harvest^{Ltd.}

fine food from around the world

Wild Harvest supplies fine ingredients to many of London's distinguished establishments and countless leading hotels and restaurants nationwide.

Our core range consists of wild mushrooms, truffles, fresh produce and specialist patisserie ingredients, some of which are unique to the UK through Wild Harvest. This is supplemented with a range of seasonal meat, game and

dairy that changes on a daily basis.

Based in London's food market, New Covent Garden, our specialist knowledge ensures that products are made available to you at the very peak of their season when the conditions required for a perfect harvest have been met. With the world's top food suppliers contributing to our range, you know food doesn't come any more exclusive than this.

Many of the team have trained as chefs so we know that you not only require exceptional quality but also an uncompromising service. This is why London chefs can benefit from our same day service, whilst outside the capital city we deliver the very next day.



Simply the finest ingredients





Woodward Foodservice, with a track record of over 50 years loyal service to customers, recently joined the Brakes Group of specialist businesses.

We specialise in providing outstanding products, service and support to the independent caterer with a strong regional focus. Each region is supported by a dedicated

sales team offering customers a reassuring mix of local knowledge, expertise and support. We enjoy an extremely loyal customer base, most of whom have used us for many years.

Not only do we supply a wide range of branded products, we also have an extensive own brand range providing customers with the assurance of performance and value for money. Our customers can also benefit from a larger choice of products from the Brakes Group family of specialist businesses.

We are continually exploring ways to build on the success of the Woodward brand and develop new market opportunities so that many more customers can enjoy this unique service and product mix.



A special relationship with the caterer

