

FOOD *for* THOUGHT

The newsletter for **Birchall Foodservice** customers



EDITION 8
December 2021



Best wishes,
Louise Birchall
Sales director

Merry Christmas and welcome to the latest edition of our customer newsletter.

2021 has been a fantastic year for Birchall Foodservice. We've loved being able to host our customer events again, and it's been incredible to see the growth of OrderMate; our new online ordering platform.

We've got lots of exciting opportunities and events for customers in 2022 and we're looking to working with you all again. In the meantime, on behalf of us all, have a happy and prosperous Christmas and new year.



BIG Event returns with a **BANG**

After the cancellation of our 2020 event due to the pandemic, the Birchall BIG Event returned on the 5th October with a record number of customers and suppliers in attendance.

More than 80 caterers came along to our TED centre to sample food and drink from 33 leading foodservice suppliers, including Marshfield Farm Ice Cream, Meatless Farm and Whitby Seafoods.

Attendees were also invited to attend Natasha's Law seminars throughout the day, which were delivered by allergen and nutritional expert, Jacqui McPeake.

While the weather was horrendous, the 5 hour event also had outdoor food vans, pop-up marquees and the opportunity for our customers to sample festive products from our 2021 Christmas offering.



Dates for your diary

Join us in 2022 for our busiest calendar of customer events to date:

Dysphagia Workshop - Spring date TBC

Salad Bar Workshops - Jan 25th & March 1st

Ice Cream Workshops - April 26th and May 24th

Free From Event - May 10th

The BIG Event - September 20th

To register your interest in an event, please email marketing@birchallfoodservice.co.uk

For more details about our events, visit: www.birchalled.co.uk

The 6th generation has arrived

We're delighted to introduce you to the two latest additions to the Birchall family; Frankie and Ralph.

Frankie is the 2 year old daughter of Sigourney Birchall, and Ralph is the 6 month old baby of Courtney Birchall. Sigourney works in our accounts team, while Courtney works in stock control.



Delivering a better experience

Delivering a better tomorrow

Solar panel power

As part of our commitment to sustainability, we have completed work on the **installation of 388 clean energy solar panels** on our main warehouse roof.

The panels will reduce our carbon emissions by a massive 50 tonnes every year, helping us to fulfil our pledge to help protect the environment and build a greener future.

While the solar panels offer environmental benefits, they will also help us reduce our operating costs and control future energy bills. We will be investing these energy savings in a new fleet of greener vehicles and the continued development of our people, the majority of whom are from the local Burnley area.



New environmentally-friendly fleet

To support our recent growth and to help us meet our pledge to 'deliver a better tomorrow', we have purchased a whopping **43 greener delivery vehicles!**

The new fleet is made up of a mixture of 18 tonne HGVs, 7.5 tonne HGVs and 1.3 tonne delivery vans, all of which have been **fitted with Euro 6 engines** to help us reduce our emissions.

We are also trialling electric vehicles for our field sales team. You may have seen Steve Chadwick zipping about in the Tesla that we're using for the trial...



OrderMate celebrates its first birthday!



October marked one year since the launch of our new online ordering platform; OrderMate.

We always believed that OrderMate would be a hit with caterers, but we didn't envisage it would be as popular as it would be just 12 months after launch. It has brought our product range to life, helped us maintain our service levels during a challenging year, and most importantly, enhanced the shopping experience for you, the caterer.

We've launched lots of OrderMate enhancements over the last 12 months, including the ability to save favourite products and add to existing orders, and we have lots of new upgrades coming down the pipeline, so watch this space.

Shop online with OrderMate by heading to:
www.birchallordermate.co.uk

OrderMate: 5 of its best features

- 1. You don't lose that human interaction** - you can converse with our Telesales team via the chat function
- 2. You can save time by re-ordering past orders** - simply head to the confirmed orders page and click reorder
- 3. View LIVE allergen information** - taken directly from Erudus, so you know it's information you can trust
- 4. You can add to existing orders** - up until 5pm on the working day prior to your delivery (3pm for fresh)
- 5. You can save favourite items** - click the heart symbol next to any product to add it to your favourites

Charity Work

Birchall girls raise over £4,000 for cancer fighter

Over the summer, Courtney and Sigourney Birchall held a raffle to raise much-needed funds for Laura Nuttall; a brave 21 year old woman who is fighting brain cancer.

When diagnosed 3 years ago, Laura was given 12 to 18 months to live, but she is still here over 3 years later and needs funding to carry on receiving specialist treatment in Germany.

The raffle, which included £500 cash as the headline prize, raised over £4,000 for Laura and helped her get closer to her fundraising target.

To donate, scan the QR code below:



Other charity news:

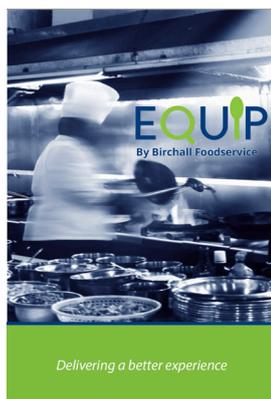
- Our company was the headline sponsor of the Burnley Community Sports Awards held on October 21st.
- We donated crisps, chocolates, doughnuts and other snacks to Curry on the Street in Burnley, who are putting festive treat bags together for the vulnerable.
- We delivered hundreds of portions of Peach Crumble to Burnley Foodbank on behalf of Thomas Franks' Surplus to Purpose campaign

Get Equipped

The winter issue of our popular Equip brochure is now available and ready for you to browse.

Inside, you'll discover a huge choice of non-food items, from crockery and utensils to larger appliances such as microwaves, fryers and display units.

Ask your sales representative for a copy.



Bespoke Training



Did you know...
...in our Training, Exhibitions and Development (TED) centre, we can host bespoke training days for you and your team.



These days can be tailored to you, and can cover a wide range of topics from how to increase profitability in your venue to Natasha's Law training days and menu development sessions.

We also host group training days with other caterers, and this year we plan to host a salad bar workshop with some key suppliers.

If you'd like to learn more about what TED can do for you and your business, then please have a chat with your sales representative.

First ice cream workshop is a hit!

To help caterers increase profitability with their ice creams, we teamed up with Marshfield in September to host our first ever Ice Cream Workshop.

Customers came along to our TED centre and learned how to upsell their ice creams, the best scooping techniques, new recipes and more. And of course, there were plenty of opportunities to sample the tasty ice creams along the way.

The customers who came along loved the workshop, and because it was such a success, we will be hosting more workshops in the spring of 2022.



Expansion!

New, modern transport office in development

To support the rapid growth of our transport team and fleet, we have built a modern, new office in our vehicle yard.

Over 3 times larger than our previous office, this new structure will feature a kitchen, toilet, manager's office and hot desk space for our hard-working team.

The office has also been fitted with a state of the art Biotec P12 Treatment Plant, which will filter and treat sewage to ensure it is safe to enter nearby streams.



Celebrating Success

This year's employees of the month

Louise Preston	Emily Clough & Matt Snell	Sam Inge	Stuart Langthorne
<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>
			
Telesales	Telesales/Driver	Buying	Driver
Joe Moulton	Andy Hodgson	Andy Green	Ross Corbridge
<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>
			
Marketing	Warehouse - PM	Buying	Driver
Colleen Wiseman	Simon Sharples	Andrea Smith & Andy Davis	
<i>September</i>	<i>October</i>	<i>November</i>	<i>December</i> TBC
			
Warehouse - PM	Telesales	Reception/ Warehouse - PM	



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Employee Development

Fresh, daily meals are going down a treat with the Birchall team

The health and wellbeing of our employees is hugely important to us, and we know that good nutrition plays a vital role in improving the health of our team.

Earlier this year, we recruited the services of culinary expert, Lukasz Maczuga, to provide fresh, daily meals for our entire team.

Lukasz is comfortable turning his hand to any cuisine and whips up a variety of dishes each week, from classic curries and pasta bakes to Greek gyros and goulash.

The company subsidises the ingredients so employees can grab themselves a fresh meal for as little as £1.



Hitting the classroom



We're committed to the development of all our employees, and **Joe Moulton** from our Marketing team is the latest member of the team to hit the classroom.

Following on from the completion of a CIM Level 6 Diploma in Professional Marketing, Joe is now studying for a PR qualification with the North & Western Lancashire Chamber of Commerce and will be studying for an Adobe design qualification in the new year.

