

FOOD for THOUGHT

The newsletter for **Birchall Foodservice** customers



EDITION 9
Spring 2022



CONTENTS



In This Issue:

REDUCING OUR CARBON EMISSIONS	2
TED EVENTS	3
CUSTOMER SUPPORT	4
NEW FACES, PROMOTIONS & TRAINING	5
NEW LAUNCHES FROM COUNTRY RANGE	6
GEARING UP FOR THE JUBILEE	7
SUBSCRIBE TO ENEWS	8
USEFUL LINKS & CONTACTS	8



HEADLINE

Calling All Care Homes! Page 7

Take part in our 'Bake a Cake Fit for the Queen' competition and you could win a summer banquet for your residents.

Birchall NEWS

Bank Hall Care Home Triumph in 2nd Annual Rochcare Bake Off

In October 2020, we teamed up with RochCare to host the first-ever Great Rochcare Bake Off. It was a huge success and brought the teams from each Rochcare location together with a generous dollop of fun and a pinch of healthy competitiveness.

This year, the event was brought back, with a Valentine's theme. The event was hosted in our TED development centre in Burnley, and saw teams from three Rochcare homes, a domiciliary care company, and ourselves, come together on Monday 14th February with Valentine's themed homemade bakes, inspired and helped to be produced by the people they care for. Bank Hall care home in Burnley were crowned winners, narrowly beating the Birchall team.



Upgrade to Warehouse System & Office

To help improve the efficiency of our warehouse operation, we have constructed a new purpose built goods in office, and upgraded our main warehouse operating system.

The new system brings a host of benefits, including:

- 99.9% stock and order accuracy, reducing costly errors
- Real-time analytics to improve the productivity and performance of our team
- Scalability - the system will adapt with us as we grow



REDUCING OUR CARBON EMISSIONS

Electric Kias Rolled out Amongst Sales Team

As part of our commitment to reduce our carbon emissions, we have begun the process of replacing our business development managers' cars with electric Kia E-Niros. 6 out of 12 have been rolled out so far.

Not only will these new vehicles reduce our carbon footprint, but they will reduce our vehicle running costs by roughly £4000 per BDM per year too.

In March, we also finished installing electric charging points in our car park to encourage our team to consider an electric car as their next vehicle.

The rollout of electric cars follows the successful installation of almost 400 solar panels on our warehouse roof last year.

In February of this year, we also set up a new internal taskforce to help us tackle our carbon emissions. This group is in its infancy, but expect updates in future issues of this newsletter.



Birchall NEWS

TED EVENTS



Callebaut Roadshow is Coming to Town

We're delighted to announce that we have been chosen as a stop for this year's Callebaut Roadshow. On May 11th, the converted demo truck will be parking up at our depot in Burnley, and Callebaut chocolatiers will be delivering inspirational demos for up to 50 of our customers.



Upselling Workshops are a Hit

Following on from the success of our first ice cream workshop back in the summer of 2021, we hosted a salad bar workshop in March and another ice cream workshop in April. Working with our suppliers, the workshops provided customers with simple tips and tricks to improve profitability in their venues.



BIG Event will be Biggest Yet

Our annual BIG Event will be taking place on the 20th September at our depot in Burnley. This year will see a record number of suppliers in attendance.

Register your place at an event



Birchall order mate

Update

Product Substitutions

**Now LIVE
on all devices**



www.birchallordermate.co.uk

Our latest OrderMate update not only shows you when a product is out of stock, but will offer you up to two alternative products that are available too.

If you are on a mobile device and are not seeing this feature, please try updating your app.

Cooking and Handling

In February, we added thousands of cooking and handling instructions to OrderMate to make life easier for you, the caterer. No more having to look at packaging for cooking instructions!

CUSTOMER SUPPORT



Weekly Industry Advice to Help Caterers Save Time and Make Money

In the current climate of rising costs and staff and product shortages, we know that caterers and business owners need all the help they can get to help them save time and make more money.

We've spoken to a number of our customers to find out what they're doing to be more profitable and efficient, and if they have any words of wisdom for their peers. We'll be publishing our findings on a weekly basis via our email subscription service, our website and social media, but in the meantime, here are 3 of our favourites.

We're really keen to get more hints and tips from our customers, so if you have a great idea that you'd like to share, then please send it on to our marketing team at marketing@birchallfoodservice.co.uk

1. Use Canva or Birchalls' Marketing Team for a Quick and Free Design Service

Need to quickly put together a poster, social media image or menu? Then consider using Canva. This fantastic bit of free kit is simple to use and you don't need prior design experience to create something great. Alternatively, if you need something more bespoke, then speak to the Birchall marketing team. www.canva.com

2. Train Your Team to Upsell at Every Opportunity

Your team should be looking to maximise sales at all times. Do they know the most profitable dish on the menu, and are they recommending it to diners? Are they offering a full bottle when somebody orders a glass of wine? Are they suggesting sides to those that don't order starters? These are all great little tips for improving sales in food venues.

3. Put High Margin Dishes First and Last on your Menus

Layout and design can have a big effect on the profitability of your menus. Diners are more likely to remember the first item that they read on a menu, so make sure this is your most profitable. They also remember the last item they read, so make sure this is profitable too. You could even highlight these dishes on your menus, and get your waiting on team to recommend them too.

Switch & Save with Country Range



Did you know that you could save £££ by switching to Country Range products? The cost savings are huge in many instances e.g. Country Range sauce sachets are almost 4 times cheaper than branded sachets!

Why Country Range is the leading independent foodservice brand:

- Over 800 quality products that are benchmarked against the best brands in the industry
- Great value prices compared to mainstream brands
- Higher yield for many products
- Innovative new product launches every year based on caterers' feedback

Join Our Private Facebook Care Home Group

We know that the best source of information and advice for caterers comes from other caterers, which is why we've set up a private Facebook page for our care customers to share information. We also post exclusive offers and competitions in this group from time to time.

If you would like to join this group, please get in touch with our marketing team.



EmployeeNEWS

NEW FACES, PROMOTIONS & TRAINING



Carl Sedgwick
Promotion
To Transport Trainer

Carl has been with us a class 2 driver for many years. His commitment to customer service and his attention to detail have earned him his promotion to transport trainer. His experience will be hugely beneficial in our transport management team.



Jay Murphy
Training
Gained Class 2 Licence

Congratulations to Jay Murphy in our transport team who passed his class 2 HGV test in March. Jay started with us a van driver and quickly showed a desire to learn, so we supported him through his training.



Joe Moulton
Training
Gained Adobe Accreditation

Joe is our marketing manager and recently completed a 3 day Adobe design course in Manchester, which finished with an exam. Joe passed with a 99% score and now has official Adobe design accreditation.



Bex Calverley & Matt Tustin
New Starters
Telesales and Business Support

The husband and wife to be joined in late 2021 and have impressed with their dedication and willingness to go above and beyond. So much so that Bex won employee of the month in January and Matt won in February! They join the long list of partners currently working at Birchalls.



Sue Corless
New Starter
Employee Chef

The health and wellbeing of our team is of huge importance to us, and we want to make sure everybody is offered a healthy and nutritious lunch. Sue is our in-house chef and creates fresh and healthy meals for our employees on a daily basis. The meals are subsidised by the company, so employees can get a meal for as little as £1.



Gemma Lord
Moved Departments
Telesales to Buying

Gemma had been a part of our telesales team for 5 years, but decided that she wanted a new challenge. She didn't want to leave Birchalls, so we offered her a position in our buying team. Gemma is a very thorough and detailed person, so we know she'll shine in this new role.

ProductNEWS

NEW LAUNCHES FROM COUNTRY RANGE

5 New Sweet Treats for Summer

With sunshine and socialising moving up a gear, Country Range have got the sweets and treats well and truly covered after the roll-out of their five new decadent desserts.

Great for chefs and caterers who lack the time and resources to make-from-scratch, these new versatile sweets are perfect for dessert menus, afternoon tea, takeaway offerings or simply when served alongside a hot drink as an affordable treat.



Rhubarb & Strawberry Cheesecake (Gluten-Free), 1 x 14 Pre portioned

Light rhubarb cheesecake topping sits on a bed of delectable digestive crumb, which is then finished with a seductive strawberry mirror glaze.



Lemon Panacotta Tart
1 x 12 Pre portioned

A rich, buttery shortcrust pastry case is flooded with a smooth lemon panacotta filling and finished with a light dusting of icing sugar.



Baked Salted Chocolate Torte
1 x 14 Pre portioned

One for the chocoholics, it is dusted with cocoa for a refined finish and is great either cold or warmed through with some Chantilly cream as an accompaniment.



Luscious Lemon Cheesecake (Gluten-Free), 1 x 12 Pre portioned

A sweet digestive biscuit crumb base lies underneath a refreshing, citrusy lemon cheesecake topping, finished with a stunning marbled lemon mirror glaze.



Cappuccino Cheesecake
1 x 14 Pre portioned

A mocha biscuit base sits beneath layers of coffee and milky cheesecake topping which is topped with a cream cheese frosting before being finished with cocoa powder.

Double Crunch & Triple Cooked Fries



The New Range:

- 10mm Double Crunch Skin-on Fries
- 14mm Double Crunch Fries
- 19mm Triple Cooked Chips

Utilising the latest chip technology, the new premium fry trinity have an innovative invisible coating which delivers an impeccable crispness and crunch. Gloriously golden in colour and visually appealing, the coating provides a light salting to help a quick and easy serve plus it means the Double Crunch fries will **hold their crunch for 40 minutes and Triple Cooked for at least 20 minutes**, both much longer than standard fries, once taken out of the fryer or oven.

Antiviral Disinfectants and Soaps Effective Against Coronavirus

Manufactured in the UK, our new range of antiviral disinfectants and soaps are effective against enveloped viruses which include Coronaviruses.

The range includes 5l and 750ml disinfectants and a 5l hand soap.



ProductNEWS

GEARING UP FOR THE JUBILEE

Unmissable Products for Jubilee Parties

Friday 3rd June will mark 70 years of the Queen's reign, and the country is set to celebrate in style.

Whether you're a caterer in a school, a care home or a hospitality venue, you'll probably be hosting some sort of Jubilee themed event, so we've put together a super selection of products to help you wow your customers, residents and students.



Country Range Mini Cake Assortment



Union Jack Bunting



Scan to view our full Jubilee range



Union Jack Baking Cases



Union Jack Napkins



Chocolate Caramel Crown Cake



Earl Grey & Lemon Cake



Jubilee Victoria Sponge



Platinum Cheddar

Care Home Competition

Bake a Cake Fit for the Queen

Are you hosting a party for your residents over the Jubilee weekend? If so, we'd love to see your best Jubilee themed cake!

To enter the competition, simply post a picture of your cake on the pinned post that will be at the top of our Facebook page in May.

The care home that submits the most impressive cake will be crowned the winner and will **win a summer banquet for their residents!**

Winner will be chosen on the Friday 10th June.



Stay CONNECTED

SUBSCRIBE TO ENEWS

Birchall News

Stay in the know about all things Birchall by subscribing to our mailing list. You'll be the first to know about offers, new products, company updates, free samples and more.

Subscribe at:

<https://www.birchallfoodservice.co.uk/contact-us>



Description:
Cafe Nero® Forte is rich, dark, roasted for high intensity and perfect for milk based drinks like cappuccinos and lattes. Artisan roasters that hand select and slowly roast for additional flavour, the new cafe nero® range combines ingenious tasting coffee and expert blending with two centuries of roasting experience in every cup.
Sample size 1 x 1kg Bag

Request 1 x 1kg sample bag 090004034

April Promotions

Click or call to buy 01282 429446



0425300001	Whitby Breaded Wholetail Scampi	£5.99
Split	Add Split	
10 x 450g	£59.90	Add Case

0425300113	Whitby Extra Large Breaded Wholetail Scampi	£7.99
Split	Add Split	
10 x 450g	£79.90	Add Case

0425300048	Lamb Weston Hash Brown Triangles	£1.89
Split	Add Split	
10 x 1kg	£18.90	Add Case

0425300109	Country Range Sweet Potato Fries	£6.75
Split	Add Split	
4 x 2.2kg	£27.00	Add Case

USEFUL LINKS & CONTACTS

www.birchallordermate.co.uk

view our range and place online orders

www.birchallfoodservice.co.uk

our main company website

sales@birchallfoodservice.co.uk

general enquiries

01282 429446

place orders over the phone

www.birchallted.co.uk

register your place at an upcoming event

TED@birchallfoodservice.co.uk

all events and TED centre enquiries

marketing@birchallfoodservice.co.uk

for free menu design and marketing support

technical@birchallfoodservice.co.uk

allergens and Erudus support

Scan to Access our Linktr.ee

Here you'll find many of our links
in one handy place.



Follow us on Social Media



@birchallfoodservice



Birchallfoodservice



@birchallfood



Birchall Foodservice