

CREED

THE FOODSERVICE COMPANY



Creed Foodservice

SUPPORTING THE EDUCATION SECTOR





CONTENTS

About Us	2
Our Values	3
Understanding Education	4
Industry Insight	5
Our Education Solutions & Support	6
Country Range	7
Kitchen '72	8
Innovate & Develop with Creed	9
Creed Family Butchers	10
Creed Fresh Produce	11
Ordering Methods & Customer Service	12
Sustainability	14
What our Customers Say	15

Proud members of



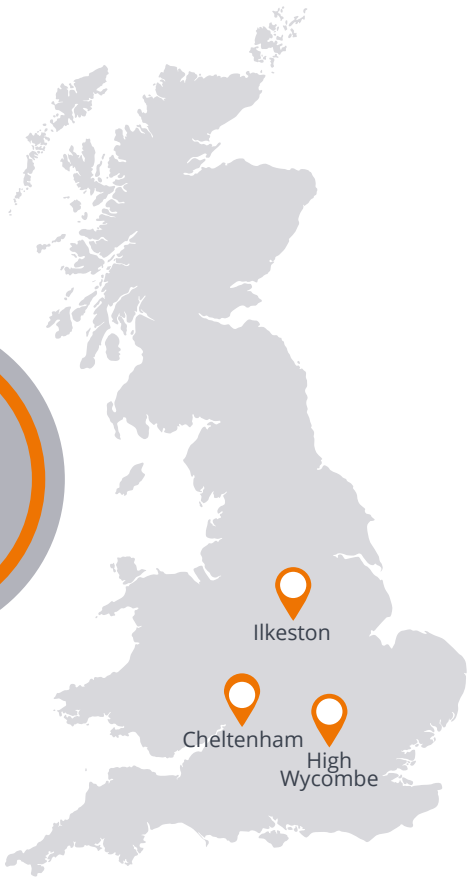
Through The Country Range Group, we support The Natasha Allergy Research Foundation to help make food allergies a thing of the past.



ABOUT US

We are one of the UK's leading foodservice providers, with family values at its core, specialising in supplying an extensive range of multi-temperature products and services to all sectors throughout the UK. We operate from three strategically located depots in Gloucestershire, Derbyshire and Buckinghamshire to offer national coverage across the UK.

Our customer base encompasses schools across the nation, from early years to higher education, building strong relationships with every customer. Creed is built on family values and trust, recognising the importance of open, honest and supportive relationships that work for everyone. It is this approach, along with a dedicated team, which allows us to achieve an outstanding service level.



BELIEVE IN MORE

"At Creed Foodservice, we believe in more. Thinking more, doing more and being more than just a foodservice provider."

Our brand message not only reflects our company-wide culture to go the extra mile for our customers, but also our aspirations to improve on our already industry-leading service levels.

We are proud, nurturing, commercial and friendly, and we are creating a community of like-minded people sharing values, commercial goals and personal objectives.

At Creed we truly #BelieveInMore.



Foodservice Wholesaler of The Year 2021

KITWAVE Wholesale group As part of our growth strategy, we were delighted to be acquired by the Kitwave group in September 2024, an exciting move forward in our commitment to delivering exceptional service and value.

OUR VALUES



FRIENDLY

We are part of an open and inclusive community and are great people to work with and to work for. We're welcoming, supportive, personable, and above all, refreshingly friendly.



COMMERCIAL

We understand the operational realities and financial imperatives of our customers, suppliers and employees. We aim to deliver on time, every time and at the right price.



NURTURING

We provide an environment that encourages commercial and personal growth built around shared objectives, hopes and dreams.



PROUD

We wear our history, knowledge and experience on our sleeves. We've built this business together and will always strive to set new benchmarks for continued excellence in customer service.

UNDERSTANDING EDUCATION

At Creed, we understand the landscape, requirements and challenges that catering teams face within the education sector.

It's no secret that caterers are under increasing pressure when it comes to feeding the younger generation, with several challenges that impact the quality and availability of nutritious, quick-serve meals that stick to budget and hit the mark on global flavours. Our specialist team has combined their expertise and knowledge to produce well-researched solutions to support all areas of education. We have taken into account:

- ✓ UK Government School Food Regulations
- ✓ The perspective of current catering teams
- ✓ School compliant accreditations
- ✓ Sustainability at the forefront of our minds

THE CHALLENGES:

-  Encouraging healthy eating while accommodating to potential fussy eaters
-  Managing costs and adhering to budget
-  Finding solutions that require easy to follow recipes and fast-paced meals
-  Catering for individual dietary needs with the increase of food allergies
-  Creating sustainable recipes that promote minimal food waste

DEDICATED TEAM OF EXPERTS

We boast a dedicated team of education experts across our business who are committed to supporting schools with their foodservice needs. By understanding the unique challenges and requirements of school foodservice, Creed's experts provide tailored solutions that enhance the dining experience for students. Their expertise not only helps in menu planning and nutritional guidance but also in implementing cost-effective and efficient operations. With a focus on quality and innovation, Creed's education team plays a crucial role in fostering a healthy and enjoyable eating environment for students.



94%
of people who work in state schools agree that pupils who consume nutritious and filling food and drink before and during school learn better

INDUSTRY INSIGHT

With the support of our Business Development Chefs and Insight Manager, we can provide on-trend insights, data and food-led solutions on key topics that are being seen in the foodservice industry.

We recognise that this sector of foodservice is so important to provide nutritional and tasty foods for our children. With the latest data stating that almost 90% of primary and secondary children in the UK have school meals at least once a week, we understand how important it is for school chefs to adhere to food standards, and appeal to kids taste buds, all whilst sticking to constrained budgets.



"With the use of up-to-date, relevant, and on-trend insights, my role is to support our customers when developing their catering operations. Whether in presentation format, attending an innovation day or providing print collateral, we can work with you to provide the latest in market and consumer insights across the foodservice sector."

Anna Clapson, Insights Manager



Managing and catering for different dietary and allergen requirements is vital.

Latest data indicates that 15% of pupils within the UK school system have an established food allergy and when asking parents, 58% think that allergens are managed correctly within school. To support this, Creed offers access to Saffron Nutritional Software that supports schools in creating nutritious meals and safely managing allergies and dietary requirements within menus.



With sustainability high on the agenda, we are more aware than ever on making sustainable choices, especially when it comes to food.

The younger generation is no different, as they are more connected and aware of issues than ever before. 1 in 5 parents say that sustainability and ethical sourcing of ingredients is a factor when choosing school meals for their children. At Creed, we have our own on-site butchery and fresh produce that offers full traceability and champions the seasonality of products.

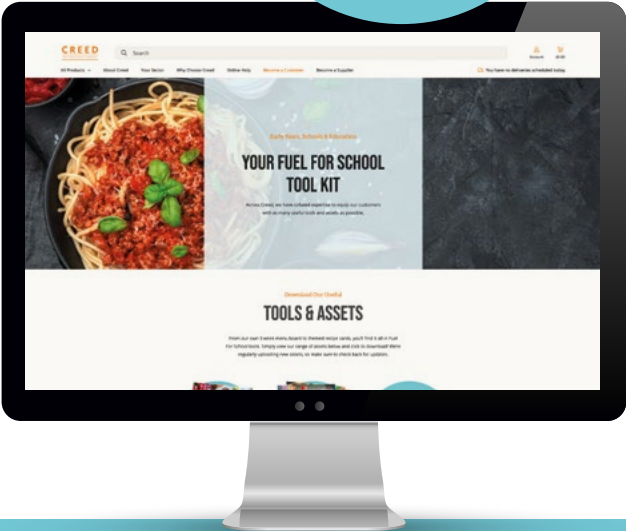
The top three factors that would encourage increased school meal uptake are:

- A lower cost per meal
- Meals being better quality or more appetising
- A wider selection of meals

OUR EDUCATION SOLUTIONS & SUPPORT

We have collated expertise to equip our customers with as many useful assets as possible to help overcome the challenges affecting caterers in the education sector. From themed recipes created specifically with students in mind, to our own three week menu that ticks all the boxes for dietary requirements, our Education toolkit has everything you need to succeed with when it comes to school catering.

Scan to access our Education toolkit



PREPARE CROWD PLEASING DISHES WITH CREED'S BROAD PRODUCT RANGE

6000+ PRODUCTS

ACROSS MULTIPLE CATEGORIES
FRESH, BUTCHERY,
GROCERY, BEVERAGES,
CHILLED, FROZEN
& NONFOOD

Recipe Cards

School Menus

Stir It Up Education Guide

Seasonality Calendar

Commodity Report

Managing Allergens Guide

Grab & Go Sandwich Solution

PROUD MEMBER OF THE COUNTRY RANGE GROUP



We are proud members of the Country Range Group, a leading independent foodservice brand with over 30 years of heritage, providing value for money without any need to compromise on taste or quality.

The quality, consistency and affordability of the products make the Country Range brand widely regarded as the best in foodservice, with a number of award-winning products.

All suppliers are BRC (British Retail Consortium) accredited and have full traceability on all products.



TRAVEL THE WORLD WITH FIERCE FLAVOURS KITCHEN '72

SHOP THE
RANGE



KITCHEN '72 IS OUR OWN
BRAND OF MARKET LEADING
PRODUCTS, DELIVERING FIERCE
FLAVOURS WHILST BEING
COMPLETELY SCHOOL COMPLIANT
AND ALLERGEN FREE.

Initially created for schools as a
solution to tackle the multitude of
challenges faced within the cost
sector, our product range includes
table sauces, curry sauces and
marinated meats that incorporate
global flavours to bring the feel of
the high street to your kitchen.



INNOVATE & DEVELOP WITH CREED

Our fantastic customer venues are available for
all our customers to use, whether that's for an
innovative product day with the Creed team, or
simply to use for a team meeting.

FOOD INNOVATION CENTRE

perfect to get creative and
interactive with your
menu offering



THE HUB

an informal meeting
space designed to
replicate a coffee shop
environment



THE BARN

an inspirational space
focusing on outdoor
cooking



Rob Owen, Executive Business Development Chef

The best ideas come straight from our
kitchen. Alongside our customer venues we
have talented Development Chefs available
for you to work with. Their diverse careers in
the hospitality industry enable them to share
their expertise in designing menus for tight
budgets, working with multiple dietary and
nutritional needs, as well as experimenting
with the latest techniques and food trends,
allowing them to understand our customers'
challenges and provide food-led solutions.



CREED FAMILY BUTCHERS

Creed Family Butchers is an on-site, fully accredited, EEC approved butchery facility available for our customers across the education, care, leisure and hospitality sectors, and our staff.

The butchery has been providing top quality fresh meats and poultry for over 12 years and is run by our Head of Butchery, Gary Hannis, who joined Creed in 2006 and has over 40 years' butchery experience.

From Creed Family Butchers you can expect:

- Higher welfare accreditations and quality standards for your peace of mind
- Full traceability and provenance for every product
- Expertise and flexibility from our on-site butchery team
- Specially requested cuts available to reduce your preparation time
- Delivery with the rest of your order



Scan to learn more about our Creed Family Butchers

Gary Hannis, Head of Butchery

QUALITY & TRACEABILITY

We pride ourselves on the quality and higher welfare of our meats and achieve this by working with some of the UK's most respected farmers, slaughterhouses and meat suppliers. These strong relationships throughout the supply chain ensure that we have full traceability of our products right back to the source, giving each of our customers' full peace of mind.



CREED FRESH PRODUCE

In 2008, we acquired fresh produce and speciality food supplier Mise en Place which enabled us to extend our range to include fresh produce.

Seasonality is key to our buyers and where possible, we purchase seasonal, British produce local to each of our depots.

We take extra care storing fruit and vegetables, with temperature controlled environments to help keep them at their best.

Every order is hand-picked and checked by our skilled team to ensure that you have the best quality delivered with the rest of your order.

Check out our Seasonality Calendar on our online Asset Hub. A great way to regularly update menus, use the freshest produce available and ensure cost efficiencies is to shop seasonally.



Scan to find out more about our Creed Fresh Produce

Aaron McGuigan, Creed Fresh Produce Buyer

SAVING YOU MONEY & TIME

Our exclusive range of freshly prepared vegetables allows catering teams to spend less time prepping and more time on the important things.

To shop the full range search 'Prepared Veg' at www.creedfoodservice.co.uk



NUTRITIONAL SOFTWARE

Saffron Nutritional Software is an online cookbook that allows you to create, copy and share nutritionally analysed recipes. Saffron offers a complete recipe management solution which includes full technical reporting and recipe costing at the touch of a button. This is ideal for achieving consistent recipe delivery and allergen communications across singular or multiple sites.

Saffron offers:

- Over 500 nutritionally analysed master recipes
- The ability to create bespoke recipes and menus for your business
- Nutritional breakdowns and allergen reporting in compliance with current legislation
- Recipe and menu costings with profit margin calculators
- Ongoing technical support and training

Saffron helps food businesses plan their menus according to nutrient content and fulfil menu-labelling requirements whilst also assisting in nutritionally analysing menus. The nutritional profile Saffron creates for every ingredient is included in recipes and menus to produce traffic light labelling and GDA analysis. Stock items are nutritionally analysed using supplier specification sheets which are automatically fed through to any recipes and menus to provide accurate nutritional analysis on each dish and menu.

"We use Saffron on a daily basis for our allergens and our nutritional information. It enables us to provide our residents and family members with the nutritional information of the meals that we are serving. From my point of view, being the nutritional advisor here, it has made my life so much easier."

Nutritional Advisor,
Group Care Home



Did you know Saffron also features a carbon calculator, allowing operators to assess the environmental impact of their menu items by calculating their carbon efficiency.



ORDERING METHODS & CUSTOMER SERVICE

E-COMMERCE WEBSITE

Our site has been specifically designed with our customers in mind, providing a quick, easy and efficient way to place your order at any time of the day. It has a range of benefits, including:

- Easily view and reorder previous orders
- Download statements and invoices
- Real time stock information
- View new and featured products
- View current promotions and offers
- Easy-to-use navigation for a seamless customer experience

LIVE CHAT

Another way that our prospective and current customers can get in touch is by using our online Live Chat feature, available on our website. This enables you to speak to a member of our Customer Service team at the exact moment that you have a question.

SERVICE CIRCLE

Every day, representatives from across the business meet in our 'service circle'. We use this forum to openly and honestly discuss any customer concerns, which fall short of our 99.3% service levels. This is done to identify improvements across all departments and ultimately strive for impeccable customer service.

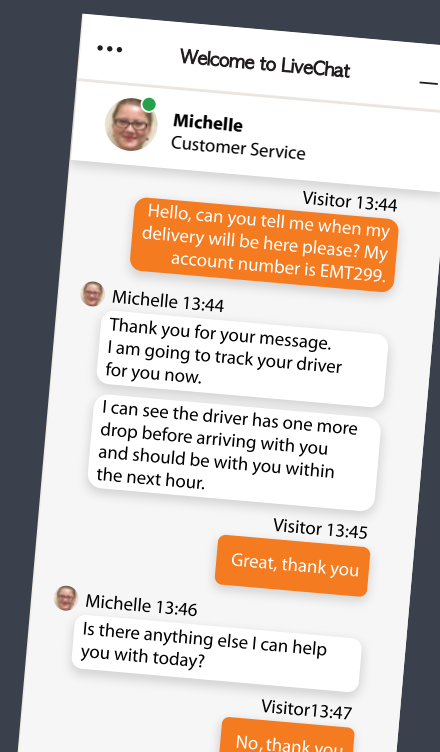


Customers can place orders via our knowledgeable Telesales team



DEDICATED TELESales TEAM

Our centralised Telesales team is based in our Ilkeston depot, providing our customers with a high-quality, personalised service. The team are extremely knowledgeable about our wide product offering and can help you select the ideal product for your catering needs.



ESG - Environmental, Social, Governance

WE BELIEVE IN MORE TODAY FOR A BETTER TOMORROW

Scan to find out
more about our
sustainability vision.



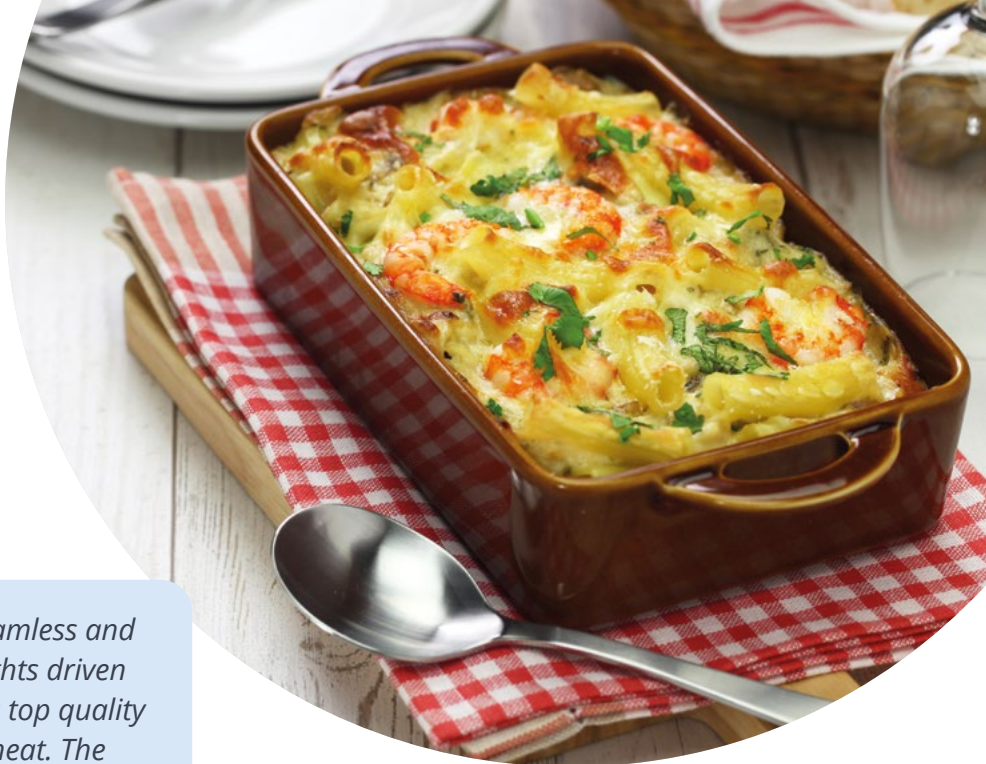
With a focus on **People, Product & Planet** we work with our customers and suppliers to act responsibly whilst supporting the community we work in.

Our Vision

"We are committed to reducing our impact on the environment by empowering employees across all levels to include sustainability at the heart of everything we do."



WHAT OUR CUSTOMERS SAY



"Our on boarding with Creed was seamless and quick. We chose Creed for their insights driven and solutions led approach as well as top quality products such as RSPCA assured meat. The flexibility and support Creed provide is excellent and our dedicated account manager couldn't be more helpful. We always have the same delivery driver who is brilliant and takes time with unloading and checking our orders. Our team had a development day at Creed's Food Innovation Centre which was fantastic to discuss insights, sustainability and to work with the chefs on our menu options. It was important for us to be partnered with a company that we believed would treat us not just as another account but work with us as we evolve, keeping us a breast of food trends and innovation and more importantly not taking us for granted, but always striving to deliver us the best that was available in the marketplace."

Stephen Pach, Catering Operations
Manager, Oundle School

"Creed is our main food supplier for all categories, and I couldn't be happier with the service we receive. From our initial mobilisation to seamless deliveries, our account manager and the wider Creed team are a pleasure to work with. The support Creed provide us is truly valuable and shows us that they care."

Mark Bourne, Catering Manager,
Beacon High School

"We were impressed with Creed's emphasis on food safety and quality, yes price does have an influence but this came later on. A key criterion for us when selecting the right supplier was on the overall experience. Creed really impressed us with their customer service, delivery commitments, reliability and responsiveness. Since starting with Creed we have been over the moon! We have stringent set times that food has to be delivered by, 9 times out of 10 Creed are early! The rapport that we have with the delivery team is superb if we are not in the kitchen when delivery is being made the driver will always put away the frozen goods whilst he is waiting for us to check it in, this is another excellent example of the high level of service Creed offers."

Darren Creed, Chef Lecturer, Loughborough College

WORKING WITH ClimatePartner TO ACHIEVE NET ZERO BY 2040

"Working with independent, group and national customers across the country, we recognise the part we play in ensuring a sustainable supply chain. Not only do we have our own ambitious ESG strategy and targets, we also support our customers in a variety of ways so they can progress and achieve their own initiatives. Whether that's exploring a more sustainable product option, trialling a reduced delivery schedule or providing plant-based recipes – we are here to support you."

Miles Roberts
Managing Director





**CONTACT ONE OF OUR AMAZING EDUCATION EXPERTS, TO SEE HOW WE CAN
PARTNER WITH YOU TO BENEFIT YOUR BUSINESS, STAFF AND STUDENTS**

A PROUD PARTNER OF LACA



Staverton Technology Park, Cheltenham Road, **Staverton**, Gloucester, GL51 6TQ

Manners Industrial Estate, Manners Avenue, **Ilkeston**, Derbyshire, DE7 8EF

Wooburn Industrial Park, Thomas Road, **High Wycombe**, Buckinghamshire, HP10 0PE

Telesales 01452 857555 **Head Office** 01452 858190 **Group Sales** 01452 858188

www.creedfoodservice.co.uk

**LIKE AND FOLLOW US ON SOCIAL MEDIA FOR MENU IDEAS, VIDEOS, RECIPES,
NEW PRODUCT INFORMATION, CUSTOMER EVENTS AND MORE!**



CreedFS



@creedfs



creedfoodservice



creed-foodservice-ltd