



Birchall
FOODSERVICE



Delivering a better experience

www.birchallordermate.co.uk

Our company

Birchall Foodservice is an independent, fifth-generation, family-owned business established in 1939.

For over 85 years, we have been providing quality products and supreme customer service tailored to the needs of the caterer.

Next day delivery provides access to one of the most comprehensive, next-day delivery range of foods for caterers in the north of England, the midlands and Wales; one vehicle – one delivery.



Founder member of the
Country Range Group



Established in Burnley
in 1939



Delivery from
Northumberland to
Birmingham



Next day
delivery



One stop
shop



Online ordering
available



Multi-temp
vehicles



3 regional depots:
Burnley, Durham,
Rotherham

Delivering a better experience

Whether it's the telesales team taking orders, the night shift picking products or our friendly drivers making deliveries, everybody here at Birchall Foodservice is passionate about delivering a better experience.

Our people are our greatest asset and they offer a level of service that is unmatched by our competitors.



Why choose us?

At Birchall Foodservice, we know that our customers need to deliver quality and consistency to their diners every day. That's why we make it our priority to provide great choice, reliability and consistency.



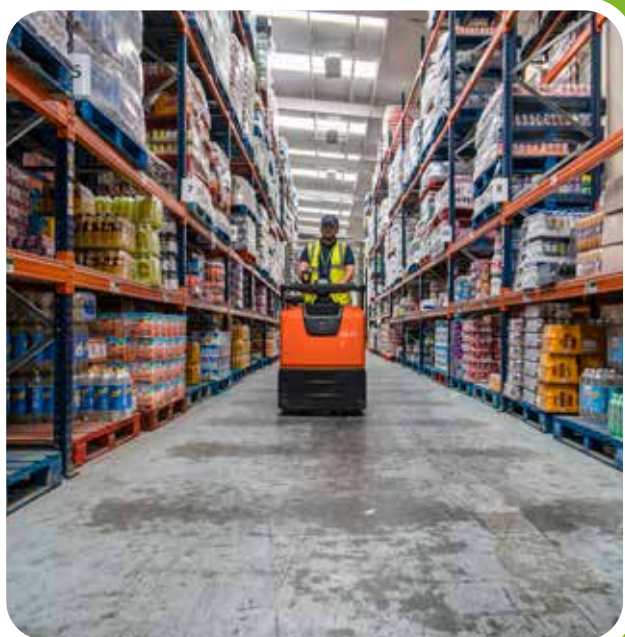
We're
reliable



We're
honest



We
deliver





Healthcare

In care catering, food content and nutrition are priorities rather than food trends in other sectors of the catering world. As such, the Birchall Foodservice product range reflects the needs and demands of this sector appropriately.



Education

Allergies, government legislation, growing competition from the high street. The modern school caterer certainly has a lot to deal with.

We can help with all aspects of education catering, from meal planning for early years to street food concepts for higher education.



Hospitality

You've got a lot on your plate and we feel that you need the best support possible.

We closely follow emerging food trends and develop inspiring products to ensure your menus are always on-trend and offering the latest styles and flavour innovations.



Workplaces

From dealing with different shift patterns to ensuring you have nutritious offerings for various dietary and religious requirements, catering for large workforces can be a challenging task.

We have the experience and know-how to provide food and support to staff canteens of any size.

“

We've used a lot of suppliers since we opened over 15 years ago, but we've always stuck with Birchalls because of the great service. If I'm ringing up stressing on a Friday, they always do their best to help and I never get a 'no' or a blank answer.

Giddy Kippers Party & Play Centre

”

“

Birchalls have been our principal food supplier at the hospice for a number of years. We have always found Birchalls to be very helpful with any query we might have. It's a real family business and that is evident in all of our interactions; they really care about us as a customer.

Wirral St. John's Hospice

”

“

We're really happy with the service we receive from Birchalls, especially from the friendly drivers. We didn't get this level of service from our previous supplier!

Shuttleworth College

”



Our home





Our Products



Fresh

We offer a wide choice of fresh butchery, fruit, vegetables and herbs under the Birchall Fresh brand, all sourced from various local suppliers. We also provide prepped fruit and vegetables to help you save time in the kitchen.



Chilled

Our chilled foods section provides an exciting range of dairy, cheese and meat options. You'll also find a range of chilled sandwich fillings, which are popular with customers.



Ambient

Our largest product category contains worldwide foods, big brands and famous household names, imported commodities, confectionery/snacking and more.



Frozen

From bakery and desserts to seafood, fish and a vast choice of potato products, our all encompassing frozen range continues to grow in popularity.

Shop our full range at

Alcohol

Our growing range of beers, ciders, wines, spirits and soft drinks. In line with current trends, we now also offer a selection of non-alcoholic drinks.



Non-Foods

Your place to shop for cleaning products, disposables and catering sundries to ensure the smooth running of your professional kitchen.



Equipment

Need a new piece of kitchen equipment? About to do a kitchen re-fit? Ask your sales contact for a copy of our Equip brochure, which features everything from crockery to hobs and cookers.



Country Range

From essential store cupboard items through to premium finished products, the Country Range brand provides you, the caterer, with a value for money proposition without any need to compromise on taste or quality.



Shop OrderMate



SCAN ME



OrderMate

OrderMate is the name of our online ordering platform. You can shop our full range with images any time anywhere, view allergen information, chat to your telesales partner, save favourites and much more.

*learn more about **OrderMate** on page 12*



Allergen Support

Nutritional, dietary and allergen information on over 30,000 products. Free log-in and training provided. We can also provide allergen training sessions in our TED centre. Terms and conditions apply.



Card Payment Solutions

We've partnered with Northwest Payments to provide our customers with a range of efficient and reliant payment solutions and card terminals.



Environmental Health Advice

We've partnered with Jackie Dickinson, a distinguished environmental health consultant. Jackie offers personalised advice and direction, using her expertise to help you navigate the intricacies of food safety regulations.

Print Design

We offer **free menu design** and printing for our customers*. We can also design and print greaseproof sheets, beer mats, stickers, loyalty cards and more. * terms and conditions apply.



Waste Oil Recycling

Support the environment and keep your drains clear with our **free waste oil collection service**, converting used oil into eco-friendly biodiesel. Weekly, fortnightly, or monthly collections are available.



Development Chef

Birchall Foodservice's development chef has 30 years' experience in foodservice, has cooked for royalty and pop stars, and works as a food consultant. Paul can help you develop your menus.



Stir it up Magazine

Our customer magazine is published 10 times per year and features industry insight, interviews and recipes. A promotions brochure containing supplier deals is included in each issue. Special sector guides are also published every year.



Birchall order mate

OrderMate is the name of our online ordering platform, specifically designed with the caterer in mind. Its aim is to offer a simple and new method of ordering for our customers, as well as provide full visibility of our product range with important allergen and nutritional information.



shop online
anywhere, on any device



view substitutions
for out of stock lines



live allergen
nutritional and dietary info



create a list
of your favourite products



pay and view
your invoices online



send messages
to your customer care advisor



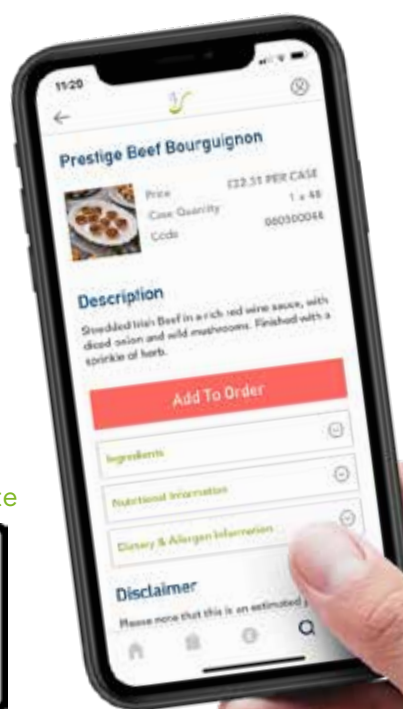
Future upgrades

OrderMate is constantly evolving, and we regularly call upon our customers to ask them how the platform could be improved. Based on feedback, we have the following enhancements coming down the pipeline:

Image Zoom - for a closer look at product images

Multiple Images - see both pack shots and cooked shots of products

Estimated Delivery Times - get an estimated delivery time for your next order via the app



Shop OrderMate



SCAN ME

Visit our TED Events Centre

Our in-house Training, Exhibitions, and Development (TED) centre at the main depot in Burnley serves as a dynamic venue for a variety of foodservice industry events. It's a place where professionals can deepen their knowledge through gluten-free workshops, Natasha's Law seminars, dysphagia training events, and industry-specific trade shows. You can make a booking for an upcoming event at birchallfoodservice.co.uk

Dysphagia Training

Ideal for healthcare sector caterers seeking to enhance their skillset in preparing dysphagia-friendly meals. We've teamed up with Gary Brailsford of Dining with Dignity for this opportunity to explore innovative and straightforward approaches to crafting meals that are both nutritious and enjoyable for individuals with dysphagia.

The Birchall Food Show

The Birchall Food Show is our grand annual tradeshow, drawing catering professionals from across the hospitality, education, and healthcare sectors. This is your ultimate opportunity to explore a HUGE range of exciting food products, equipment, and services, presented by leading suppliers.

Bespoke Training

Beyond hosting our events, the centre is available for customers, businesses, and organisations looking for a space that encourages professional growth. With a fully-equipped demonstration kitchen that includes Rational ovens, we're set up for engaging cooking demonstrations led by our development chef, offering a practical aspect to our training sessions.



Training & Events



**Country
Range**
Created for the makers



New look,
same trusted quality and value

Delivering a Better Tomorrow

Our Delivering a Better Tomorrow initiative covers all aspects of our corporate social responsibility, including reducing our carbon emissions, giving back to the community and making sure our employees are happy and healthy at work.

Reducing our Carbon Footprint

Over the past 5 years, we have installed 388 solar panels on our roof, introduced electric vehicles to our fleet, and have been certified as a nil to landfill site. Thanks to these actions, we reduced our carbon emissions by a huge 46% between 2019 and 2022, and then by a further 16% in 2023. This reduction was verified by our specialist environmental partner, Climate Partner.

Lancashire Mind Partnership

Lancashire Mind is Birchall Foodservice's chosen charity partner for 2024 and 2025. We're working together to raise vital funds for the people of Lancashire who may be experiencing poor mental health and the barriers this can bring.

Natasha Allergy Research Foundation

The foundation is the Country Range Group's chosen annual charity for the next three years. The partnership will see CRG and its members (of which we are one) work alongside the charity to raise compassion, understanding and, crucially, vital funds, to help make food allergy history.

Employee Wellbeing

In addition to a competitive salary and pension, all employees benefit from: employee discounts, social club, Christmas savings scheme, free fitness classes & reduced cost gym membership, children's holiday club discount, employee recognition scheme, mental health first aiders, an on-site counsellor, long service awards and an employee awards evening!



Sustainability



If you would like to experience foodservice the Birchall way, please contact:

Hayley Spear
Customer Care Manager

Tel: **01282 429446**
Email: **enquiries@birchallfoodservice.co.uk**

Birchall Foodservice
Cobalt House, Magnesium Way,
Burnley Bridge Business Park
Hapton, Burnley,
Lancashire, BB12 7BF

Depots at: Burnley, Durham and Rotherham

www.birchallfoodservice.co.uk

Browse our range



Delivering a better experience