

16th March 2006

Suppliers will have to meet "glo-cal" needs says Brakes Chairman

Brakes the UK's leading supplier to caterers is re-strengthening its regional food offering.

Brakes already provides a wide selection of specialist foods and regional delicacies and continues to see an increase in their demand from caterers. Through its specialist businesses such as M&J Seafood and working with regional suppliers in areas such as Scotland, Brakes continues to grow its regional and local foods offering providing customers the product they want but with the reassurance of Brakes stringent quality controls and traceability from farm to fork.

Bruno Deschamps, Brakes Chairman, speaking at the Grampian Food Forum Innovation Awards in Scotland where he was Chairman of the judges, said: "Prospective suppliers will have to meet Brakes "glo-cal" needs - global requirements for food safety, service and distribution, in addition to producing products that could genuinely be recognised as local and reflect the changing needs of the market."

Talking about the other challenges facing the industry and the initiatives Brakes have implemented Bruno commented: "Our industry has seen a wide range of high profile challenges appear on the agenda. We only need to look at the increasing scrutiny we face as evidence of a growing concern of the effect of diet on health, the potential environmental impact of agriculture and the greater awareness and demand of knowing where the food we eat comes from are

"I believe through innovation we as an industry answered these concerns. For instance at Brakes we have the largest range of own brand healthier products in the foodservice sector. We were the first company in our sector to be accredited with the 'Red Tractor' farm assurance logo, the first foodservice supplier to be awarded Quality Meats Scotland's QMS foodservice accreditation, we are also working in England with DEFRA and the Marine Stewardship Council on the pilot initiative 'Fish and Kids' – a programme aimed at increasing the amount of fish products from sustainable sources placed into schools. We were the first foodservice supplier to start highlighting fish products rich Omega 3 fatty acids and are continuing to expand

this range.”

Brakes is the leading supplier to caterers in Scotland and recently won ‘Best Foodservice Wholesaler’ of the year category at the prestigious Scottish Wholesale ‘Achievers’ awards.

The Grampian Food Forum Innovation Awards, gives local food and drink companies the chance to present their newly developed products to a high profile panel of judges. The Innovation Awards are now in their sixteenth year and are open to all food and drink companies based in the area.

Notes to Editors

1. Brakes is the leading supplier to caterers in the UK and France, with a turnover in excess of £1.5billion. 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.
2. A copy of Bruno Deschamps speech is available on request

For more information:

Simon Henrick

Group PR Manager

01233 206712

07979 704928