

PROMOTIONS Stiritup APRIL, 31/03/25 - 02/05/25





Find out more



DELIVERING A BETTER EXPERIENCE ORDER LINE: 01282 429446 Discover our new Signature range

PROMOTIONS | SIGNATURE BY COUNTRY RANGE



02-09 Signature by Country Range

12-15 Birchall Star Buys

12-15 Mains

16-17 Desserts

18 Beverages

19 Snacks







by Country Range

Elevate YOUR MENU WITH SIGNATURE SOLUTIONS

32% of consumers are going out to eat and drink less often*, but research shows that when people do dine out, they are looking to make it worth the money and 73%* say they will pay more for higher quality. *Luming Intelligence, 2024

So how do you give your customers a reason to stretch their budget? Signature by Country Range premium products add the finishing touches of quality that can take your popular menu items up a level.

of consumers are GOING OUT TO EAT AND DRINK LESS OFTEN* but research shows that when people do dine out, they are looking to make it

WORTH THE **73**%

SAY THEY WILL PAY MORE FOR HIGHER QUALITY.

lighten THE LOAD

327

Whilst the challenge to recruit and retain staff continues, our Signature range of fully finished products, from desserts to dauphinoise, have been developed to reduce labour in the kitchen whilst having a premium, homemade finish.

This means that you can give your customers a consistent, high quality dining experience even when the going gets tough in the kitchen.

CUSTOMERS COMING BACK FOR MORE

Signature by Country Range isn't just about the products. Our development chef researches the latest food trends to create solutions to inspire your menu, meaning that you can keep your menu fresh and stand out against the competition.

SIGNATURE BY COUNTRY RANGE | 31ST MAR - 2ND MAY 2025

FROM THE Cover



NEW SIGNATURE BY COUNTRY RANGE 12" NEAPOLITAN SAUCED BASE 1 v 10 520 40 nor case 52 AB each

Signature by Country Range Neapolitan Sauced Pizza Bases enable you to have a premium pizza offering without the need for a pizza chef. The 12" rustic bases are part baked and can be cooked straight from frozen, saving time and reducing wastage in the kitchen. You don't need a special pizza oven either, as these versatile bases can be cooked in all oven types.



NEW SIGNATURE BY COUNTRY RANGE VICTORIA SPONGE

Perfect for elevating your cake selection, our Signature by Country Range Victoria Sponge is triple-layered and hand finished, with generous fillings and a homemade flavour. See page 8 for more cakes in the range. The double crunch coating on our Signature by Country Range fries helps them to keep their crunch for up to 40 minutes, making them perfect for foodservice. Turn the page to see the full range.



SIGNATURE BY COUNTRY RANGE DOUBLE CRUNCH FRIES SKIN ON 10 MM

Upgrade your ketchup to Signature by Country Range Tomato Ketchup, with an impressive 35% tomato content for a rich flavour and containing none of the 14 allergens.



PROMOTIONS | SIGNATURE BY COUNTRY RANGE

Double Crunch

>> The perfect potato side has the power to make or break a dish. With Signature by Country Range we've got you covered, from the perfect selection of fries to award-winning Sidewinders[®] and time-saving Dauphinoise!

Our fries are made using exclusively Fontane potatoes for consistent texture and size. With a special coating that keeps them crunchy for up to 40 minutes, they're ideal for foodservice, whether you're loading them up or serving them as the perfect side.



SIGNATURE BY COUNTRY RANGE | 31ST MAR - 2ND MAY 2025



PROMOTIONS | SIGNATURE BY COUNTRY RANGE



Signature by Country Range Extra Mature Cheddar has been developed for foodservice.

It's a naturally crumbly cheese, with a smooth taste followed by a lingering rich and creamy after taste. Its versatility makes it equally perfect for a ploughman's platter or in a high quality cheese and caramelised onion tart.

NEW SIGNATURE BY COUNTRY RANGE EXTRA MATURE CHEDDAR

2.5kg £15.99 per block

SIGNATURE BY COUNTRY RANGE PREMIUM NORTH ATLANTIC PRAWNS

1.8kg £28.99 per bag



SIGNATURE BY COUNTRY RANGE | 31ST MAR - 2ND MAY 2025

Signature by Country Range Sourdough Style Doughballs are available in two sizes and are pre weighed to avoid wastage.

The versatile dough has a sourdough style finish, giving you a premium, light and rustic result, whilst being easy to use without the need for advanced pizza throwing techniques.

They're not just for pizzas and savoury sides - the light and airy nature of the dough makes them perfect for doughnuts and other sweet treats too!

NEW SIGNATURE BY COUNTRY RANGE SOURDOUGH STYLE DOUGHBALL

210g, 1 x 60 £23.49 per case 4 270g, 1 x 40 £20.49 per case 5

40p each 52p each





For more information including step by step instructions scan here

Garlic and Cheese Doughballs



PROMOTIONS | SIGNATURE BY COUNTRY RANGE

For the ultimate indulgence it's hard to beat classic cakes done well.

Treat your diners to our new triplelayered, handfinished cakes.



Over 11% of carrot in every cake

> NEW SIGNATURE BY COUNTRY RANGE | CARROT CAKE

1 x 16 pre-portioned

9 each £1.53 per portio

SIGNATURE BY COUNTRY RANGE | 31ST MAR - 2ND MAY 2025





SIGNATURE BY COUNTRY RANGE ENVELOPE TEA BAGS PREMIUM BLEND (100% RAINFOREST ALLIANCE CERTIFIED) 250'S

1 x 250 £10.49 per case 5p each

SIGNATURE BY COUNTRY RANGE TEA BAGS PREMIUM BLEND ONE CUP (100% RAINFOREST ALLIANCE CERTIFIED)

1 x 1100 £17.99 per bag 2p each

SIGNATURE BY COUNTRY RANGE AIRY ICE CREAM

	£8.99 per tub
Chocolate	£8.99 per tub
Strawberry	£8.99 per tub
Salted Caramel	£8.99 per tub





SIGNATURE BY COUNTRY RANGE CHOCOLATE & MARMALADE MARBLE CAKE

1 x 16 pre-portione

ach £1.34 per portion

SIGNATURE BY COUNTRY RANGE SALTED CARAMEL & CHOCOLATE TART 1x 14 pre-portioned \$21.99 each \$1.57 per portion



A standout selection of our very best monthly offers. **Don't miss out!**





AMBROSIA CUSTARD POTS

Original	12 x 120g	£9.99 per case	84p each
Chocolate	12 x 120g	£9.99 per case	84p each
Strawberry	12 x 120g	£9.99 per case	84p each
Banana	12 x 120g	£9.99 per case	84p each





 KULANA JUICE DRINK

 Juicy 50% Orange
 1ltr
 \$1.19 each

NESTLE HARVEST HOME

Corn Flakes 4 x 500g £7.99 per case £2 per box



STAR TISSUE

Blue Centre Feed 2Ply 166m x 170mm (300 Sheets)

£5.29 per case 89p each



1 x 6

SAFETOUCH

Blue Powder Free Vinyl Gloves Medium

1 x 100 £2.59 per pack 3p each



IQF Cooked & Peeled Coldwater Prawns (150/250) (40% Glaze)

£16.99 per bag

2kg

P 10 | ORDER LINE: 01282 429446





£8.99 per bag

Baked Beans

2.6kg £3.49 per tin



COUNTRY RANGE QUICHE

Quiche Lorraine 1.2kg	1 x 1	£8.99 each
Mediterranean Vegetable Quiche 1.2kg	1 x 1	£8.99 each
Cheese & Onion Quiche 1.2kg	1 x 1	£8.99 each





PROMOTIONS | MAINS



COUNTRY RANGE SILVERSIDE OF BEEF

500g £8.49 per pac

COUNTRY RANGE

2.5kg £5.99 per b

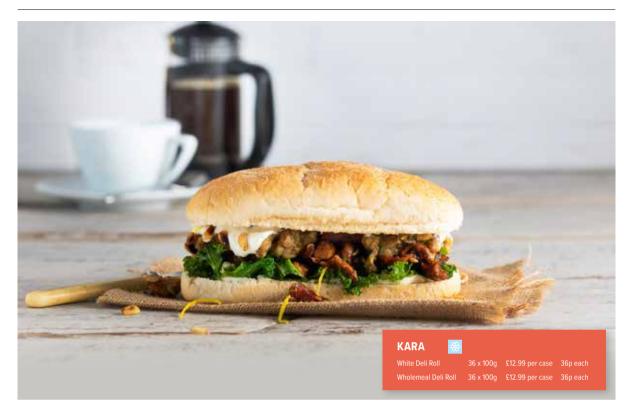


BISTO GRAVY GRANULES

	1.8kg	£12.99 each	
Poultry	1.8kg	£12.99 each	
Reduced Salt	1.8kg	£12.99 each	
Gluten Free Fine Vegan	1.8kg	£12.99 each	
	1.8kg	£12.99 each	



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BANNISTERS FARM READY BAKED EXTRA LARGE JACKET POTATOES

1 x 30 £29.99 per case £1 each





MAGGI BECHAMEL 2kg £14.99 per tub

PROMOTIONS | MAINS



MAINS | 31ST MAR - 2ND MAY 2025

Country Range Herb of the Month

>> This month's Country Range Herb of the month is...

Buril BBQ Lambe Chars

Country Range Dried Basil

An essential ingredient in Italian recipes and sauces, dried basil has an intense flavour, so always use less dried basil in your recipes than fresh. It compliments rosemary and oregano to give a balanced flavour in marinades for olives whilst also great with grilled meats and cheeses like halloumi.

> COUNTRY RANGE DRIED BASIL 200g £2.99 each

ORDER LINE: 01282 429446 | P 15

PROMOTIONS | DESSERTS



COUNTRY RANGE CAKE MIX

Carrot Cake Plain Crème Chocolate Crème g £12.99 per bag g £12.99 per bag g £12.99 per bag



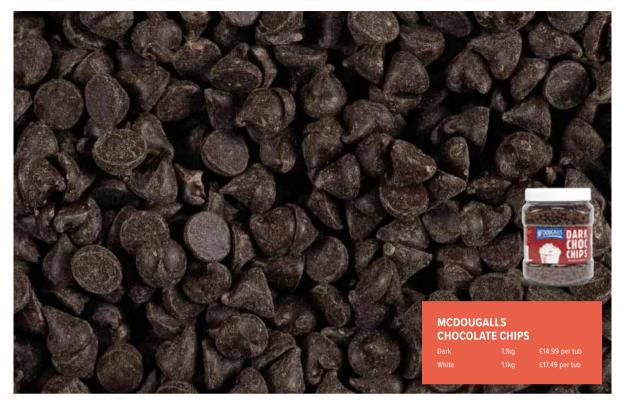
White Chocolate 90 x 50g £25.49 per cas Milk Chocolate 90 x 50g £25.49 per cas	
Milk Chocolate 90 x 50g £25.49 per cas	28p
	28p
Double Chocolate 90 x 50g £25.49 per cas	28p





COUNTRY RANGE TRIPLE LAYER CHOCOLATE FUDGE CAKE

DESSERTS | 31ST MAR - 2ND MAY 2025





ANGEL DELIGHT

Banana	600g	£6.99 each
Butterscotch	600g	£6.99 each
Chocolate	600g	£6.99 each
Raspberry	600g	£6.99 each
Strawberry	600g	£6.99 each





ORDER LINE: 01282 429446 | P 17

£4.49 per bag

3kg

Superfast

PROMOTIONS | BEVERAGES







NESCAFÉ STICK PACKS 200'S

360g

360g

360g

Original	
Decaffeinated	
Gold Blend Decaffeinated	

£19.49 per case 10p each £20.99 per case 11p each £26.00 per case 13p each

NESCAFÉ AZERA AMERICANO

£28.99 per tin 500g

COUNTRY RANGE TEA BAGS ONE CUP

1 x 1100 £16.99 per bag 2p each





HEARTEASE FARM **PREMIUM SPARKLING PRESSÉ CAN**

Elderflower	12 x 330ml	£8.99 per case	75p each
Fiery Ginger Beer	12 x 330ml	£8.99 per case	75p each
Raspberry Lemonade	12 x 330ml	£8.99 per case	75p each
Traditional Lemonade	12 x 330ml	£8.99 per case	75p each
Apple & Pear	12 x 330ml	£8.99 per case	75p each
Apple & Rhubarb	12 x 330ml	£8.99 per case	75p each

RADNOR SPLASH SPARKLING CANS

Lemon & Lime	24 x 330ml	£8.99 per case	38p each
Strawberry	24 x 330ml	£8.99 per case	38p each
Apple & Raspberry	24 x 330ml	£8.99 per case	38p each

PEPSI BOTTLES

Regular	24 x 500ml	£18.99 per case	80p each
Diet	24 x 500ml	£18.99 per case	80p each
Max	24 x 500ml	£18.99 per case	80p each
Max Cherry	24 x 500ml	£18.99 per case	80p each

7UP BOTTLES

Reg	24 x 500ml	£18.99 per case	80p each
Zero	24 x 500ml	£18.99 per case	80p each

FRUIT SHOOT NO ADDED SUGAR

Apple & Blackcurrant	24 x 275ml	£6.99 per case	29p each
Orange	24 x 275ml	£6.99 per case	29p each

SNACKS | 31ST MAR - 2ND MAY 2025

4LKT

HULA HOOPS

BBQ Beef	32 x 34g	£17.99 per case	56p each
Cheese & Onion	32 x 34g	£17.99 per case	56p each
Original	32 x 34g	£17.99 per case	56p each
Salt & Vinegar	32 x 34g	£17.99 per case	56p each

WALKERS CRISPS

Prawn Cocktail	32 x 32.5g	£18.99 per case	60p each
Salt & Vinegar	32 x 32.5g	£18.99 per case	60p each
Roast Chicken	32 x 32.5g	£18.99 per case	60p each
Cheese & Onion	32 x 32.5g	£18.99 per case	60p each
Ready Salted	32 x 32.5g	£18.99 per case	60p each
Smoky Bacon	32 x 32.5g	£18.99 per case	60p each

PROPERCHIPS

Barbecue	24 x 20g	£13.99 per case	59p each
Sour Cream & Chives	24 x 20g	£13.99 per case	59p each
Salt & Vinegar	24 x 20g	£13.99 per case	59p each
Sweet Sriracha Chill	24 x 20g	£13.99 per case	59p each
Sea Salt	24 x 20g	£13.99 per case	59p each

MCVITIE'S

Gold Billions Wafer Bar 39g	1 x 24	£12.99 per case	55p each
Gold Billions Hazelnut Wafer Bar 39g	1 x 24	£12.99 per case	55p each
Gold Digestives	12 x 232g	£24.99 per case	£2.09 per pack

MORNFLAKE PORRIDGE SACHETS

 Original 27g
 14 x 10
 £17.99

 Syrup 39g
 14 x 8
 £17.99

£17.99 per case 13p each £17.99 per case 16p each



GOLO

WALKER





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WALKERS



32 x 24g £15.49 per case 49p each



ORDER LINE: 01282 429446 | P 19



AUTOMATION FOR A BETTER, SAFER KITCHEN





FULL MENU ITEM MANAGEMENT



TABLET APP FOR PRINTING

The MATT85 System from DayMark

Use our MenuPilot app on any Android or Apple tablet

Print Rotational, Nutritional, Grab and Go and Allergen awareness labels simply, easily and **wirelessly** using the MenuPilot System from DayMark.

- Free Management cloud based software allows you to manage your data remotely
- Free Kitchen based user software for your Android or Apple tablet
- Matt85 printer communicates with the tablet via bluetooth
- System uses thermal labels meaning no ink, no ribbons, no mess.
- Load written and video recipes to all you kitchens instantly
- Changes to ingredients and menus can be transmitted in an instant to all locations





Wide range of labels - in a selection of adhesives

Ask your Birchall contact to arrange a demonstration

THE DIFFERENCE IS NIGHT AND DAY."



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THERMAL PRINTER



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Discover our range of tasty salads. Simply defrost &

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Mambonito

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BIRCHALL FOODSERVICE

Delivering to caterers across the North of England & Wales Cobalt House, Magnesium Way, Burnley Bridge Business Park, Hapton, Burnley BB12 7BF ALSO AT: Sheffield, Durham, Stoke-on-Trent

TEL: 01282 429446 FAX: 01282 422131 WEB: WWW.BIRCHALLFOODSERVICE.CO.UK EMAIL: SALES@BIRCHALLFOODSERVICE.CO.UK