



WestCountry Foodservice

Supporting the Education Sector





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Proud members of



About Us

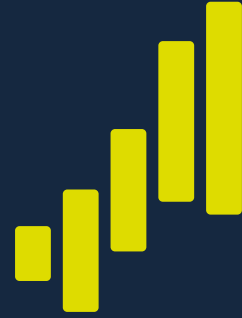
As one of the South West’s leading foodservice providers, we are proud to offer a comprehensive range of fresh produce and multi-temperature products and services, with a strong foundation rooted in family values.

Operating from three strategically located depots in Newton Abbot, St Austell, and Falmouth, we serve educational institutions across the region from early years settings to colleges and universities. 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 education sector.



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 education caterers with dependable service, quality products, and real value. Whether you're catering for a primary school, secondary school, college, or university, we understand the importance of nutritious, consistent meals that fuel learning and support student wellbeing.

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 providing meals that make a difference every day. Let's work together to support your service and help you thrive.



Understanding Education

At WestCountry, 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, our 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, our 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 education experts, 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, our 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."



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, we use **Erudus** to help us stay compliant by tracking real-time allergen and ingredient changes.



With sustainability high on the agenda, we are more aware than ever about 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 WestCountry, we can provide high welfare meat 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

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

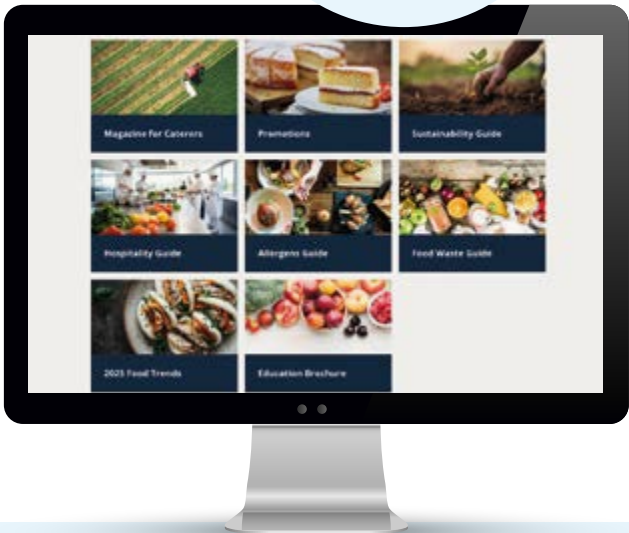
perfect to get creative and interactive with your menu offering



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 toolkit has everything you need to succeed with when it comes to school catering.

Scan to access all of our guides!



Recipe Cards



School Menus



Stir It Up Education Guide



Seasonality Calendar



Commodity Report



Managing Allergens Guide



Kitchen '72 Brochure

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.



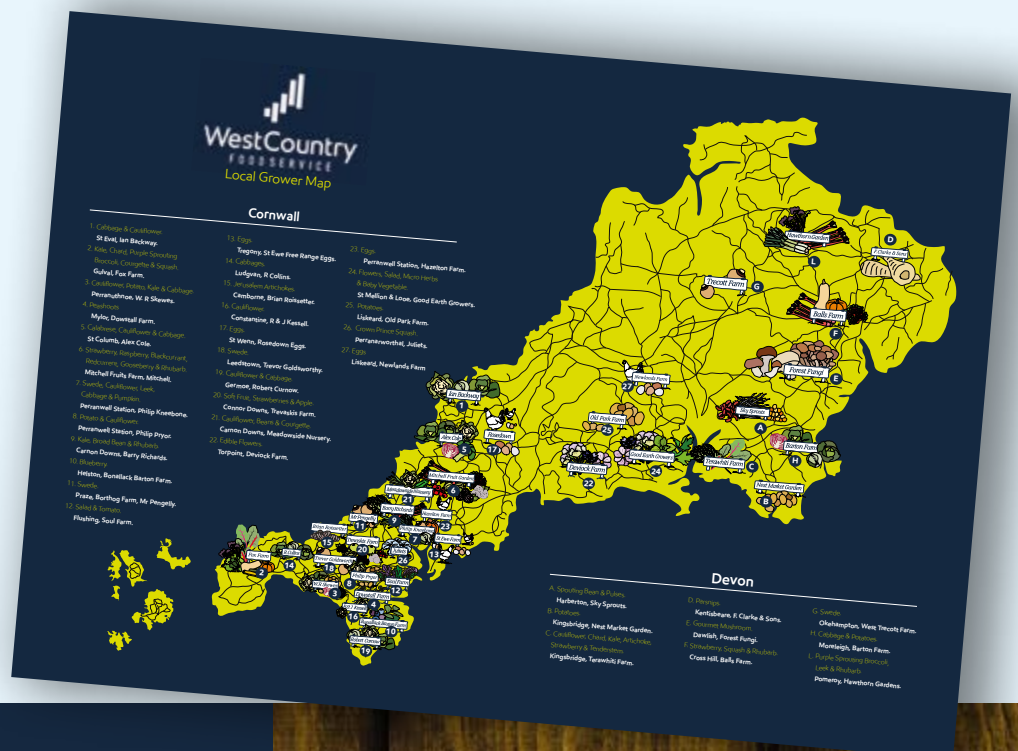
Fresh Produce

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



Ordering Methods & Customer Service

E-Commerce Website

We are proud to offer you our timelessness 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.



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



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

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



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

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



WestCountryFoodservice



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