



ARTISAN PRODUCTS AND MENU INNOVATION — FOR — FOOD SERVICE

CRANSWICK plc



THE HOME OF GREAT BRITISH FOOD

We are a leading manufacturer of premium foods and pride ourselves on the superior quality of the products we offer to the food service sector.

Experts in British pork, we provide a wide range of food service solutions, whether you're buying fresh pork, gourmet sausages, premium cooked meats, traditional air-dried bacon, pastries or sandwiches: we guarantee the finest products combined with ease of purchase and delivery.

We deliver the flavours that show your customers you have great taste.

CRANSWICK /plc

BREADTH AND CREATIVITY: THE CRANSWICK RANGE

Our extensive range includes fresh and cooked bacon and sausages, sandwiches, hot 'Food to Go' solutions, sliced cooked meats, pulled deli meats, olives and antipasti, pizza toppings, artisan pastries and pies, ribs and pulled pork and deli fillers.

We pride ourselves on the quality of our products, sourcing British and focusing on the Red Tractor/ British Quality Assured Pork (BQAP) standards and also sourcing EU.

DEDICATED TEAMS WORKING FOR YOU...

Our point of difference lies within our ability, agility and flexibility to deliver bespoke solutions to you. We have a dedicated Food Service marketing function who work in conjunction with our team of in-house development chefs to identify emerging trends in the category and create tailored products to meet your needs.

FOOD HEROES AN ARTISAN APPROACH



CHRIS BATTLE
MASTER BUTCHER
& BACON CURER



MARTIN HEAP
GOURMET SAUSAGES
& GARNISH



COLIN WOODALL
BRITISH CHARCUTERIE
& ARTISAN HAMS



GILL RIDGARD
HANDCRAFTED
GOURMET PASTRY



VAZ FRIGERIO
EUROPEAN FINE
FOODS SOURCING



CRANSWICK /plc

CRANSWICK HISTORY

Cranswick was formed by farmers in the early 1970's to produce pig feed. In 1988 the Board embarked on a strategy to broaden the base of the Company's activities and to seek opportunities to develop into related areas. Activities have since been extended from this agricultural base into the food sector.

This development has been achieved through a combination of acquisitions and subsequent organic growth. We are now able to supply a wide range of fresh pork, gourmet sausages, premium cooked meats, traditional air-dried bacon, charcuterie, artisan pastry products and hot and cold eat sandwiches to our customers from a number of production facilities in the UK.

The high quality of the food we supply is borne out by the awards which continue to be received across all of our product categories.

CRANSWICK KEY FACTS

- We are Traceable, Transparent & Trusted: we have full security and authenticity of our supply chain. Our primary processing sites are located in two key eastern pig production hubs; Preston and Norfolk
- We have recently acquired pig production businesses so to enable vertical integration
- We slaughter 40,000 pigs a week
- Over 50% of pigs processed by Cranswick are produced to the requirements of the RSPCA Freedom Foods welfare standard. The balance of those processed are reared indoors in full compliance with the Red Tractor/British Quality Assured Pork (BQAP) welfare standards
- Over 80% of our pigs travel less than 60 miles from farm to processing site and almost half of our pigs travel less than 25 miles
- We are working with several producer groups and named producers to deliver on pack/product provenance & connectivity



UK INDUSTRY: OUR BUSINESSES & LOCATIONS



40,000
SLAUGHTERS PER WEEK
50% OF SLAUGHTERINGS
HIGHER WELFARE PIGS

WORKING WITH YOU TO DELIVER CUSTOMER SOLUTIONS THROUGH INSIGHT.

We have undertaken some bespoke, commissioned research through The Food People, ensuring we are ahead of the game in terms of understanding and translating food service trends into our development pipeline.

TRENDS AND INSIGHTS

Our dedicated Food Service marketing team have been busy in their work to identify the key trends within the industry. Working in conjunction with our in-house chefs and development team, we have developed a range of products which works within our capabilities and also encapsulates the current overarching trends within Food Service. The following few slides demonstrate key trends and insights.

TRENDS ARE INFLUENCING OUR DEVELOPMENT APPROACH

We have based the Cranswick Food Service strategy around the following 5 trend areas:

1. In Search of a Better Breakfast
2. Menu-Led Innovation, looking at the Street Food phenomenon
3. The Best of British and the Pastry Renaissance
4. Proper Pig, focusing on a premium range offering
5. Hot Eating on the go and artisan, handmade sandwiches

1. IN SEARCH OF A BETTER BREAKFAST

KEY TRENDS

- Protein-Packed – bacon and egg focused
- Breakfast sausage patties and sausages on sticks
- Eggs in different, inventive carriers
- Provenance and Quality:
ie: Thick cut bacon, Air dried, Grass fed, Free range, Heritage breed
- We are seeing the emergence of black pudding with bacon...



Breakfast is an emerging growth area, due to changing lifestyles. We are heading towards all-day, informal dining with consumers expecting NPD and innovation within the Breakfast arena.

BREAKFAST TRENDS FROM THE US

We look across to America for trends in Breakfast. They are revolutionising eggs in carriers, including bacon.



THE AMERICAN BRUNCH TREND

- Waffles, buttermilk pancakes, with crispy bacon and maple syrup
- Waffles as a breakfast sandwich
- Poached Eggs Benedict



HAND-HELD FORMATS

- Freshness and smells of coffee and bacon
- Focus is on convenience, quick and portable

TOASTIES FOR BREAKFAST

- Breakfast toasties in various carriers – in flatbreads, wraps, brioche rolls, pitta
- Loaf, London café... serving up truffled egg and mushroom, smoked salmon and scrambled eggs breakfast toasties
- Protein Boxes... scrambled egg with bacon, sausage, tomato, cheddar & jalapeno

2. MENU LED INNOVATION. LOOKING AT THE STREET FOOD PHENOMENON

We have positioned ourselves as market-leading innovators and we are confident in our ability to pull pork through the menu by two key trends (American and Global Cuisine).

STREET EATING IN THE UK HAS ESCALATED BEYOND ALL EXPECTATION IN RECENT YEARS

It is fresh and exciting, brash and bold and enormously popular. The street food explosion is a social phenomenon and a very sociable way of eating.

The trend originated in the United States, with the street food movement of vans selling quality food to

punters happy to eat standing up and out of paper.

Our cosmopolitan culture makes this country a great incubator of new food ideas and the UK consumer is a hungry adopter of new tastes and experiences.

SMOKING IS A BIG FLAVOUR THAT LEADS THE WAY

It's deep smoke that goes right through the meat

- **DIRECT HEAT IS BEING USED TO ADD THE SMOKE FLAVOUR**
cooking over coals and wood chips is the popular way with some chefs even adding the smoke to sealed pans, or creating so much smoke your eyes water
- **AIR-DRYING MEAT BEFORE SMOKING**
gives an intense dry charcuterie taste to the meat, which is often very lean
- **NOSE TO TAIL DINING**
is still with us, and more extreme than ever with whole pig heads being served up!



BARBEQUE

Barbecue is a huge trend in the UK restaurant scene, now having fully emerged. Jamie Oliver helped to set the scene for American-style BBQ offerings with his highly publicised restaurant Barbecoa. The emphasis is on great taste and flavour.

THE AMERICAN STREET FOOD TRENDS



FOOD SERVICE MENU HIGHLIGHTS

PULLED PORK SANDWICH

Pulled pork in a glazed artisan burger bun all covered in apple sauce, slaw and unholy BBQ sauce

SOUTHERN TASTING

Platter 18 hour smoked - pulled pork, beef brisket, pork belly ribs & skinny fries

SAUCES TREND: sauces are becoming heroes themselves: Creole, Bourbon Whiskey, Jack Daniels, hot sauce, mustard.

Source: http://www.lostincatering.com/lostincatering/london_dining_trends.html

AMERICAN STYLE FAST FOOD

BURGERS

Gourmet burgers have a key presence within food service in the UK.

Just when everyone predicted that burgers were 'so-over', a wave of new burger operators have emerged

PULLED PORK, SLICED BRISKET & BACON...

We are now seeing pulled pork as the main component, as the actual burger itself.

We are also seeing burgers stuffed with inclusions; cheeses, chilli and pesto.

Flat top grilling is the new trend.



MEATBALLS

We are also seeing meatball innovation, also stuffed and with noticeable particulates such as fresh herbs, cheeses and spices



HOT DOGS

There are two main ingredients that make a hot dog gourmet:

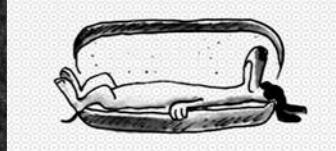
1. A GOOD QUALITY HOT DOG

Consumers are more conscious than ever about the meat they are eating. Despite the continuing economic problems they will pay a premium for a premium hot dog, particularly British, moving away from the Bockwurst style.

2. A GOOD SELECTION OF TOPPINGS

Gourmet hot dog toppings are including options such as cheese, bacon, jalapenos, guacamole, chilli, sour cream, pickles, salad, mustards, pickles, salsa, peppers, BBQ sauce and many others. The Americans are at the forefront of the gourmet hot dog, with key trends emerging now in London in particular.

Examples: Bubbledogs, Primo's Gourmet Hot Dogs, Big Apple Hotdogs.



bubbledogs



NOW BEING SERVED

GLOBAL STREET FOOD TRENDS



We are seeing flavour trends emerging from across the globe as consumers are exposed to foreign cultures, traditions and cuisines.

- Spanish - chorizo and smoked paprika
- Thai - lemongrass, chilli, ginger
- Chinese - Mu Shu pork burger, Sticky pineapple and chilli
- Cajun - cumin, coriander, smoked paprika and garlic
- Caribbean - Jerk (paprika, garlic, ground allspice, ground nutmeg and cayenne pepper)



MEXICAN

This is a key trend area, featuring cumin, chilli, paprika, oregano, garlic and cayenne flavours. Many outlets are offering Mexican style varianrs. Pulled pork fajitas are increasing in popularity.

Examples of Mexican Operators - Chimichanga, Wahaca, Chipotle



HANDCRAFTED
EACH PRODUCT HAS A
PERSONALITY, GOLDEN PASTRY
AND QUALITY INGREDIENTS

3. THE BEST OF BRITISH & THE PASTRY RENAISSANCE

BRITISH, LOCAL AND REGIONAL....

There is a focus on local-orientation, with the utilisation of more seasonal produced ingredients.

Links with farmers and producers for quality meat is important, as well as the cooking methods. We are seeing more traditional approaches such as slow cooking of secondary cuts of meat.

Key buzzwords are: British, Local, Seasonal, Artisan and Provenance, Heritage, Thick-Cut, Outdoor Reared and Outdoor Bred.



A TASTE OF HOME: THE BRITISH PASTRY RENAISSANCE

Pies, pasties, puddings, stews and casseroles are the epitome of British cuisine.

Demand for these products has increased over recent years with the pastry renaissance showing no signs of slowing down.

There is a very obvious step change of quality and emphasis on savoury pastry.

The Great British Bake Off has been stimulating passions for quality pastry.



4. PROPER PIG, FOCUSING ON A PREMIUM RANGE OFFERING TO FOOD SERVICE

It's the meat that makes the difference!

The demand for high quality meat within food outlets has spread from the street food tradition and meat recipe book popularity.

This emerging trend is based on provenance; of the animals and their breed, where they were reared and their feed.

Pork – Total Pork is increasing within operators, due to the increased focus on Breakfast by major brands. Within pubs, pork has seen an increase of over 26 million servings in 2013, with pork now almost on a par with beef. Within full-service restaurants, only pork has seen servings growth.

Examples of meat-focused outlets: Ginger Pig, Hawksmoor Steakhouse, Blue Smoke, Tramshed.

FOCUS AREAS WITHIN PORK IN FOOD SERVICE

| | |
|------------------------------|---------------|
| Porchetta | Pork cheek |
| Forgotten Cuts | Belly squares |
| Low and Slow Cooking Methods | Gammon |
| Named Breeds | Ham Hock |
| British Charcuterie | Belly Rashers |

Source: NPD Group 'Examining the Food Service Market and Capability on Key Trends'

"This is the time for the super-pig! Slow-reared, expertly cured and smoked to perfection before being thickly sliced and doused in maple syrup "



5. HOT EATING & PREMIUM SANDWICH TRENDS FOR 2014: *Commissioned, Bespoke Research By The Food People*

HOT HAND-HELD EATS: ALTERNATIVE CARRIERS

The convenience trend is hot, grab and go eats and it is showing no signs of slowing down. With jam-packed activity schedules the traditional family mealtime is falling by the wayside. Consumers require food that is easy to eat and easy to hold whilst they are on the move, which is also big on taste and flavour.



LAYERING, HIGH FILLS & PROTEIN

- Stuffed breads and rolls
- High protein, with more protein in the fill and the carrier
- More green and greens with crunch
- Sliders
- Flavoured doughs to brighten up the offer, with tomato, spinach and pesto inclusions
- Whole and also half sizes
- Classics made into sandwiches such as the Eggs Benedictwich



INNOVATIVE CARRIERS, GLAZES & TOPPINGS

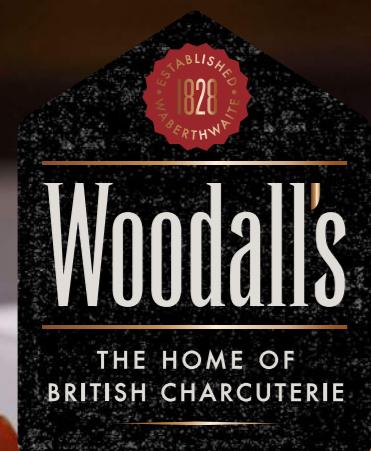
- Sourdough, in particular rye sourdough
- Hybrid carriers such as the Pretzel bread, Bretzel and the Cronut
- More green and greens with crunch
- Flavoured flatbreads, wraps and pittas
- Breads brushed with oils as a fantastic way to add further flavour...

Basil oil, Olive oil, Chilli oil, Truffle oil

FLAVOURSOME MAYOS, SAUCES & DRESSINGS

- Aioli and garlic tahini
- Pesto, made with different nuts, such as almond, walnut, hazelnut, cashew and pecan
- Pesto, made with different salad leaves and herbs, such as watercress, spinach and mint
- Flavoured mayos – pesto, lemon, parmesan, chipotle, fresh herbs, wasabi, horseradish
- Avocado cream and fiery guacamole
- Garlic tahini
- American inspired dressings and sauces, such as BBQ, creole, bourbon, ranch and caesar style
- Russian style dressings, with fruit and nuts
- Caramelised onion marmalades, chutneys and jams, harissa pastes, sumac, sweet hot mustards
- Thai inspired ingredients such as satay sauces, sweet chilli and siracha chilli

THE FOLLOWING PAGES DETAIL OUR BRANDS



WOODALL'S, THE PIONEERS OF BRITISH CHARCUTERIE

VALUES AND BRAND ETHOS

A Story Worth Telling...

For eight generations the Woodall's family has been innovating using traditional methods. It all began at the family-run butchers in rural Waberthwaite in The Lake District.

The family story began in the butchery trade but over the years and down the generations the Woodall's became masters in curing and skilled in smoking. One thing's for sure it's the deliciously original recipes that make our customers truly devoted to our charcuterie.

Our products feature original recipes, smoking techniques and unique blends of spices. It's taken years to perfect our range but this determination certainly pays off on the plate.

All of our air-dried hams are salted by hand and left to cure for at least 6 months, giving them distinctive flavour and quality.



THE WOODALL'S RANGE FOR FOOD SERVICE

► **PANCETTA:** Traditionally matured over 45 days, our British pork bellies are firstly selected for an even distribution of fat to lean. They are then hand salted and allowed to rest for 7 days, hung for a couple of days and then smoked for 5 hours. They are then air dried for a further 5 weeks.

► **AIR DRIED BACON:** Available soon!

HAMS AND SALAMI

► **CUMBRIAN HAM** is the first prosciutto style ham to be produced commercially in the UK, traditionally hand cured using an old Woodall family recipe. The hams are then matured for 6 months to create a prosciutto style ham with a delicate sweet flavour.

This was the first prosciutto style ham to be produced commercially in the UK.

► **THE BLACK COMBE** is hand rubbed with a spiced dry cure mix then smoked in oak for 5 hours before being left to naturally air dry for at least 6 months. This ham finds the balance between being aromatic and distinct but not overpowering.

USAGE INSPIRATION

- Woodall's Black Combe Ham and Eggs Bloomer
- Woodall's British Charcuterie as a filler in our hand-made artisan sandwiches, wraps, paninis and flatbreads – Black Combe Ham, Cumbrian and Royal Ham and Cumberland Salami
- Woodall's British Charcuterie in a hot eat application ie Royal Ham and Mature Cheddar Panini
- Woodall's British Charcuterie dine-in platters, served with British cheeses, pickles and chutneys and sourdough bread

► **CUMBERLAND SAUSAGES:** They reached the most discerning of flyers when they were served on the Concorde! Produced using 100% meat and filled into natural hog casings.

► **LARDONS:** Dry-cured to our cumbrian recipe and oak and beech smoked for a full flavour.



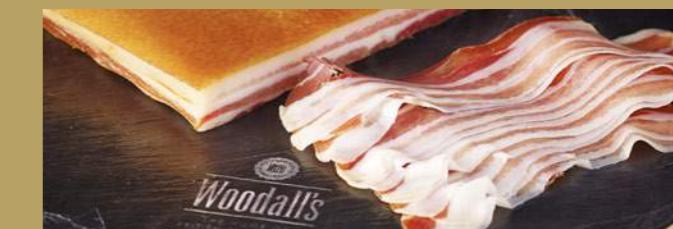
► **ROYALE HAM** is marinated for 8 days in a liquid pickle of Timothy Taylor's Landlord Ale, molasses, vinegar, brown sugar and spices. It is then hung for a further 7 days to dry and then smoked in oak for 5 hours before being air dried for at least 6 months.

► **CUMBERLAND SALAMI** originates from the Cumberland sausage recipe which the Woodall family has used for 8 generations. The sausage is cured for 6 weeks to create a ready to eat product with a unique, deep, rich flavour. A completely different taste experience to continental salamis and chorizos.

• Woodall's British Charcuterie 'Food to Go' lunch platters, consisting of meats, cheeses, olives, dip, salad and artisan bread

Dinner:

• Woodall's Cumberland Sausage as an element of a main dish, served with creamed root vegetable mash and caramelised onion gravy



HEAPS

SIMPLY SAUSAGES

HEAP'S 'THE ORIGINAL GOURMET SAUSAGE'

VALUES AND BRAND ETHOS

Combine best quality ingredients with prime cuts and fresh herbs, add a pinch of London folklore and a large helping of ingenious sausage recipes created by chef, restaurateur and Westminster College cookery lecturer Martin Heap, and you'll get a flavour of what Simply Sausages is all about. He is passionate about using the very best of British ingredients with prime whole cuts from the shoulder and belly.

The Simply Sausages brand was born in 1991 in Smithfield Market, the original London home of meat. The brainchild of Martin Heap, the Simply Sausage shop sold 24 varieties of sausage, all created with one aspiration in mind: to be, quite simply, the best sausage you are likely to taste. After just one day of trading, queues were forming around the block to buy Martin's affordable, yet luxurious sausages.

Clearly, with demand being so high, Martin can't possibly make all of his sausages alone any more so he enlisted the help of Cranswick. Heap's sausages are made on-site at our factory Lazenby's, in Hull, with the greatest of care, using only whole cuts of Freedom Food pork and fresh herbs and ingredients.

Lazenby's from its beginnings as a regional specialty producer is now one of the most respected operators within the industry. We continue to follow the traditional mix and blend production methods only using the finest cuts of meat and fresh herbs. The hand linked sausages are produced in small batches to maintain an artisan, handmade quality.



THE HEAP'S RANGE FOR FOOD SERVICE

We can supply either cooked or uncooked sausages. Our cooked offering is cooked by a third party. We can design and create bespoke sausages to your requirement.

♦ ORIGINAL NO. 1 RECIPE:

88% Pork Sausages with a pinch of nutmeg and a hint of white pepper.

These superior sausages are inspired by the quintessentially meaty destination that is Smithfield Market. The recipe hasn't changed since they were first dreamt up by Martin Heap in his gourmet London butchers.

Smithfield Jack in the reign Victoria, found a surfeit of Nutmeg caused euphoria, but when paired with Sage in moderation, made regal bangers for a hungry nation.

♦ THE LETHAL LUCIFER:

80% Pork Sausages laced with fiery scotch bonnets.

For a dish with a kick, our Lethal Lucifer recipe No 666 is just the trick. Simply made with the very best pork and laced with Scotch Bonnet Chillies for HEAPS of Flavour. Martin Heap has spent countless courageous hours in the kitchen getting the heat to sizzle not scorch, great for those who like it hot. We've been to hell and back for this perfect punchy sausage, but we'll happily bet our souls that you'll be more than satisfied with the result.

♦ THE PORK-A-LEEKIE:

64% Pork Sausages with generous cuts of dry-cured bacon and fresh leeks.

For a hearty and heart-warming sausage we've got just the thing - our Pork-a-Leekie Recipe No. 37 packed with flavour, smoked dry-cured bacon and livened up with fresh leeks. They make a substantial supper to satisfy the most robust of appetites. Martin Heap has conjured up a rare treat - a gourmet sausage fit for both king and countryman that will have taste buds across the land jumping for joy as this dish hits the table.



USAGE INSPIRATION

Try our Heap's Gourmet Breakfast Chipolata in an artisan sourdough bun, or part of a delicious English breakfast



COOKED MEATS; SLICED, SHREDDED AND PULLED

VALUES AND BRAND ETHOS

We are one of the largest cooked meats operators in the UK, supplying a wide range of cooked proteins, sliced, pulled and shredded: suitable for sandwiches, hot eats, fillers and toppings. We produce high quality cooked meats in prepack, bulk catering packs and catering platter formats. Cranswick have three cooked meats facilities across the UK; Sutton Fields which is based in Hull, Barnsley and also Milton Keynes. In line with consumer trends we are at the forefront of delivering innovative added value products.

Country Taste Essentials Range:

This is our affordable range of every day, value meats. For our customers who are working to a strict budget and keeping costs low.

Our range includes key wafer thin and sliced formats, combined with best-selling flavours. Offering breadth and choice.

Products for you: Cooked Ham, Honey Roast Ham, Cooked Chicken, Wafer Thin Cooked Ham, Wafer Thin Smoked Ham



Country Taste Range:

This is a broad range that appeals to the widest audience. Affordability and quality are equally important.

Our range includes best-selling hams, complimented with corned beef, beef and turkey. Pulled ham and pork adds value to the range, whilst chunks presents new menu usages

Products for you: Breaded Ham, Cooked Gammon Ham, Roast Silverside Of Beef, Roast Turkey, Corned Beef, Pulled Ham Hock, Pulled Pork, Ham & Beef Chunks



COUNTRY TASTE RANGE FOR FOOD SERVICE

► **BACON:** Using good value bacon from the EU, we slice and pack in the UK. Our range has products to cover breakfast, grills, sandwiches and garnishes:

- **Dry Cured Back Bacon:** As the leanest cut of bacon this is ideal for use in traditional English breakfasts and the classic bacon sandwich.

- **Dry Cured Smoked Back Bacon:** Traditionally beech smoked this product is a lean rasher with a great smoky background flavour.

- **Streaky Bacon:** A flavoursome product that is ideal for burger toppings, wrapping chicken breasts or producing 'pigs in blankets'.

- **Smoked Streaky Bacon:** As an addition to pasta sauces or salads, this traditionally beech smoked product is unsurpassed.



► **SAUSAGE BREAKFAST PATTY** (skinless sausage squashed). This product is similar to the McDonald's patty-style of sausage, which forms part of their Breakfast muffin. Perfect as a filler for a breakfast sandwich. We can supply the patty in a circular format, or as a slab.

► **SAUSAGES:** In a variety of flavours, with varying meat contents. We also supply various EU Meatballs, Burgers, stuffing balls/pellets/slabs, kebabs koftas and cocktail sausages. These can be offered also in a marinade.

► **FRESH PORK:**

Fresh EU pork cuts; chops, loin steaks, escalope, rib eye steaks.



USAGE INSPIRATION

Our Country Taste range of bacon and sausages are the perfect ingredients for breakfast sandwiches on the go. Equally, our Country Taste ranges of cooked meats make excellent sandwich and toastie fillers.

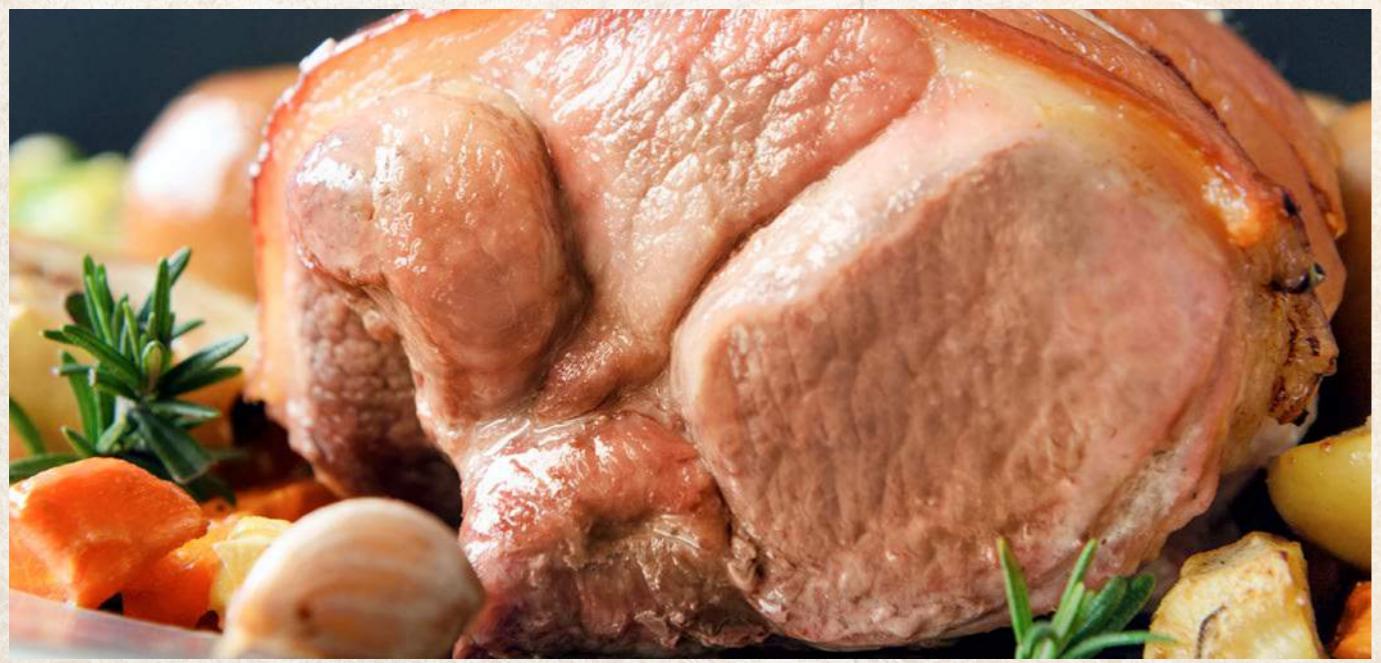




BEST OF BRITISH

VALUES AND BRAND ETHOS

Our Best of British range offers value but trusted quality British products. Our products fully comply with the Red Tractor and British Quality Assured Pork (BQAP) welfare standards.



GOOD BACON TAKES
TIME-ROUGHLY
21 DAYS IN FACT!

BEST OF BRITISH RANGE FOR FOOD SERVICE

WE SPECIALISE IN PREMIUM

► BACON

Our cooked offering is cooked by a third party.

We use traditional artisan methods scaled up for modern day production, each back is hand rubbed, left to cure, then matured and air dried. Our heritage is in the cures, smokes and methods and we never add water to our bacon so there's no shrinking when it's cooked.

Our Sherburn-in-Elmet bacon site is the only custom built facility for air-drying bacon in the UK

- We use traditional artisan production methods scaled up for modern day production
- Our Jack Scaife cure is based on a 100 year old recipe passed down through three generations
- Our bacon is air-dried, dry-cured and matured
- Our dry cure and Wiltshire bacon and gammon is produced to meet the BMPA Charter standards

USAGE INSPIRATION

Try our Best of British cooked meats in a premium sandwich. Our British sausages and bacon are fit for a British offering on any menu.



► BEST OF BRITISH COOKED MEATS

Premium quality British products. You can be reassured that this range is superior and feel confident in the product delivery.

Our range holds the Red Tractor accreditation and is available in 500g catering packs and also in bulk. We have encompassed key recognised premium ham cures, reassuringly flavoursome British Beef & Turkey and contemporary Pastrami.

Best of British products for you: Wiltshire Breaded Ham, Wiltshire Cooked Ham, Yorkshire Dry Cured Ham, Yorkshire Honey Roast Ham, Pastrami, Roast Topside Beef, Butter Basted Turkey



STREET FOOD

VALUES AND BRAND ETHOS

A key trend identified by our Food Service marketers was the Street Eats phenomenon. We have developed a range of street food concepts, for both restaurant meal solutions and also the hand-held eats market.

Within the street eating arena are two emerging trends, firstly the American Street Food concept, for example smokey, BBQ flavours and applications. Secondly, we have focused on global flavours, which include Thai, Chinese, Brazilian and Mexican.

Our street food range encapsulates both of these themes and consists of pulled pork, ribs, gourmet hot dogs, burgers and meatballs.



STREET FOOD

STREET FOOD

BBQ

STREET FOOD

THAI



STREET FOOD RANGE FOR FOOD SERVICE

♦ BARBEQUE: RIBS, PULLED PORK, BELLY

We'll sell raw or we par-cook and sous vide, ready for you to finish off on your in-house grills/ microwaves.

- Pulled pork in various marinades and sauces such as BBQ, chipotle, chilli.
- Dry pulled pork - suitable for you to finish off with your own sauce or marinade.
- Ribs in various marinades/sauces finished in flavour profiles ranging from BBQ and Chinese to Peking and Smoky.
- Beef brisket, pork belly slices and lollipops.

♦ PORK/BEEF BURGERS:

'The Ultimate Pork Burger' (Man vs Food concept)

- We can offer a 3 part solution, pork burger plus pulled pork in a sauce and also bacon as a topper.
- British and EU beef burgers.
- Burgers with inclusions and particulates, such as cheddar, chilli, spices, herbs and pesto



♦ PORK SLIDERS (Mini Burgers)

- Great for Kids menus.

♦ MEATBALLS

- Pork and Beef Meatballs in a sauce or without a sauce
- Meatballs with inclusions and additions, such as stuffed cheeses and sauces
- Street Food inspired flavours include: Spanish Chorizo, Thai, Mexican, Cajun Caribbean Jerk, Sticky Pineapple and Chilli, Chinese Mu Shu.

♦ GOURMET SAUSAGES/HOT DOGS

- Gourmet hot dog range: standard dog and a chilli dog.



USAGE INSPIRATION

Serve an American themed BBQ platter, using our tasty ribs, pulled pork and meatballs, accompanied with fries, slaw and cornbread



CONTINENTAL FINE FOODS

VALUES AND BRAND ETHOS

Continental Fine Foods is our facility in Manchester. We bring together the finest ingredients from across the globe, delivering the highest quality from start to finish.

Carefully selected suppliers and state of the art facilities enable us to provide a tailored service and a diverse product range which is second to none.

Our strength lies in our flexible component construction and packing, olives, anti-pasti meats and cheese. We also have the capability to mix and marinate. We have a unique, flexible business model that can be tailored to customer needs.

Our Continental Fine Foods range includes high-quality bulk continental meats and charcuterie, olives, cheese, antipasti, pate and pasta.



KEY FACTS

- Built manufacturing premises in Nov 1999
- Expansion into Guinness Circle in September 2004
- Brand New £1.5m Conti slicing Room built Dec 2009
- Capacity : 7 Slicing lines capable of 1.8m packs per week
- Technical Safety: Segregation of raw and cooked
- Innovation: All equipment state of the art and new camera aided slicing
- Grade A BRC Site
- Award winning



CONTINENTAL FINE FOODS RANGE FOR FOOD SERVICE

◆ PRE-PACK AND DELI CHARCUTERIE

Authentic air-dried, fermented and cooked meats from across Europe

◆ Antipasti

◆ Fresh Continental Olives
Also available in bulk catering packs

◆ Snack pack formats (great for Food-on-the-Move)

- ◆ Fresh Italian Pasta
- ◆ Italian and Mediterranean Cheeses
- ◆ Pate
- ◆ British Corned Beef, Ox Tongue, Pork Lunch Tongue
- ◆ Salt Beef



PRODUCT EXAMPLES

◆ OUR ITALIAN CHARCUTERIE

Prosciutto is carefully produced in Bazzano near Parma in Emilia Romagna, the family owned business was started in the 50's.

Milano salami comes from a family-run business that has been specialising in charcuterie for over 100 years. The salami is carefully made in Correggio, a small town in the region of Emilia Romagna.

◆ OUR SPANISH OLIVES

Green Manzanilla & black Hojiblanca olives are handpicked in the olive groves of Seville. The family-run company has over 110 years of experience of table olives.

◆ OUR MORROCAN OLIVES

The Beldi variety is primarily grown and harvested in the regions of Marrakech & Fez

USAGE INSPIRATION

Why not try our Continental Cheese Platter, 145g. Two classic continental cheeses - mild Jarlsberg and savoury Emmental perfectly paired with sundried tomatoes, marinated with garlic and mixed herbs and lightly seasoned green Manzanilla olives with basil and oregano



BODEGA OLIVES

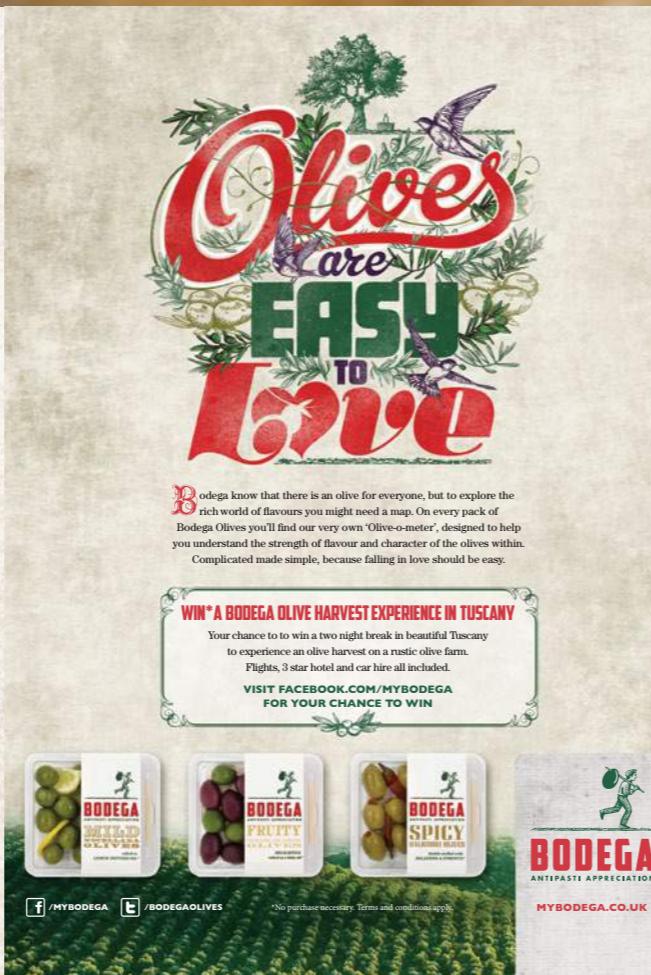
VALUES AND BRAND ETHOS

Taste our travels

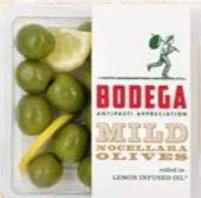
Bodega is driven by a passionate love of olives, antipasti and the rich flavours of the Mediterranean. We have journeyed extensively to bring you authentic taste straight from the olive groves of Italy, Spain and Greece. Whether you are already a connoisseur, or want to start exploring the world of olives, Bodega will guide you to the flavours that will fire your imagination and capture your senses.

An olive for everyone

We believe that there is an olive for everyone. Far from being an 'acquired taste', olives and antipasti offer something special for every palate, you just have to find what's right for you - that's where Bodega comes in. When we talk about varieties of olives we get straight to the heart of what makes them unique, what makes them so flavoursome. From the punchy Greek spice of our Halkidiki olives, double stuffed with Jalapeno and Pimento to the lemon infused, mild delights of the Sicilian Nocellara, we will help you discover the flavours that matter to you.



BODEGA RANGE FOR FOOD SERVICE



► BODEGA MILD NOCELLARA OLIVES ROLLED IN LEMON INFUSED OIL

We love the Sicilian Nocellara Del Belice olives for their mild-mannered flavour, rolling them in lemon and oil for a fresh, mellow bite that's perfect for those who prefer a subtle taste (that's why it's a great starter olive).

► BODEGA VIBRANT MANZANILLA OLIVES WITH PESTO, TOMATOES AND MOZZARELLA

We chose the Manzanilla olive for its vibrant taste and slight almond flavour that perfectly complements the rich depth of the sun-dried tomatoes and pesto marinade, while contrasting the creamy softness of the mozzarella. This antipasti serves up the best flavour influences of Italy on one plate. (so you could go all out and add it to spaghetti).

► BODEGA FRAGRANT BELDI OLIVES TUMBLED WITH FENNEL SEEDS AND ORANGE PEEL

The wonderfully meaty and slightly nutty Moroccan Beldi Olives are more than bold enough to take on the big flavours of warm zesty orange peel and refreshingly aniseedy fennel seeds. We've lightly crushed the olives to allow the fennel and oil to marinade to infuse deeply into the flesh, making them taste so moorish you'll have to share with care.

► BODEGA ROBUST MARINATED KALAMATA OLIVES WITH FULL-FLAVOURED CRUMBLY FETA

We love the undeniable Greekness of deeply rich and fruity kalamata olives with full-bodied, crumbly feta. It's a mix of such simple harmony that it is perfect just as it is (you don't even need a plate).

► BODEGA SPICY HALKIDIKI OLIVES DOUBLE STUFFED WITH JALAPENO AND PIMENTO

Generously proportioned, full-flavoured, peppery and only grown on the Halkidiki Peninsula in Greece, this heroic olive is brave enough to take on jalapenos and pimentos for a hot (but not too hot) nibble.

USAGE INSPIRATION

Why not try our Bodega olives as part of an antipasti platter, complete with continental meats, cheeses and breadsticks.





PIZZA TOPPERS

VALUES AND BRAND ETHOS

We have developed a core range of ingredients suitable for use as pizza toppings, sandwich fillers or to finish off a pasta dish. Our range includes cooked bacon and sausage, ham, pulled pork, pepperoni, mini meatballs, chorizo and chicken. We also offer marinated vegetables and antipasti ingredients such as chargrilled peppers and artichokes.

We are an easy, convenient and consistent manufacturer for all your ingredients needs, including chorizo, salami, ham, mini meatballs, pork, bacon, beef, and pulled meats. All of our ingredients are of high quality and come with the Cranswick assurance of being fully traceable and trusted, being sourced from our high welfare sustainable farms, both in the UK and also from Europe.



PIZZA TOPPERS

PIZZA TOPPERS RANGE FOR FOOD SERVICE

► PREMIUM

Cooked bacon and sausage, ham, pulled pork, pepperoni, mini meatballs, chorizo and chicken.



USAGE INSPIRATION

Why not try chili beef, rosemary and spinach with mozzarella on a thin and crispy base.





YORKSHIRE BAKER

VALUES AND BRAND ETHOS

A joint venture agreement with Gill Ridgard of Yorkshire Baker in 2010 has enabled Cranswick to enter into premium pastry manufacturing. Investment in a new facility in 2013 has allowed us to upscale batch production whilst still keeping that artisanal approach.

We create gourmet, premium pies and pastries, using all butter puff pastry made in the traditional French way of laminating and resting, a process taking 4 days. Hand-crafted in Yorkshire, we use only the very best prime cuts of meats and the freshest vegetables, ensuring our pastries are hand-filled to the brim.

Our Sourcing Principles...

All of our flour is milled by Bradshaws in East Yorkshire.

Our vegetables are all sourced from Yorkshire wholesalers and our British meat is brought to us as whole muscle so that we can butcher to perfection ourselves.

- ◆ Quality first
- ◆ Never processed
- ◆ Always British
- ◆ As local as possible

Our Production Principles...

- ◆ Artisan attention to detail
- ◆ Traditionally hand crafted
- ◆ All butter pastry; Rolled, rested and rolled again
- ◆ Hand filled to the brim



YORKSHIRE BAKER RANGE FOR FOOD SERVICE

The following products are examples of our range. However, we can work with you to create your own unique, bespoke range of pastries. We offer chilled or frozen products, either baked or unbaked, depending on your requirements

- ◆ Signature British Beef Pie
- ◆ British Chicken, Bacon and Leek
- ◆ Original Pork Gourmet Sausage Roll
- ◆ British All Day Brunch - British Pork, Dry-Cured Smoked Bacon, Roasted Tomatoes.
- ◆ Yorkshire Picnic Rolls - British Pork, Dry-Cured Bacon and Caramelised White Onion.
- ◆ Trio of Mushroom Parcel
- ◆ Chicken, Chorizo and Red Pepper Parcel
- ◆ Yorkish Pasty - lean British ground beef with shredded potato, suede and onion.
- ◆ Mature Cheddar and Caramelised Onion Pasty
- ◆ Feta, Pea and Mint Quiche
- ◆ Caramelised Red Onion and Goats Cheese Tart
- ◆ We can also make Flans and Turnovers, Twists, Corneots, Open-Topped Squares



USAGE INSPIRATION

Try our premium Chicken, Bacon and Leek pie with creamy mash and spring greens. Perfect pub grub.



PROPER FOOD,
HANDCRAFTED
IN YORKSHIRE

BRIMMING WITH
DELICIOUS, HEARTY
INGREDIENTS

PERFECT PASTRY,
ROLLED, RESTED
AND ROLLED AGAIN

TIME IS
OUR SECRET
INGREDIENT



**YORKSHIRE
BAKER**



HOT EATING AND PREMIUM SANDWICHES: CRANSWICK FOOD TO GO

VALUES AND BRAND ETHOS

Our development teams spend time in Italy and other European countries, gaining insights, ideas and knowledge on the latest globally inspired breads and ingredients. This way we are able to stay ahead of the game and be the first to innovate in exciting new hot food concepts.

Our artisan range is all handmade and produced at The Sandwich Factory, our facility in Atherstone, Warwickshire. We specialise in both Hot and Cold eating Sandwiches and other food on the move solutions. The site is BRC Grade A and has a fully integrated supply chain within the Cranswick group. All pork we use is from our own pigs. We are the only processor in the UK who operate in this way, offering 'farm to fork' across cooked meats, bacon and sausage in our sandwiches.

Through this, we have the ability to innovate; developing unique, bespoke hot and cold eating propositions for our customers. Our focus is on adding value, through topping, stuffing, layering and using flavoured doughs and oils. Additionally, our in-line grill offers us a point of difference, given we can top carriers with various ingredients such as cheeses, meats, tomatoes and herbs. All are suitable for re-generation on in-house panini grills.



THE SANDWICH FACTORY

- ◆ Consolidated picking hub.
- ◆ Day 1 for Day 2 delivery, 7 days per week – flexible and agile approach.
- ◆ Single sku and site pick.
- ◆ Ability to factor in 3rd party goods chilled and frozen.
- ◆ Impeccable service levels.
- ◆ National distribution solution, the majority of vehicles are company owned.



USAGE INSPIRATION

Why not try a pizza style wrap, loaded with mozzarella, Cranswick Italian ham, pesto mayo and rocket.





CONTACT US

**WE HAVE A DEDICATED FOOD SERVICE SALES & MARKETING FUNCTION,
WORKING TO DELIVER BESPOKE SOLUTIONS FOR YOU.**

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CRANSWICK / *plc*