



WestCountry Foodservice

# Supporting the Care Sector





## About Us

**As one of the South West's leading foodservice providers, we are proud to offer a comprehensive range of fresh produce and multi-temperature products and services, with a strong foundation rooted in family values.**

Operating from three strategically located depots in Newton Abbot, St Austell, and Falmouth, we serve care homes and healthcare establishments across the region from independent residential homes to larger care groups. We are committed to building lasting partnerships with each of our clients, grounded in trust, transparency, and mutual support. At WestCountry, our emphasis on integrity and personalised service, combined with a dedicated and experienced team, enables us to consistently deliver exceptional service tailored to the unique needs of the care sector.

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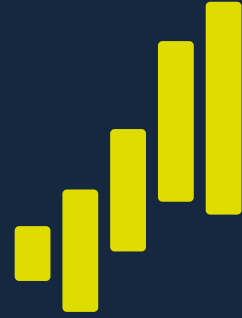
Proud members of





**KITWAVE**  
Wholesale group

We are a proud member of the Kitwave Group since 2022 – a key milestone in our continued commitment to delivering exceptional service and value.



## We Go the Extra Mile

At WestCountry Foodservice, we're passionate about supporting health and social care caterers with dependable service, quality products, and real value. Whether you're catering for a residential care home, nursing facility, or supported living setting, we understand the importance of nutritious, consistent meals delivered with care.

With an extensive product range and the buying power to keep costs down, we make it easier to meet dietary needs, manage budgets, and plan with confidence. You can count on us to deliver what you need, when and where you need it - because we know your focus is on the wellbeing of those you care for. Let's work together to support your service and help you thrive.



# Understanding Care

At WestCountry we realise there are multiple challenges within care catering, and we aim to deliver knowledge, understanding and solutions to these areas.

We understand that it is extremely important for meals to tick the box on flavour, but are equally visually appealing so to entice those with low appetites or those who suffer from illnesses such as dementia, all whilst trying to stick to budget. Our dedicated team of experts work together to create solutions that align with care home caterer's needs and requirements, and to provide simple-to-implement solutions designed to make care home caterer's lives easier.

## The Challenges:

- Managing costs and adhering to budgets
- Catering to varying individual tastes
- Meeting required nutritional standards
- Preparing meals that suit dietary needs such as Dysphagia
- Using recipes that work for those with limited skillset
- Creating a positive dining experience

**£2.3 billion**

shortfall in funding for England's care homes

We've partnered with OHK who provide online dysphagia & IDDSI framework training to care home employees.

WestCountry customers have access to discounted training. Speak with your account manager for more information.



**54%**

of Baby Boomers said they would like a café/ deli style informal dining area



# Industry Insight

With the support of our Insights & Innovation team, we can provide on-trend insights, data, and food-led solutions on key topics that are being seen in the foodservice industry.

With over 40 years' experience in the healthcare sector, we recognise that this sector of foodservice is more sensitive and complex than many. Therefore, we not only take cost, allergens, and reliability into consideration but, also the health and varying eating requirements of the elderly.

Topics of knowledge include:



Dysphagia/IDDSI



Malnutrition



Cost management



Plate presentation



Dining experience



Food waste reduction

Turn to  
page 8 for our  
hints & tips on key  
considerations in  
care catering



By conducting our own research, we have a clear understanding of the demands of the ageing population around their food and drink preferences.

The 'baby boomer' generation, those born between 1943 and 1964, is the first to receive peak levels of income and set the bar at a high standard. There is a desire for more fresh ingredients and a mix of familiar and innovative alternatives. We can support our customers as they navigate through the current and upcoming changes impacting foodservice within healthcare settings.



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

Our team can help you look to cater to different allergies and dietary needs and tailor your menus accordingly to cater to them. With legislations such as Natasha's Law and the rise in plant-based and vegan diets, we can assist in a multitude of ways. Behind the scenes, we use Erudus to help us stay compliant by tracking real-time allergen and ingredient changes.

*"Using the latest trends insights and industry data, we're here to support you in developing your catering operations. Through tailored presentations to innovation days with our team, we'll work with you to inspire your teams and deliver relevant, up-to-date information for the care sector."*

Insights & Innovation Team

# Our Care Solutions & Support

With our team's expertise we have produced useful assets to help you overcome the catering challenges within care. From bespoke menus and recipes, to cost management workshops and guides, your catering teams will have the tools to provide high quality, consistent, nutritionally balanced and cost-effective meals.

If you're looking for something that actively engages your residents, we can also support with theme menus and 'armchair travel' days that help awaken the senses and unlock core memories through food, drink and social activities, all from the comfort of your care home.

Scan to learn more about how we can support the care sector



Introduction to IDDSI



Managing Allergens Guide



Catering for Dementia



3 Week Menu



The Dining Experience

# Innovate & Develop with WestCountry

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

## Development Kitchen

our state-of-the-art venue near Newton Abbot



## Boardroom

with a 108" screen, it comfortably seats 15 guests for meetings, tastings and presentations



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.

## Food Innovation Centre

perfect to get creative and interactive with your menu offering



# Care Catering Food For Thought

Our care sector specialists have compiled hints & tips that not only help overcome new challenges, but also helps you stay ahead of the game when it comes to implementing changes to cater for the baby boomer generation.



For more information on how we can assist your catering operation please get in touch



## Importance of Food

### Tips

Show that food and drink is high on the care home agenda through:

- ✓ Ensuring that clear and prominent messaging is included on digital channels i.e. website & social media.
- ✓ Communicating messaging on prospect visits.
- ✓ Conveying key points that help to drive importance i.e. provenance, nutrition, taste, quality.

### Solution

Our development chef team can work with you to identify key messaging areas and suggest ways to communicate them. Information regarding provenance and accreditations can also be provided by the supplier.



## Food & Drink Selection

### Tips

- ✓ Offer different breakfast options to create variations for residents during the week.
- ✓ Incorporate the cuisines popular with this generation – theme the whole menu around one cuisine to create excitement to the weekly menu.
- ✓ Up-spec coffee and tea by adding herbal or syrup options.
- ✓ Publish menus in advance to residents.
- ✓ Review your range - can you make switches for premium products.
- ✓ Look at cost management.

### Solution

Our team can work with you to create menus aligned with theme days, events and look into on-trend flavour profiles that would suit recipe ideas. A range review of products can also be facilitated to help you decide on the right products that tick the box on cost and quality.



## Provision for Family & Friends

### Tips

- ✓ Create a hospitality feel and where appropriate charge a fee for extra diners (family and friends). The monies raised from this can be put back into the dining experience.
- ✓ Include messaging that welcomes family and friends.

### Solution

Our team can work with you to plan for a special occasion or event through menu or marketing assets.



## Dining & Hospitality Experience

### Tips

- ✓ Transform the dining area into a flexible dining space with a multi-purpose serving area i.e. buffet.
- ✓ Offer accompanying marketing assets i.e. branded menus with an easy to read format.
- ✓ Elevate the hospitality feel through digital and face to face ordering.
- ✓ Use a selection of different tablecloths, crockery, music to create a mix to the dining experience.
- ✓ Does the dining environment align with a more premium offering? i.e crockery.

### Solution

We can work with you to design catchy menus that will help evoke excitement amongst residents. Our Care Sector specialists have a wealth of knowledge on making the most of the dining experience and can advise on crockery and accompaniments to cater to different needs i.e. dementia.



## Health & Sustainability

### Considerations

- ✓ Are there ways to switch in healthier ingredients? i.e. brown rice to replace white rice.
- ✓ Ensure that your sustainable practices are communicated within messaging via digital and printed.
- ✓ Do your ingredients have any provenance claims?
- ✓ Is there a facility to recycle?

### Solution

Alongside menu support, we provide access to Erudus Menu Planning Software to help you easily manage recipes, allergens, nutrition, and costings - all in one place. We're also here to help you communicate product provenance with confidence and can share insight into our own sustainability journey to support your wider goals.

# Data Integrity

**We use Erudus as a core part of our food data management — giving you confidence that allergen and nutritional information is always accurate, compliant, and up to date.**

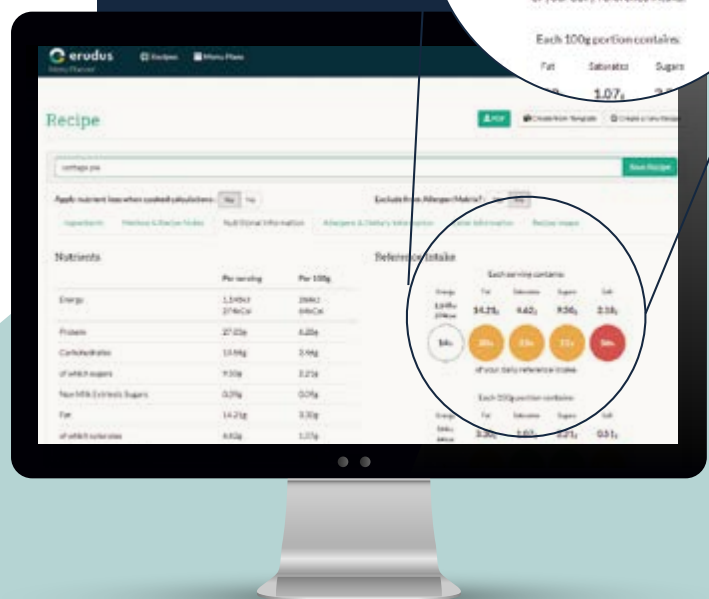
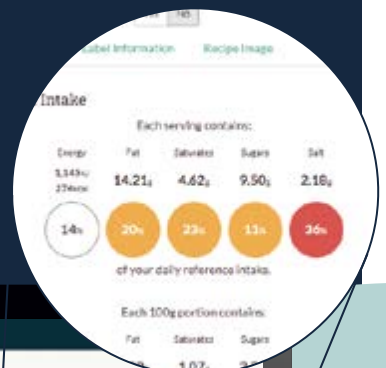
Our dedicated in-house Technical Team works closely with Erudus, suppliers and the Country Range Group to manage product data integrity, maintain barcode accuracy, and support Natasha's Law compliance through NARF. If a supplier changes an ingredient, the system dynamically updates — ensuring our website reflects real-time allergen information and allows allergen-free products to be clearly identified.

We act fast when changes occur — quarantining affected lines where necessary, notifying customers who have previously purchased those items, and staying aligned with the latest FSA guidance.

- ✓ Live allergen data
- ✓ Technical experts in-house
- ✓ Natasha's Law compliance
- ✓ Supplier changes captured and communicated swiftly
- ✓ Transparent website labelling

With robust systems and real-time oversight, we make it easy for you to stay compliant — and keep your customers safe.

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



# Ordering Methods & Customer Service

## E-Commerce Website

We are proud to offer you our new state of the art online ordering system. Enjoy unlimited access to our entire range at a click of a button. Browse product imagery, information, pricing and place orders with peace of mind.



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



## Dedicated Telesales Team

Our depot based telesales teams provide 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.

Enjoy the convenience of simpler food ordering and live product stock availability in the palm of your hand with our bespoke WestCountry Foodservice App.



# Prepare Crowd Pleasing Dishes with WestCountry's Broad Product Range

**6000+**  
**PRODUCTS**

across multiple  
categories

**FRESH, BUTCHERY,  
GROCERY, BEVERAGES,  
CHILLED, FROZEN  
& NON-FOOD**

## Proud Member of the Country Range Group

  
**CountryRange**  
*Created for the makers*

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.





## Fresh Produce

Our heritage and roots extend back to 1856 as a specialist fresh produce business in the South West. We now operate three strategically located depots serving customers right across the region, delivering an unrivalled product range and quality of service.

We work closely with our extensive network of farmers and growers to source as much local produce as possible. From staple root vegetables like potatoes, parsnips and swede, through to alliums and brassicas like kale, cabbages and cauliflower. Spring and summer harvests produce salad leaves, berries, summer greens and specialist market garden crops, including the wonderful soft fruit grown here in the south west.



Scan to find out more about our Fresh Produce



Scan to find out  
more about our  
sustainability vision.



# Sustainability in Mind

**The WestCountry team are committed to operating a highly efficient and sustainable business and logistics operation, one where we strive to minimise our impacts on the environment and contribute positively to the communities that we operate and live in.**

We work with our customers and suppliers to reduce our collective impact on the local environment. Our sustainable procurement policy sets out the principles, policies and procedures on which our business practices are based, the policy acts as a prompt to all our team to consider sustainability as a factor in all our purchasing and customer related decision making, we actively seek to minimise any adverse environmental impacts of our daily trading and logistics activities.

## Lowering Food Miles - Connecting Local Growers and Artisan Producers with Caterers and Retailers

We deliver and collect produce on the same efficient daily routes across the region, scheduled in order to maximise the use of each vehicle journey, consolidating the collection and delivery of fresh produce, dairy, dry stores and local artisan ranges onto the same routes. This highly efficient and sustainable network connects over 50 local seasonal growers and over 60 regional artisan producers with over 4,000 caterers and retailers right across the South West.



*"As a trusted partner to our customers across the South West, we understand the critical role we play in promoting a sustainable and responsible supply chain. In addition to pursuing our own robust ESG strategy and targets, we are committed to supporting our clients in meeting their sustainability objectives. Whether through the provision of more environmentally responsible product alternatives, the implementation of optimised delivery schedules, or the development of plant-based menu solutions, we are dedicated to enabling progress toward shared environmental and social goals."*

**The WestCountry Team**

# Plough to Plate

*Bringing the Best of the South West to Your Table*

At WestCountry Foodservice, we're proud to champion food with real provenance. Plough to Plate is our curated range of fine food from passionate local producers across Cornwall, Devon, and the wider South West. Hand-selected for their quality, authenticity, and flavour, these small-scale, artisan products bring something truly special to your kitchen. From handmade chutneys to award-winning cheeses, Plough to Plate showcases the region's best — perfect for enhancing any menu. By choosing Plough to Plate, you're supporting local communities, reducing food miles, and offering something more meaningful on the plate.





**Contact one of our amazing care experts,  
to see how we can partner with you to  
benefit your business, staff and residents**

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

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

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

**Falmouth** 01326 372304    **St Austell** 01726 817666    **Devon** 01626 833366

[www.westcountry.co.uk](http://www.westcountry.co.uk)

**Like and follow us on social media for menu ideas, videos,  
recipes, new product information, customer events and more!**



WestCountryFoodservice



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