

Brakes Launches British Food Website

Brakes the UK's leading supplier to caterers has launched a website showcasing British Food - giving caterers the opportunity to put more British products on their menus.

The website (www.brake.co.uk/britishfood) is being launched to coincide with British Food Fortnight and lists approximately 500 British products ranging from fresh fruit and vegetables, British Pork, Scotch Beef, Welsh Lamb, to cheeses and pre-prepared meals. It also has promotional offers on British products and a free downloadable poster - both specifically developed to encourage caterers to participate in British Food Fortnight.

The website also has downloadable recipe cards of British classics such as Rhubarb Crumble and Lancashire Hotpot. It also highlights Brakes regional offering and has downloadable information regarding Brakes regionally sourced products.

Commenting on the launch of the website James Armitage, Brakes Head of Marketing said: "As a supporter of British Food Fortnight and British suppliers we felt to launch a website to help caterers who wanted to promote British food was a great idea. We aim to continue to add to the site and am sure it will become a useful tool for caterers when developing their menus and looking for ideas."

Brakes is an official supporter of British Food Fortnight.

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Notes to Editors

1. Brakes is the leading supplier to caterers in the UK and France, with a turnover in excess of £1.6billion. Its strong understanding of the needs of the catering industry, combined with innovation in both products and service, has seen Brakes develop into the leading foodservice solutions provider . Brakes is also a significant supplier to the foodservice marketplace in France.

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