



CREED
THE FOODSERVICE COMPANY

ROAST DINNER GUIDE

HOSPITALITY SECTOR

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Creed Experts



Rob Owen
Executive Business
Development Chef



Joseph Oliver
Development Chef



Nic Veale
Butchery Category
Manager

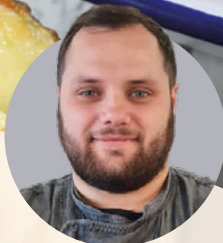


Anna Clapson
Insights Manager

"Roast dinners continue to prove to be extremely popular among Brits, coming in at the second (24%) most popular dish in a recent survey¹. A Sunday roast, with all the trimmings, can attract customers to your venue from far and wide and it's a perfect opportunity to become a specialist and be known for a certain dish. We're seeing fantastic innovation with ways to serve roasts, which we explore on page 10, such as roast dinner burgers with Yorkshire pudding buns, and large, impressive sharing boards. These tap into our 'Creating Memories' trend, which highlights the consumer desire for experience-led dining. It's worth spending some time reviewing your roast dinner menu, to ensure you're making it the best it can be and keep customers coming back for more. For inspiration, see our menu example on page 11."

Anna Clapson, Insights Manager

[1] CGA Menu & Food Trends, 2023



Our Chefs' Top Tips

"There's a lot to consider when cooking roast dinners and getting the meat right is really key. We've got some top tips for roasting meat, so you can get it spot on and keep customers coming back!"

- 1 Source good quality, British meat, not only for the flavour and high rearing standards but to support British farmers with less miles travelled. Call out on your menu where the meat is from, to drive value and communicate your efforts on sustainable sourcing.
- 2 To ensure an even cook, remove the meat from the refrigerator and allow time to come up to room temperature before cooking.
- 3 Always season your meat on the outside with plenty of salt and pepper as you will lose a lot of seasoning when cooking.
- 4 Use a digital probe on the thickest part of the meat to check the temperature and ensure consistency and quality. Remember the meat will continue to cook up to a further 8 degrees when resting.
- 5 Resting meat for sufficient time after cooking is recommended as it allows the protein to relax which results in juicier and more tender meat.
- 6 Try roasting your meat on top of leftover peelings and use the liquid within a delicious gravy.
- 7 Make sure to sharpen your knife before and after you use, which helps with even portions and wasting less meat.



MEAT & POULTRY



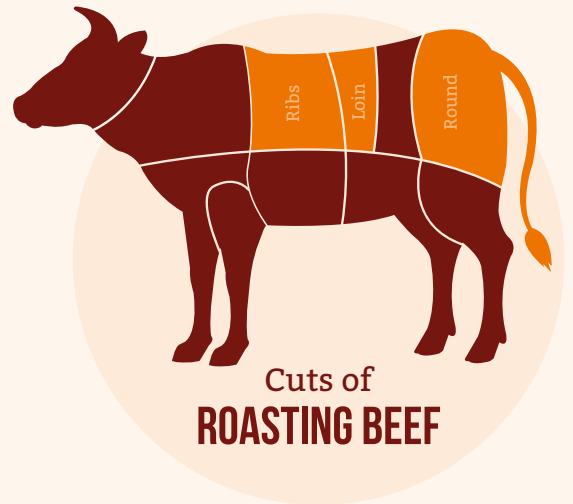
"At Creed Family Butchers, we've been providing high quality meat and poultry to our customers for over 12 years. Our team work with some of the UK's most respected farmers and meat suppliers with an emphasis on traceability, welfare and quality."

Nic Veale, Creed Butchery
Category Manager

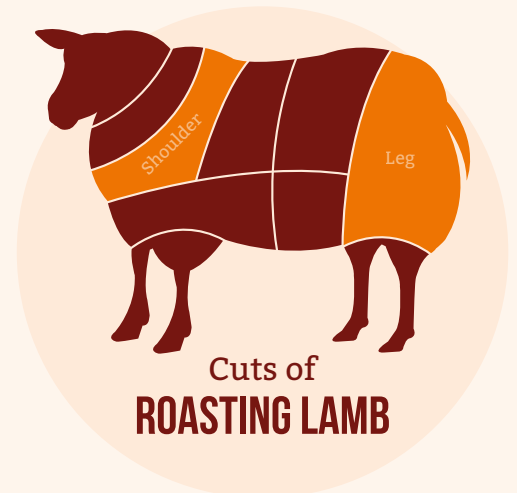
What our customers say...

"We have been a customer of Creed since January 2019 and cannot fault Creed Family Butchers. Since changing to Creed the quality of the meat has increased substantially and we are able to create a bespoke pack size right down to the kg. This has reduced over ordering which in turn saves time and money"

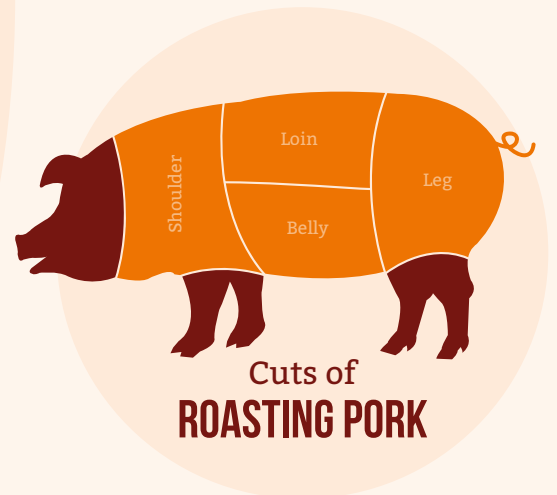
Emma Edwards, Catering Manager,
Heathfield Knoll School



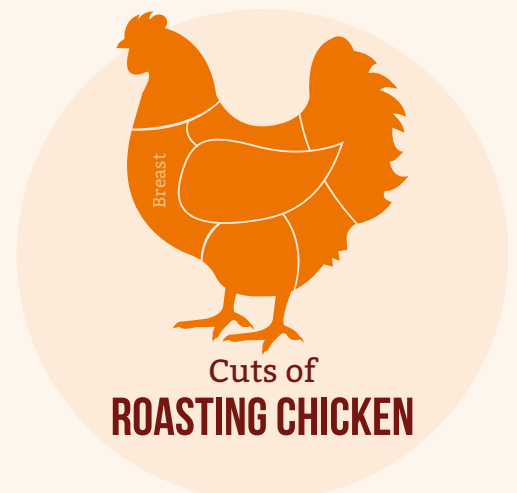
Cuts of
ROASTING BEEF



Cuts of
ROASTING LAMB



Cuts of
ROASTING PORK



Cuts of
ROASTING CHICKEN

Try different cuts of traditional meat within your roast dinner menu, such as bone cuts which make for a richer taste.

MEAT & POULTRY

702429	Red Tractor Assured Beef Topside Joint	Kg
709930	Red Tractor 21 Day Dry Aged Rolled Beef Striploin	Kg
705710	British RSPCA Assured Bone-in Pork Belly	Kg
705770	British RSCPA Assured Boneless Pork Shoulder Joint	Kg
705660	British RSCPA Assured Boneless Pork Loin Joint	Kg
701685	Whole Gammon Horseshoe	Kg
701640	Whole Back Bacon	Kg
702490	Red Tractor Assured Chicken Supreme Bone In (Frozen)	6-7oz
702490	Red Tractor Assured Whole Chicken	1.5-1.8kg
701810	Red Tractor Assured Half Chicken	2kg
704730	English Boneless Leg of Lamb	Kg
704950	Lamb Shank British	16oz
702370	English Turkey Butterfly	4.5-5.5kg
703270	English Turkey Butterfly Lobe	2.2-2.6kg
702450	EU Whole Duck (Frozen)	2.2kg
702530	EU Poussin (Frozen)	16oz



This roasted porchetta recipe premiumises a cheaper cut of meat, by covering pork belly in a herb and spice mix and rolling to create an impressive swirl centre. Increasing the oven temperature after cooking, means crunchy crackling can be achieved on the outside.

ROASTED PORCHETTA

INGREDIENTS

Serves 10-12

3kg Whole Boneless Pork Belly (705720)
1x Bulb of Garlic (601050)
Handful of Rosemary (600808)
Handful of Thyme (600810)
1 Tbsp Fennel Seeds (189771)
1 Tbsp Chilli Flakes (189541)
Zest of 1 Lemon (601690)
Zest of 1 Orange (601700)
Salt and Pepper
Olive Oil

METHOD

1. Score the pork belly skin with a sharp knife.
2. Place the pork in a tray and rub a handful of salt into the skin. Leave uncovered in the fridge overnight.
3. Remove the pork from the fridge and pat dry with a cloth.
4. Pick off your rosemary and thyme from the stalks and roughly chop.
5. Chop the garlic and mix in with the rosemary and thyme.
6. Add fennel seeds, chilli flakes, salt and pepper, followed by the zested lemon and orange and bind together with a splash of oil.
7. Spread the herb and spice mix evenly over the pork flesh, creating a thin layer.
8. Roll the belly width ways to achieve a spiral and tie tightly with string.
9. Roast at 140°C for 2 hours.
10. Allow the pork to rest for 20 minutes, then brush a generous amount of oil over the skin and return to the oven at 260°C for 5 minutes to achieve crackling.
11. Allow to rest before slicing with a sharp knife.



While there are now many brilliant plant-based options on the market, it's more cost effective to make from scratch where you can, this hearty stuffed butternut squash looks impressive made using ingredients that most kitchens have.

VEGAN & VEGETARIAN

874630	Phat Sweet Potato, Spinach & Goats Cheese Pie	12x285g
731000	Scheff Individual Vegetable Roast Slice	24x140g
844590	Central Foods Gluten Free Cajun Spice Sweet Potato Roulade	16x195g
799981	Quorn Vegan Fillets	2kg
600312	Butternut Squash	each
105651	Triple Lion Green Lentils	3kg
178231	Miso Broth Base	1kg

48% of Brits prefer a vegetable based alternative when selecting a non-meat product²

[2]CGA Menu & Food Trends, 2023

VEGAN & VEGETARIAN

ROASTED STUFFED BUTTERNUT SQUASH

INGREDIENTS

Serves 8-10

- 1 x Whole Butternut Squash (600312)
- 3 x Portobello Mushrooms (607340)
- 1 x Bulb of Garlic (601050)
- 2 x Red Onions (600984)
- 100g Green Lentils (105651)
- 20g Miso Broth Base (178231)
- 250g Baby Spinach (601277)
- 50ml Cooking Wine (410471)
- Handful of Chopped Parsley (600630)
- Handful of Chopped Thyme (600810)

METHOD

1. Cut the butternut squash in half lengthways and remove the seeds and unwanted flesh.
2. Lightly oil and season, then roast skin side down for 40 minutes at 180°C or until soft.
3. Meanwhile, in a pan sweat down chopped onions, chopped mushrooms, minced garlic and chopped thyme on a medium heat for 3-4 minutes, turn the heat down if it starts to catch.
4. Add the cooking wine and cook until the liquid is reduced by half.
5. Mix the miso broth base with 200ml of boiling water.
6. Add the lentils to the pan, followed by half of the broth and slowly cook making sure to stir regularly.
7. Once the mix is becoming dry, add the remaining broth and cook until the lentils are soft. Add chopped spinach and parsley and stir through.
8. You should be left with a slightly wet mixture but not runny.
9. Hollow out the butternut squash, leaving around 1-2 inches of flesh by the skin.
10. Mash the leftover squash and stir into the lentil mix, seasoning as you go.
11. Spoon the mixture into one side of the hollowed squash so it's nice and full, then place the other half of squash on top like a lid.
12. Tie with string and place back in the oven on a tray.
13. Roast for 15 minutes at 180°C.
14. Leave to rest then slice and serve.

SIDES & SAUCES

Getting your potatoes and vegetables right is crucial to the perfect roast dinner. Make sure to roast root vegetables for maximum flavour and don't forget that seasoning can really level up the dish. Flavours such as brown sugar and black garlic, along with cooking techniques such as fire cooking, smoking & dry aging are popular among consumers for roast dinners³.

Buying vegetables that are in season will mean you get the most from the flavour and will also save cost. View our seasonality calendar [here](#).

[Click Here](#)



Why not try serving a sharing bowl of roast potatoes with a gravy dip for the table on weekdays. Or take inspiration from the popularity of dirty fries and load up your roast potatoes with various toppings to offer a grab and go option.

Roast potatoes are the second (36%) most popular potato format⁴ and often people's favourite part of a roast, they should be crispy on the outside and soft in the middle.



How to make the ultimate roast potatoes

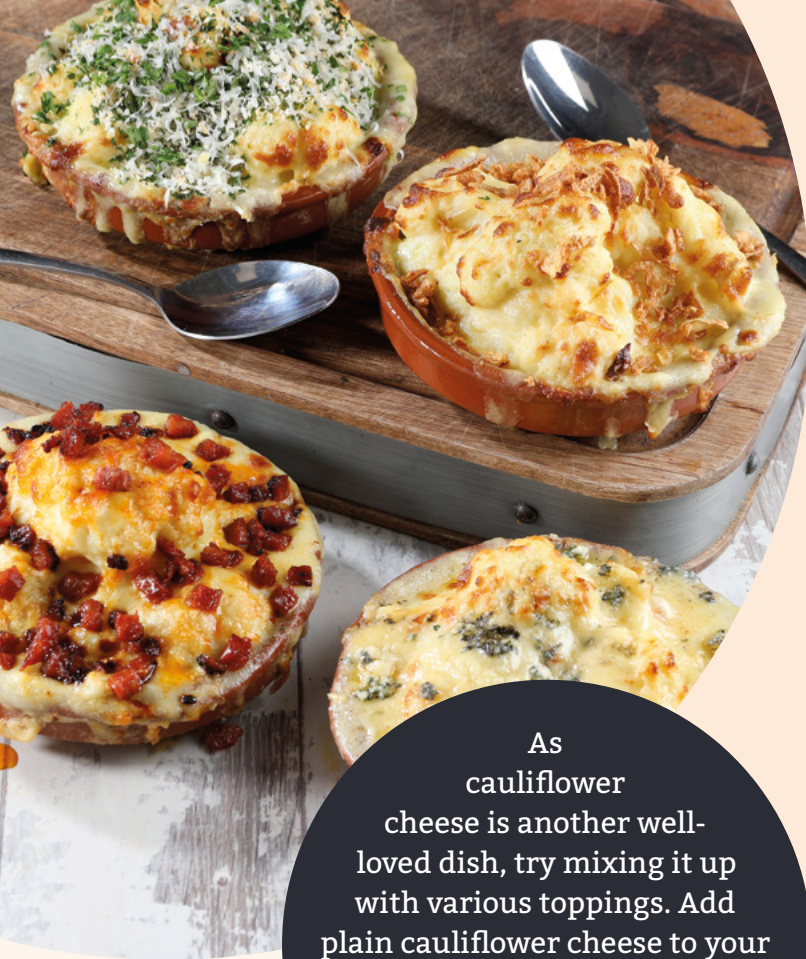
Rob Owen
Executive Business Development Chef

1. Choose your favourite variety of potatoes, we prefer Maris Piper for roasting.
2. Make sure to cut even sizes, if you prefer crispy roasties cut them smaller or for fluffy roasties cut them larger.
3. Run peeled potatoes under cold water to remove some starch for 5 minutes or until the water runs clear.
4. Par boil the potatoes in a pan with plenty of salted water, so they're covered.
5. Don't boil for too long, bring up to a gentle simmer until the outside is soft with a slight resistance in the middle.
6. Leave to steam for 10-20 minutes, then agitate the outsides for ultimate crispness.
7. Seasoning is essential, try different herbs and spices and call the flavours out on your menu.
8. Cook in a neutral oil to save cost or a beef dripping or duck fat to add value.
9. Heat the oil in a gastro tray - you want it to be smoking hot.
10. Add the potatoes to the tray without overcrowding.
11. Top tip: don't be tempted to remove them from the oven!
12. Cook at 180°C for at least an hour.

[3]TheFoodPeople, 2023

[4]CGA Menu & Food Trends 2023





As cauliflower cheese is another well-loved dish, try mixing it up with various toppings. Add plain cauliflower cheese to your menu for a fixed price and different topping options that customers can choose from for an addition charge.

LOW WASTE CAULIFLOWER CHEESE

INGREDIENTS

Serves 4-6

- 1 x Large Cauliflower (600161)
- 40g Butter (350130)
- 40g Plain Flour (141010)
- 500ml Whole milk (333310)
- 100g Mature Cheddar, Grated (355461)
- 30g Parmesan, Grated (357681)
- 1 Tsp English Mustard (172241)
- 100g Stale Breadcrumbs
- Olive Oil
- Salt and Pepper

METHOD

1. Cut the leaves from the cauliflower, then separate the leaves from the hard stem. Chop the stem into pieces and wash the leaves.
2. Cut the cauliflower into chunky florets.
3. Blanch the cauliflower, leaves and stalks in a pan of boiling water for 4 minutes.
4. Make the cheese sauce by melting the butter in a pan, add the flour and cook for 1-2 minutes.
5. Gradually add the milk while continuously whisking until thickened.
6. Stir through the grated cheddar, parmesan and mustard.
7. Place the cauliflower and leaves in a serving dish and cover with the cheese sauce.
8. Top with extra grated cheese.
9. Place in the oven and cook for 30 minutes at 200°C or until golden on top.

YORKSHIRE PUDDINGS

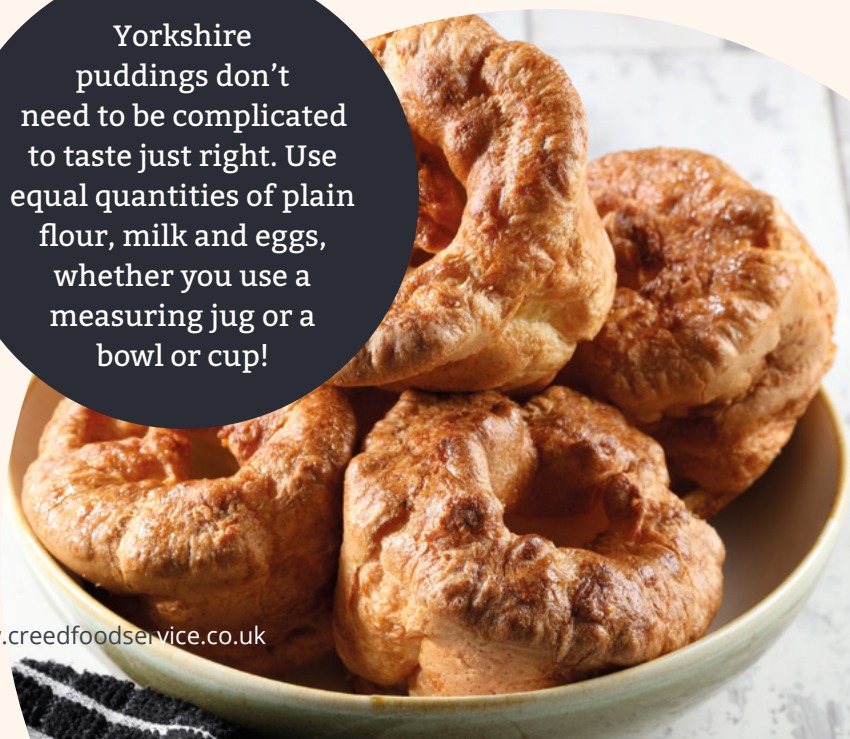
INGREDIENTS

- 200ml Plain Flour (141010)
- 200ml Semi Skimmed Milk (333300)
- 200ml Eggs (358401)
- Salt and Pepper

METHOD

1. Rest the batter for at least an hour, ideally overnight.
2. Use a deep muffin tray. Add oil and heat in the oven until it's smoking hot.
3. Divide the batter across the tray, pouring into the centre of the hot oil.
4. Cook at 200°C for 20 minutes and don't open the door!
5. Reduce the oven temperature to 180°C and cook for a further 10-15 minutes.

Yorkshire puddings don't need to be complicated to taste just right. Use equal quantities of plain flour, milk and eggs, whether you use a measuring jug or a bowl or cup!





GRAVY

The gravy can make or break a roast. Use the meat juices from the roasting tin to make your own or look at our range of granules and mixes to speed things up and ensure the whole kitchen team can make the perfect gravy.

Pieminister restaurants offer their well loved gravy in a sharing fondue pot with dippers such as mini sausages, parsnip and kale fritters and onion rings!

CREED FRESH PRODUCE

600089	Medium Pre Packed Potatoes	1x1kg
600216	British Tricolour Chantenay Carrots	1x5kg
600221	British Carrots	1kg
600252	British Piccolo Parsnips Box	1x4kg
600161	British Cauliflower	each
602550	Prepared Brussels Sprouts	1x1x5kg
603950	British Brussels Sprouts	kg
602605	Red Cabbage	each
600192	British Savoy Cabbage	each
600161	British Cauliflower	each
600710	Tenderstem Broccoli Box	2kg
600982	Broccoli	1kg

SIDES

211291	Sage and Onion Stuffing Mix	3kg
210381	Paxo Sage & Onion Stuffing	2.5kg
769190	Uncooked Pork Sage & Onion Stuffing Balls	100x25g
721771	Country Range Roast Potatoes	2.5kg

752690	Garlic & Rosemary Roasting Potatoes	2x2kg
760801	Greens Frozen Button Sprouts	2.5kg
761671	Greens Frozen Sliced Leeks	1kg
761771	Greens Honey Glazed Roast Parsnips	1x1kg

SAUCES & GRAVY

215560	Knorr Gluten Free Gravy Granules for Meat Dishes	1.88kg
216650	Bisto Gravy Granules Gluten Free Vegan (25 litres)	1.8kg
253300	Essential Cuisine No.1 Savoury Gravy Mix	2x1.5kg
1089401	Country Range Apple Sauce	2.5kg
1058150	Colman's Apple Sauce	8x155g
1089151	Country Range Cranberry Sauce	2.5kg
262250	Stokes Cranberry Sauce	6x260g
172271	Country Range Mint sauce	2.27ltr
172361	Country Range Horseradish Sauce	2.5ltr
172231	Coleman's Horseradish Sauce	2.25ltr



WAYS TO SERVE

While consumers are reducing how often they eat out, when they do they are looking for good quality dishes and an experience that takes them away from their everyday.

A roast dinner doesn't always have to be the same, take one of the nation's favourites and mix it up!

The sides on the roast dinner are loved as much as the meat – why not offer bottomless veg to drive value, or a menu option of 'just the sides' for plant-based diners, those looking to spend a little less and people who just don't fancy the meat! Celebrate the vegetables and side dishes.

You could serve roast dinners on a sharing board for the table with a number of meats and all the sides, creating an experience for diners who are out for an occasion with friends and family.

Not everyone is looking for a sit down meal and with staff shortages and rising costs it's not always cost effective for operators either. Why not offer roast options in a grab and go format, such as twice cooked roast potatoes with parmesan, loaded cauliflower cheese or a roast dinner in a pot with gravy dip.



Wapentake, a restaurant in Leeds, serves a roast dinner between two Yorkshire puddings, with a side of gravy!

Menu Example

SUNDAY MENU

ROASTS

All our roasts are served with; roast potatoes, roasted root vegetables, seasonal greens, a homemade Yorkshire pudding and (lots of) gravy.

Stonehouse 21-Day Matured Beef Sirloin

Free Range Outdoor Bred Pork Loin

 British Roast Chicken Supreme

Roasted Leg of English Lamb

Roasted Stuffed Butternut Squash 

Nut Roast en Croûte 

 All our meat is RSPCA assured

SIDES

Proper roast potatoes  

Roasted root vegetables  

Seasonal greens  

Yorkshire pudding 

Sage & onion stuffing 

Pigs in blankets 

Classic cauliflower cheese with mature cheddar and parmesan 

Toppings

Chorizo pieces

Crispy onions 

Smoked bacon

Blue cheese 

SIGNATURE SUNDAY ROAST SHARING BOARD

Choose your premium cut of meat served with; roast potatoes, roasted root vegetables, seasonal British greens, homemade Yorkshire puddings and gravy.

British Cote de Boeuf

½ British Roasted Chicken

Whole Leg of English Lamb

SERVES
4



 Vegetarian  Vegan  Gluten Free



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

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