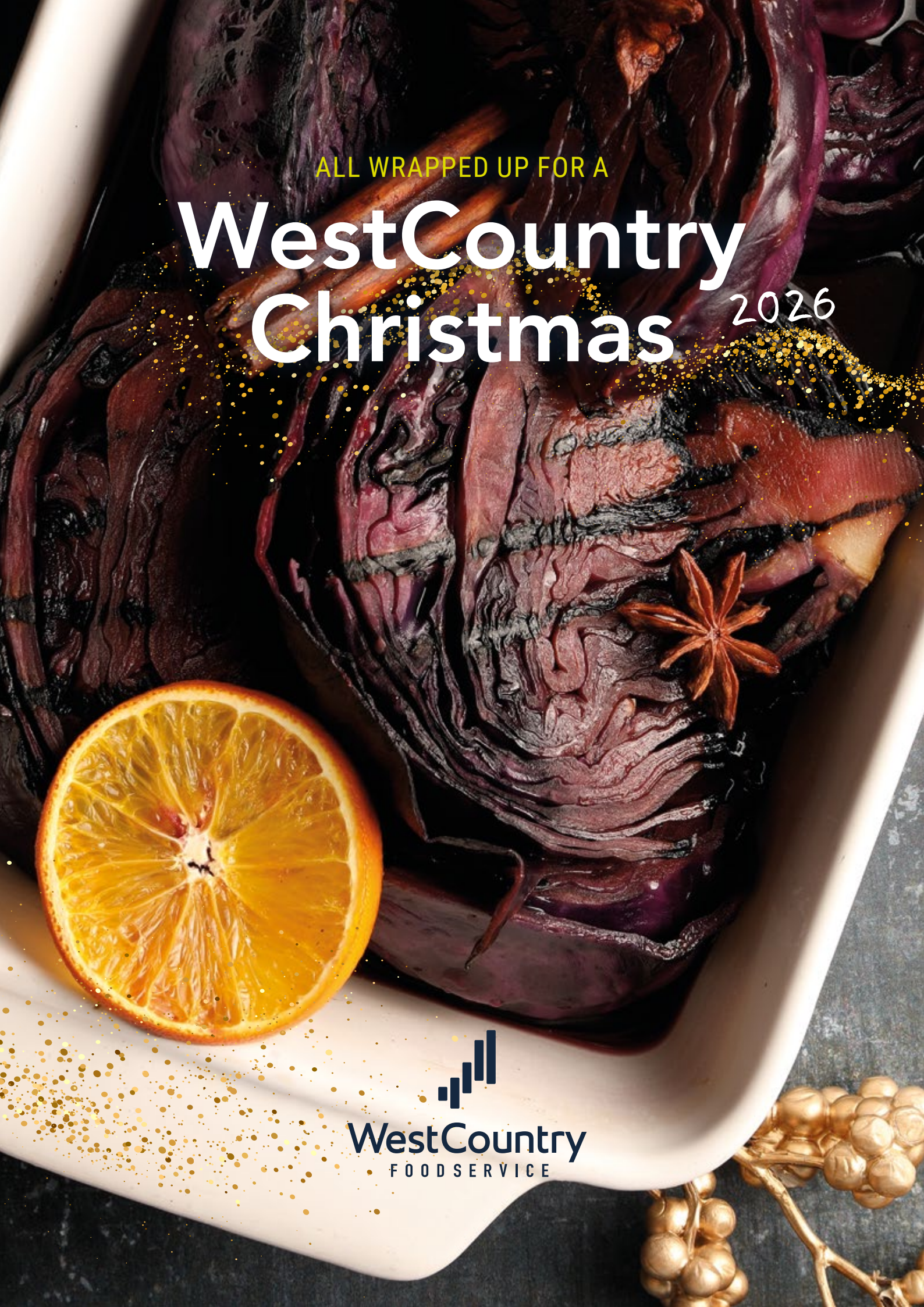


ALL WRAPPED UP FOR A

WestCountry Christmas 2026

WestCountry
FOODSERVICE

WELCOME TO THE WESTCOUNTRY

Christmas guide for 2026!

We've selectively crafted our range in line with the latest consumer trends to provide inspiration for your seasonal menu planning.

As Christmas 2026 approaches, out-of-home dining continues to reflect changing consumer priorities. Value consciousness remains, but the festive season is still a key driver for indulgence, connection and experience-led occasions. **Diners are seeking moments that feel elevated yet accessible, blending quality and comfort with a hint of festive flair.**

Across all sectors, from cafés, farm shops and restaurants to pubs, schools and care settings, there is growing demand for menus that strike a balance between familiarity and treat, with classic festive flavours, flexible offerings and inclusive options for varying dietary needs.

At Westcountry Foodservice, we offer more than your typical wholesaler. **Alongside a full range of multi-temperature foodservice products, you'll find an exceptional selection of fresh fruit and vegetables, plus a carefully curated range of artisan and locally sourced produce from across Cornwall, Devon and the wider South West.** It's a complete, flexible offer designed to help you bring both consistency and a sense of place to your menu.



"Those who can combine reliability, strong value perception and a memorable touch will stand out this season."

Rob Owen, Executive Business Development Chef

The full range will be available to shop in the Autumn so keep an eye out for the launch on www.westcountry.co.uk. For further information on any products or ordering please speak with your account manager.

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Merry Christmas from all the team at

WestCountry FOODSERVICE

Light Bites & Sharers

Christmas is not just one meal, it's a series of social occasions, perfect for light bites and sharing menus.

Hospitality in 2026 is being shaped by demand for "social, immersive dining experiences", with sharing dishes helping drive longer dwell time.

Small plates and sharers aren't just a trend, they sit at the intersection of profitability, flexibility and social dining, making them one of the most effective menu formats for 2026, especially during high-traffic occasions like Christmas.

Diners typically order 2–3 small plates per person, making these formats key for driving higher spend per table.

Deli boards and sharers tap into both premiumisation and informality, a key balance for 2026.

Mixed Charcuterie Sharing Platter
Smoked Duck Breast Slices
Fathers Favourite Chutney
Xmas Garlic & Truffle Mixed Nuts
Mixed Salami Charcuterie
Charcuterie Beef Bresaola
Granarolo Burrata
Grilled Artichoke Halves in Oil
Italian Green Basil Pesto
Mixed Olives Rosemary & Garlic
Sundried Tomatoes in Oil
Cocktail Gherkins

Snackable menus can increase average spend, improve table turn, and reduce food cost per dish due to smaller portions.



We also sell festive retail-ready products for your kiosks and shop shelves! Check out our artisan and local products for more.



Duck, Chicken & Orange Terrine



Camembert Round
Bowl Bread

Prawns saw

+19%

volume growth in the last year, with continued growth expected due to versatility, popularity and ease of prep.

FishFocus 2026

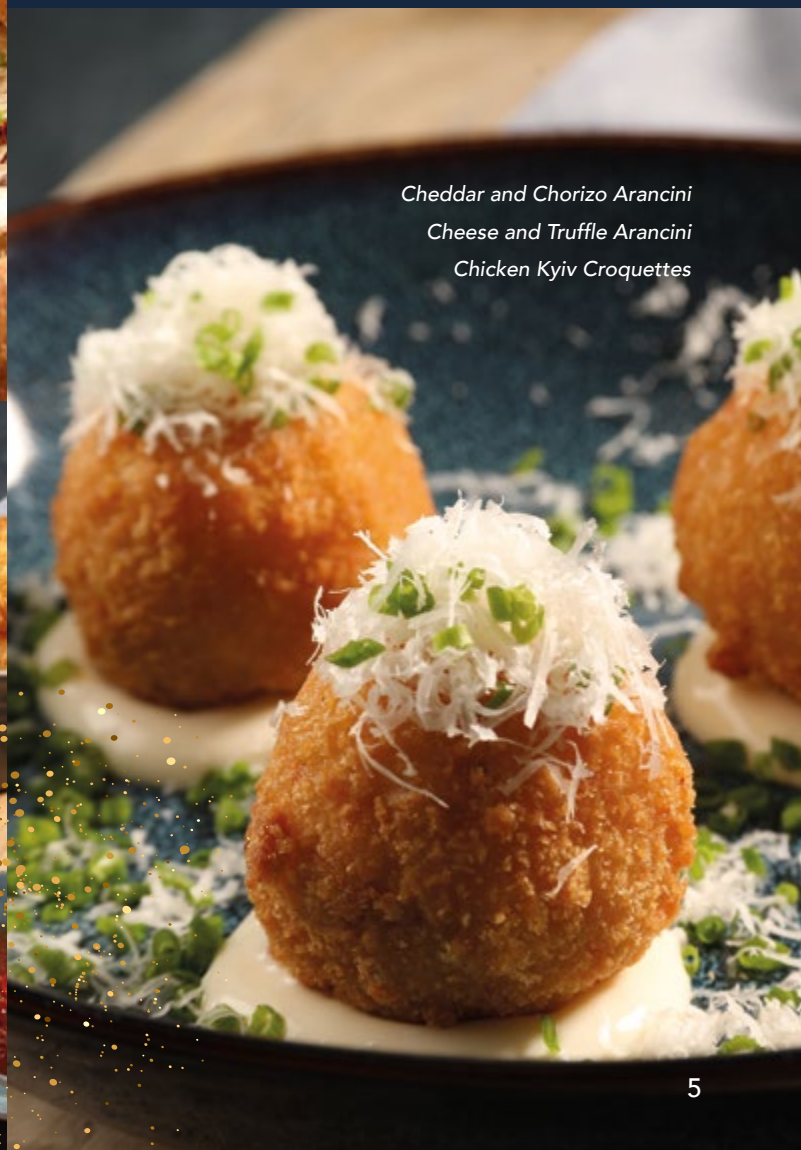


Noodle Prawns
Truffle Prawns
Breaded Butterfly King Prawns

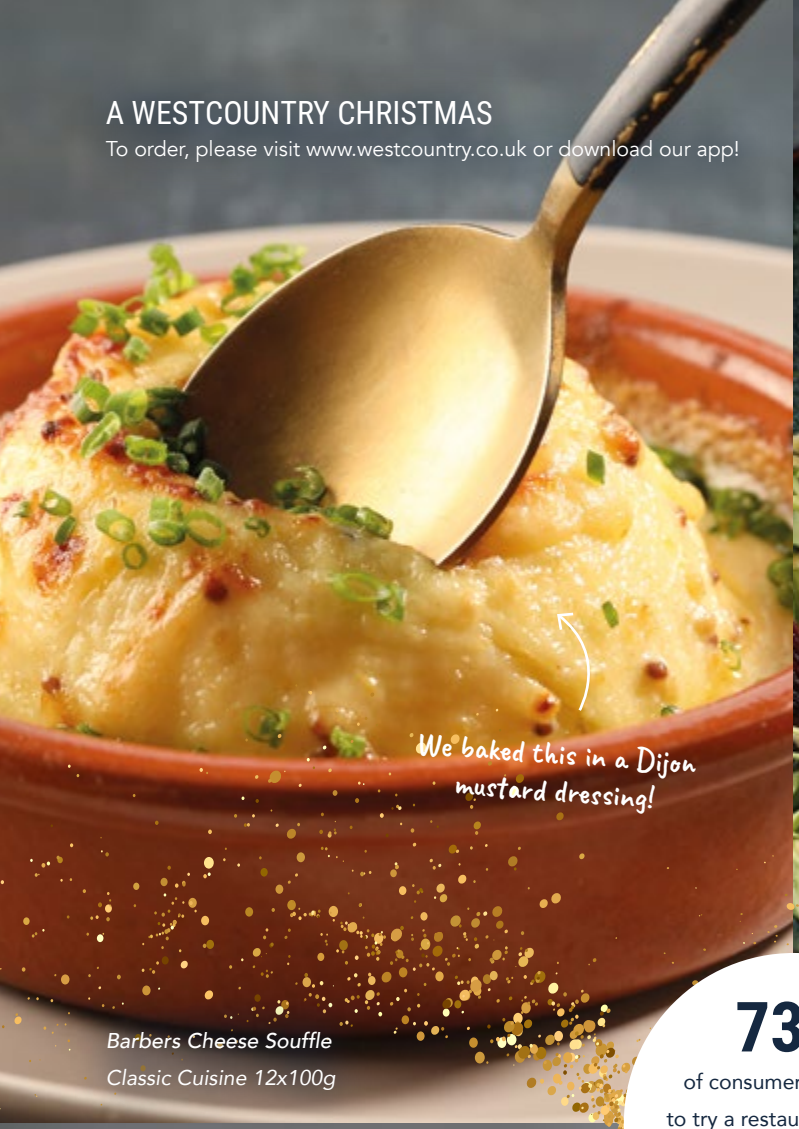
A WESTCOUNTRY CHRISTMAS

To order, please visit www.westcountry.co.uk or download our app!

Duck, Chicken & Orange Terrine	Little & Cull	3x500g
Cheddar and Chorizo Arancini	RaviOllie	1x2.2kg
Cheese and Truffle Arancini	RaviOllie	1x2.2kg
Serrano Ham Croquettes	RaviOllie	1x2.2kg
Chicken Kyiv Croquettes	RaviOllie	1x2.2kg
Red Fox Cheddar Bites	Innovate	6x1kg
Camembert Round	Paysan Breton	1x250g
Bowl Bread	La Lorraine	3x12
Truffle Prawns	Pacific West	10x500g
Noodle Prawns	Pacific West	10x500g
Breaded Butterfly King Prawns	Pacific West	10x500g
Barbers Cheese Souffle	Classic Cuisine	12x100g
Traditional Canapes	Traiteur de Paris	54x10g
Celeriac, Gruyere & Roasted Garlic Tart	Little & Cull	48x150g
Smoked Duck Breast Slices	Sommerset Charcuterie	1x60g
Fathers Favourite Chutney	Sisley's & Crellow	1x330g
Xmas Garlic & Truffle Mixed Nuts	Mr Filberts	20x40g
Mixed Salami Charcuterie	Duchy	1x100g
Charcuterie Beef Bresaola	Duchy	1x50g
Granarolo Burrata	Midland Chilled	10x250g
Grilled Artichoke Halves in Oil	Edesia	1x1.5kg
Italian Green Basil Pesto	Edesia	1x950g
Mixed Olives Rosemary & Garlic	Mr Filberts	12x50g
Sundried Tomatoes in Oil	Edesia	1x3.1L
Cocktail Gherkins	Country Range	1x1.48kg



Cheddar and Chorizo Arancini
Cheese and Truffle Arancini
Chicken Kyiv Croquettes



Barbers Cheese Souffle
Classic Cuisine 12x100g



Celeriac, Gruyere & Roasted Garlic Tart
Little & Cull 48x150g

73%

of consumers are likely to try a restaurant offering small plates, showing strong openness to grazing-style menus. *KitchenCut, 2026*

Red Fox Cheddar Bites
Innovate 6x1kg



Traditional Canapes
Traiteur de Paris 54x10g



Festive Slice
Proper Cornish 27x171g

Proper Chunkey Pigs In Blanket Roll
Proper Cornish 30x185g

LIGHT BITES

Pick up a (savoury) pastry!

Turkey Dinner Pasty
Proper Cornish 20x283g

58%
of consumers find new or festive bakery items appealing.
Rising to
79%
in 25-34 year olds.
BakeryInfo 2025.

Ricotta, Spinach & Melted Cheese

Tomato & Mozzarella

Cereals & Seeds

Mini Savoury Croissants
Delifrance 3x48x33g

INSIGHT LED

These are all tasty combinations our chefs put together using everyday products to create standout experiences.

LIGHT BITES

Breakfast & Brunch

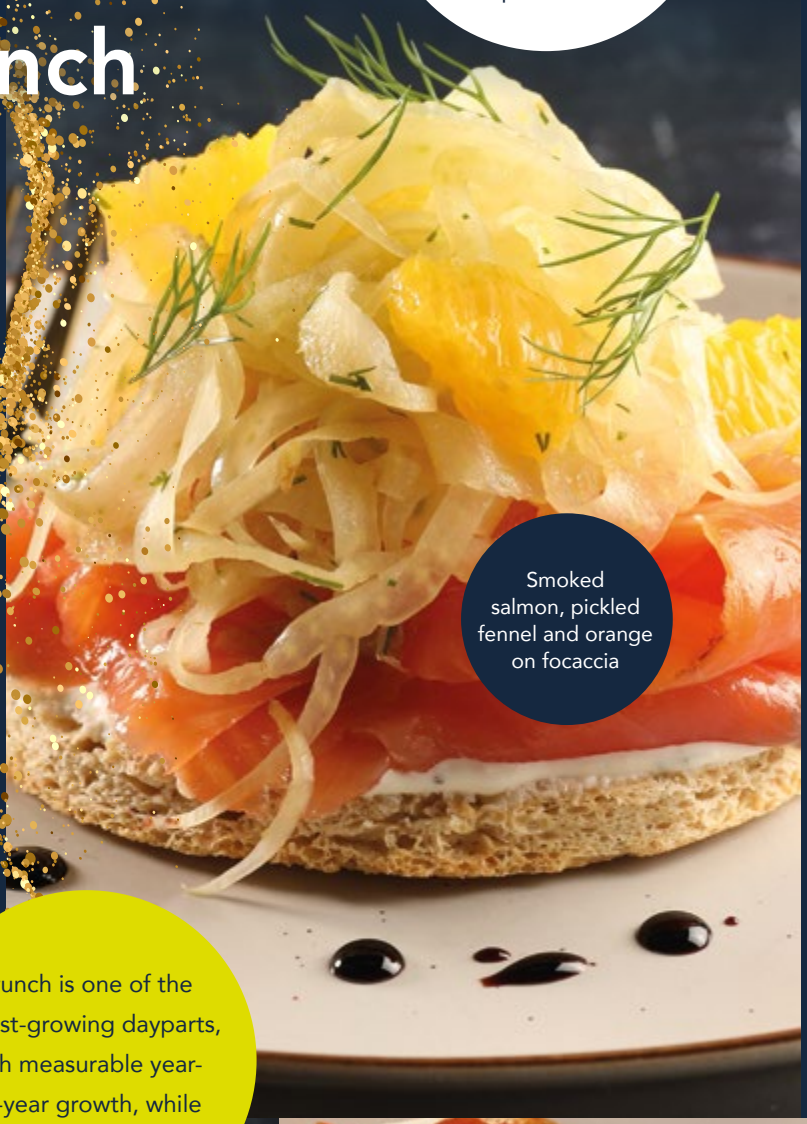
With strong margins, cross-daypart appeal and the ability to differentiate without overcomplicating the kitchen, brunch remains a smart, high-impact addition to any foodservice offer.

Customers are increasingly drawn to dishes that feel both familiar and elevated, with options like miso spinach mushroom sourdough or shakshuka on toast bringing global flavour into well-loved formats. At the same time, indulgent plates such as crispy beef hash with poached egg and sriracha hollandaise tap into the treat-led nature of the occasion.

Brunch helps fill a key gap, extending trading hours and turning quieter morning periods into revenue-generating service.

It's also among the strongest-performing occasions for incremental spend, growing alongside snacking as consumers shift away from traditional meal structures.

It's no longer a niche weekend offer. It's a high-margin, experience-led daypart that drives footfall, increases dwell time, and unlocks incremental spend with relatively simple menus.



Smoked salmon, pickled fennel and orange on focaccia

Brunch is one of the fastest-growing dayparts, with measurable year-on-year growth, while lunch is declining.



Crispy beef hash, siracha Hollandaise



Creamed miso and spinach mushrooms on sourdough



Confit garlic and tomato shakshuka, on sourdough with crispy chilli oil



MAIN COURSES

The ultimate Autumn Winter essential? A proper warming pie

Pies are a key Autumn/Winter menu driver, with the pie market up **5.7%** YoY, fuelled by strong demand for comforting dishes. *GlobalData, 2025.*

MAIN COURSES

Celebrate with your Centre Plate

For Christmas mains, the focus is on familiar centrepieces with a contemporary edge: dishes that feel comforting but visually and flavourfully elevated.

Pulled Beef and Red Wine En Croute
Classic Cuisine 16x214g

Premium, ready to serve options that deliver on presentation, consistency, and flavour, helping you create a memorable festive experience with minimal kitchen pressure.

Salmon Spinach and Crème Fraiche En Croute
Classic Cuisine 12x275g

Our salmon and beef en croute options offer operators an effortless way to deliver a premium, centre plate experience that feels truly special for the festive season. Both dishes combine classic flavours with impressive presentation, helping menus stand out while minimising kitchen complexity. The salmon en croute provides a lighter, elegant alternative for guests seeking something different to traditional meats, while the beef en croute delivers a rich, indulgent showstopper.

Easy to portion, consistent in quality and visually striking, they're ideal for driving both customer satisfaction and strong margins during busy Christmas service.

Top it off with a turkey twist!

Your two centre plate turkey lines to look forward to...

Roast Turkey Breast Lobe
FoodFellas 2x2.4kg

Turkey Saddle
Fenton 1x3.36kg

A well-executed celeriac steak is a perfect example celebrating natural flavour, texture and seasonality rather than trying to replicate something else.

It's a more confident, ingredient-led approach that resonates with diners looking for dishes that feel thoughtful, satisfying and genuinely crafted, proving that plant-based options can stand on their own as a true main event.

Celeriac Steak topped with Celeriac Puree, Exotic Mushrooms, Pea Shoots, Salsa Verde

Plant-based eating is moving beyond meat substitutes, with whole foods and fresh produce increasingly taking centre stage.

The Swiss Quiche with Vintage Cheddar, Emmental, Leek & Potato in Poppy Seed Pastry Pieminister 16x220g

Chilli Butternut Tart Tatin Classic Cuisine 12x263g

SIDES

& all the trimmings!

Christmas sides are where menus really come to life, balancing comfort, colour and indulgence. Seasonal fresh produce plays a key role here. Think vibrant greens, rich root vegetables and all the trimmings that bring warmth and familiarity to the plate.

There's a growing need for smart shortcuts in the kitchen. High-quality pre-prepared options like a truffle potato gratin or signature mash offer consistency and depth of flavour, while significantly reducing prep time during peak service.

It's about blending the best of both: showcasing fresh, seasonal ingredients where it matters, while using well crafted ready made elements to keep things running smoothly behind the scenes.

We've used 4 portions to create this sharable dish!



Did you know we have an own brand stuffing option?

Truffle Potato Gratin
Traiteur De Paris 20x100g

Ready to Serve Sides

Pre-prepared! No mashing required.

Signature Mashed Potato with Butter
Country Range 4x2.27kg



Carrot & Swede Mash
Bannisters Farmhouse 2.5kg



Pigs in Blankets
Country Range

Festive Fresh



Complete your Christmas menu with our premium seasonal fresh produce. We prioritise working with trusted local growers wherever possible, ensuring produce is sourced close to home and delivered at its freshest. From crisp Brussels sprouts and sweet carrots to fluffy potatoes and perfectly roasted parsnips, our high-quality vegetables provide the essential Christmas sides that bring flavour, colour and tradition to every festive feast.

View our extensive range of fresh produce, sourced in the West Country.

LOCAL GROWER MAP

CORNWALL

1. Ian Backway.
2. Fox Farm.
3. W. R Skewes.
4. Dowstall Farm.
5. Alex Cole.
6. Mitchell Fruits Farm.
7. Philip Kneebone.
8. Philip Pryor.
9. Barry Richards.
10. Bonallack Barton Farm.
11. Borthog Farm, Mr Pengelly.
12. Soul Farm.
13. St Ewe Free Range Eggs.
14. R Collins.
15. Brian Roissetter.
16. R & J Kessell.
17. Rosedown Eggs.
18. Trevor Goldsworthy.
19. Robert Curnow.
20. Trevaskis Farm.
21. Meadowside Nursery.
22. Deviock Farm.
23. Hazelton Farm.
24. Good Earth Growers.
25. Old Park Farm.
26. Juliets.
28. Newlands Farm.

DEVON

A. Sky Sprouts.
B. Nest Market Garden.
C. Terawhiti Farm.
D. F. Clarke & Sons.
E. Forest Fungi.
F. Balls Farm.
G. West Trecott Farm.
H. Barton Farm.
L. Hawthorn Gardens.

Decadent Desserts

Christmas desserts are leaning into warm, nostalgic indulgence: familiar flavours that feel comforting, generous and just a little bit elevated.

Tap into the sense of nostalgia with these products, while delivering consistent crowd-pleasing options which feel special enough for the season, yet easy to execute at scale.

Classics like sticky toffee pudding and bread & butter pudding offer that rich, satisfying finish diners look for at the end of a festive meal, while options like chocolate lava cake or a neatly finished plum tart add a sense of occasion.

There's also room for lighter, more refined twists, with desserts like a rhubarb and custard torte bringing a fresh take on traditional flavour pairings.

Le Truffon Traiteur de Paris 16x90g



Panettone Bread & Butter Pudding



Traditional Petits Fours



Italian Style Plum Tart



Sticky Toffee Ginger Parkin (VE) (GF)



Rhubarb and Custard Crumble Torte



Chocolate Lava Cake

Matcha & Pistachio Tiramisu



Jack Bestwick, Business Development Chef

Recipe by Chef Jack!

Ingredients:

12-14 Lady Finger Biscuits
2 tbsp Matcha Powder
120ml Hot Water
120g Mascarpone Cheese
180g Double Cream
25g Icing Sugar
60g Chopped Pistachios
1tsp Vanilla Essence
20g Chopped Pistachios to garnish

Method:

1. Mix hot water and matcha powder
2. Whip mascarpone, cream, sugar & vanilla essence to stiff peaks
3. Add chopped pistachios to cream mixture
4. Soak lady finger biscuits in matcha mixture until just softened but not falling apart
5. Layer biscuits, then cream mixture alternating, finishing with a layer of cream
6. Sprinkle the top with chopped pistachios and set in the fridge for 3-4 hours

Sticky Toffee Pudding (GF)	Eatons Patisserie	1x12
Le Truffon	Traiteur de Paris	16x90g
Traditional Petits Fours	Traiteur de Paris	48x14g
Rhubarb and Custard Crumble Torte	Country Range	1x14ptn
Chocolate Lava Cake	Delifrance	27x90g
Italian Style Plum Tart	Country Range	1x12ptn
Sticky Toffee Ginger Parkin (VE) (GF)	Country Range	1x18ptn
Panettone Bread & Butter Pudding	Country Range	1x21ptn
Blue Cheese	Carron lodge	1x1kg
Beltons White Cheshire	Carron lodge	1x1kg
Mixed Case Crispbread	Peters yard	12x107g
Mature Cheddar Cheese	Quicke's	1.5kg
Cornish Blue Cheese	Cornish Cheese Co.	2kg



Sticky Toffee Pudding (GF)



Cheeseboard:
Mature Cheddar Cheese
Cornish Blue Cheese
Black Grapes
Green Grapes
Pink Lady Apple
Celery
Figs

IMPULSE

Sweet Treats

Impulse sweet treats are becoming an essential part of festive trading.

They work hard to drive incremental spend with minimal effort. It's all about portability, familiarity and treat appeal, giving customers an easy way to enjoy a festive moment, without committing to a full sit-down course.

Chocolate & Orange Biscuits



Apple Pie Stick



Mini Iced Loaf Cakes

Mini Chocolate Yule Log



Pistachio & Berry Doughnut

Gingerbread Hot Chocolate Doughnut

Apple Pie Stick	La Lorraine	2x50ptn
Individual Mince Pie (GF) (V)	Central Foods	12x80g
Deep Filled Mince Pie	Sargents	15x6x52g
Mini Star Mince Pie	Nicco	8x9x28g
Pistachio & Berry Doughnut	Planet Doughnut	1x24ptn
Gingerbread Hot Chocolate Doughnut	Planet Doughnut	1x24ptn
Individually Wrapped Shortbread Santa Face Biscuit	Greenhalgh's Bakery	48x57g
Rudolph Shortbread Biscuits	Lomond Foods	12x90g
Chocolate & Orange Biscuits	Lomond Foods	1x12ptn
Individually Wrapped Mini Iced Loaf Cakes	LHMC	1x12ptn
Individually Wrapped Mini Chocolate Yule Log	LHMC	1x22ptn



Shortbread Santa Face Biscuit

Rudolph Shortbread Biscuits

Drive value perception with a bundle promotion combining a seasonal drink and a sweet treat, appealing to cost-conscious consumers.

Individual Mince Pie (GF) (V)

Deep Filled Mince Pie

Mini Star Mince Pie



INSIGHT LED

TAKE INSPIRATION FOR

Festive Drinks

Seasonal serves like honey pistachio lattes, matcha fusions and gingerbread cold foams tap into the growing demand for flavour-led, premium-feeling drinks, while visually striking options help drive social sharing and footfall.

From a commercial perspective, drinks remain one of the strongest margin drivers on the menu. Beverage addons can significantly increase spend per head and experience-led drinks are key to encouraging that trade-up.

With the majority of consumers seeking new and adventurous dining experiences, festive drinks present a low-cost, high-impact way to deliver something different, driving both profit and perceived value without adding pressure to the kitchen.

Festive drinks are becoming a standout opportunity for operators, blending creativity with profitability.

Festive Cranberry Spritz

Sweetbird Cranberry Cooler

Non-alcoholic choices are rapidly evolving, with customers expecting alcohol-free options that feel just as considered.



Check out our local and artisan range for unique impulse flavours for your fridges - straight from the West Country.

recycle

SLEEK IS THE NEW PREMIUM



AVAILABLE TO ORDER NOW

FROSTKRONE FOODSERVICE

CHRISTMAS SELECTION

Elevate your menu with an indulgent, warm cheeseboard offering.

RED FOX CHEESY BITES



A tangy cheese melt with Red Fox Red Leicester and mozzarella, combined with a savoury ale and onion confit, finished in a golden, crunchy grain coating.

6 x 1kg | 20g per piece
Fry | Air Fry | Oven Bake

BREADED CAMEMBERT ROUNDS



Whole baby Camembert rounds wrapped in golden breadcrumbs. An indulgent melted starter or sharer on a warm cheese board - Iconic flavour and crowd-pleasing global best-seller

6 x 10 pieces per case
Fry | Air Fry | Oven Bake

PRODUCED IN THE UK | INNOVATE FOODS LTD. | PART OF FROSTKRONE FOOD GROUP

Ravi Ollie
By Chefs For Chefs

NEW FOR WINTER 2026

These irresistibly indulgent bites are packed with flavour & guaranteed to wow your customers every time.

Crafted by our dedicated team of chefs in Bristol, doing the hard work so you don't have to.

<u>CROQUETTES</u> -
SERRANO HAM
CHICKEN 'KIEV'
<u>ARANCINI</u> -
MOZZERELLA & TRUFFLE
CHEDDAR & CHORIZO





KINGS

FINE COOKED MEATS

Est.1888

RED TRACTOR CERTIFIED STANDARDS

BRCGS Food Safety CERTIFICATED

Did you know we also stock a full range of non food catering supplies from chemicals to crackers? Your one stop shop for all your kitchen needs.



DISCOVER EVEN MORE

Online

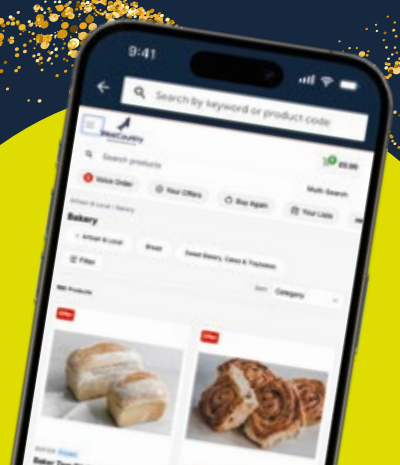
This Christmas guide showcases just a selection of the exciting new lines arriving for the festive season. Once Christmas launches, you'll be able to browse and shop our complete seasonal range online and through the WestCountry app, giving you access to hundreds more products, offers and festive favourites.

Why use your online account?

- Browse our full product range and view live stock availability
- Access and download previous orders and invoices
- Track your deliveries in real time
- Place orders quickly using Voicenote
- Enjoy exclusive online offers and promotions
- Create shopping lists and reorder your favourites with ease
- Checkout in just a few clicks

And much more...

If you need any assistance accessing your online account or using the WestCountry app, our team will be happy to help. Get in touch and we'll have you up and running in no time.





WestCountry
FOODSERVICE

The Distribution Centre, Higher Argal, Budock,
Falmouth, Cornwall, TR11 5PE | **01326 372304**

St Austell Bay Business Park, Par Moor Road,
Saint Austell, Cornwall, PL25 3RF | **01726 817666**

Unit 1-3 Ugbrooke Business Park, Kingsteignton,
Newton Abbot, Devon, TQ12 3RX | **01626 833366**

View the full range in the Autumn and order online at **www.westcountry.co.uk**

@WestCountryFoodservice WestCountry_Ltd

@westcountry_foodservice @westcountry-foodservice

Our full range will be available to shop a little closer to the season! Scan here to visit our website and look out for our Christmas launch!

Christmas & New Years Opening Hours

Monday 21st December - **Normal Deliveries**
Tuesday 22nd December - **Normal Deliveries** *(we recommend bulk orders are delivered today)*
Wednesday 23rd December - **Normal Deliveries**
Thursday 24th December - **Normal Deliveries** *(top up deliveries only)*
Friday 25th December - **Closed** *(no deliveries)*
Saturday 26th December - **Closed** *(no deliveries)*
Suday 27th December - **Normal Sunday Deliveries** *(stock subject to availability based on stock before Christmas)*
Monday 28th December - **Normal Deliveries** *(stock subject to availability from growers and through the supply chain)*
Tuesday 29th December - **Normal Deliveries** *(stock subject to availability from growers and through the supply chain)*
Wednesday 30th December - **Normal Deliveries** *(stock subject to availability from growers and through the supply chain)*
Thursday 31st December - **Normal Deliveries**
Friday 1st January - **Closed** *(no deliveries)*
Saturday 2nd January - **Normal Deliveries** *(stock subject to availability based on stock we had before new year)*
Sunday 3rd January - **Normal Deliveries** *(stock subject to availability based on stock we had before new year)*
Monday 4th January - **Normal Deliveries** *(stock subject to availability from growers and through the supply chain)*