

Brakes highlights regional offering to customers

Brakes the UK's leading supplier to caterers has responded to customer demand and launched an initiative re-iterating its commitment to the sourcing of regional products and its involvement in the communities in which it serves.

Regional booklets are being sent to customers highlighting existing and new regionally sourced products, as well as Brakes involvement within the communities it serves as a major employer, its support of industry organisations, charities and regional food producers.

All products are supported by Brakes strict technical standards around food safety, traceability, consistency and quality assurance.

Brakes has initially focused on five regions in the UK, chosen for their easy distinction amongst consumers as geographical areas with a common link and as regions that offer a wide range of unique and renowned products.

Regions:

- Scotland
- Wales
- Kent and Sussex
- Somerset, Devon and Cornwall
- East of England

Talking about Brakes regional offering Stuart Smith, Group Commercial and Marketing Director Said: "Brakes is committed to serving the needs of its customers, and as the demand for regional food continues to grow it is essential we are able to fulfill the needs of our customers. Brakes has the largest distribution network within the food service sector, we are national organisation able to serve the needs of the small independent and the large national caterer. Brakes is also an intrinsic part of the communities in which we serve, as an employer, a major purchaser of products from regional suppliers and manufacturers, through the local knowledge of our sales force and telesales operators and also through our support of regionally focused industry

organisations. This enables Brakes to truly define its self as our customers' local supplier offering great service at a local level."

To give greater clarity and ease of determining what products can be defined as regional, Brakes has in place strict criteria, which all products are measured against.

The products highlighted within the booklets are a sample of the regional foods available from Brakes. For more information customers can call Brakes customer Service: **0845 606 9090**

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.

For more information:

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