

**EAT OUT
HELP LOCAL**

Thank You x



**DRIVING
FOOTFALL**

Reopening ideas to support your business and drive volume

DRIVING FOOTFALL

As the hospitality industry starts to reopen, businesses are looking towards recovery and growth.

The key elements to driving footfall will be a combination of attention-grabbing deals, especially early-week, early-evening and lunchtime discounts, and attractive offers for peak trading times and special occasions. This will be more important than ever, with consumers looking for great value as they feel money will be tighter in 2021**

THE KEY ELEMENTS



MISSED SPECIAL OCCASIONS

In normal times, 85% of all dining-out special occasions are either birthdays or anniversaries** and everyone will have missed one or more of these over the past year.

Consumers will be looking to catch up, so having celebratory menus, dishes and packages will be a definite volume driver – it's not all about discounts!

MOST POPULAR DEALS

Consumers became familiar with Eat Out to Help Out (EOTHO) from 2020 and discounts off the bill will remain one of the top offers in the market.

Other key deals are discounts off food, drink or both, loyalty schemes (via apps) and family-based offers such as “kids eat free”.

Across pubs and restaurants the most popular offer is a fixed-price menu (55% pubs/31% branded restaurants) that offers value either all week, part-week or in specific timeslots during the day.*

OUTSIDE DINING

This will remain key, since consumers have become comfortable with and used to dining outside. With some investment, this offers a growth opportunity to many businesses.

Offering your core menu in an outside space is the most obvious and easiest solution, but this can put pressure on your kitchen. Having simpler-to-deliver solutions and a different food offering that may tempt people into eating when they may not have been planning to could be a useful strategy; it could also double up as a takeaway opportunity.

MOST POPULAR IDEAS

Set menus, simple discounts and adding to your offer to boost customer footfall are the three focus areas here.

SET FOR
SUCCESS

SET MENUS

A set-price menu works perfectly to drive volume during traditionally quiet periods.

- Attractive price point to promote to customers
- Encourages people to come early-week, at lunchtime or early evening
- Based on dishes for ease of service helps manage kitchen resource levels
- Multiple courses and price points may encourage additional drinks

Considerations:

- Ensure range of dishes provides suitable choice
- Use dishes created mostly with ingredients already in the kitchen
- Make sure margin of dishes doesn't compromise your business, and that a small volume increase will be of benefit



To see Brakes Set Menu support tool, please visit brake.co.uk

MOST POPULAR IDEAS *Continued*

Everyone loves a deal, especially when times have been, or remain, tough. Discounts on food and/or drink and 'kids eat free' are a couple of options you could consider.

DISCOUNTS

A simple percentage off the bill early week or early evening is simple to communicate and manage. The original EOTHO offered 50% off food up to £10; with Government VAT reduction at 5% extended until 30/09/21 then at 12.5% until 31/03/22, you can invest some of that to drive volume during traditional quiet periods.

**25% OFF
MON-WED
12-5pm**

Considerations:

- Keeping it simple – clear discount, clear days and timings – makes it easy for everyone. 'Spend more, save more' may be more difficult to communicate and manage
- What discount can you afford that will also drive volume? Remember, a lower margin that drives footfall is better than a higher margin but no customers!
- Price your reopening menu to allow for the discount to be applied. This gives you the flexibility to charge full price at peak times and offer (for example) 25% off during promotional sessions
- 'Eat at the weekend, get discount off early-week' is an option but is more complicated and doesn't encourage the majority of customers
- 'Kids eat free' may suit your business and is very popular; may be a useful incentive on peak sessions when adults are paying full price
- Definitely consider a longer-term loyalty scheme such as 'sign-up to get...' followed by a comms plan. Use the offer period to start planning for the future

ADDING TO YOUR OFFER

Rather than a simple discount, some customers will be looking for an enhanced offer as their reason to visit.

Considerations:

- Special evenings – food and wine tastings, sport event bundles, themed nights such as steak night
- Promote your business as a space to work from – this has become, and we think will remain, a key part of everyday life. With the right 'light and casual' food offer could work really well
- Become the caterer for local events and clubs, such as packed lunches for walkers or a hot meal for gather at a local venue without a kitchen. This drives goodwill and supports your local community
- Extend your range to suit different social occasions, such as tapas, bar snacks and sharing dishes for a more informal dining experience, to complement your offer and drive drink sales: **Click here for more information**
- Takeaway has been a lifeline for many businesses and we don't see this stopping: consumers have become used to enjoying the great food from their favourite restaurants at home: **Click here for more information**
- Maximising your outside space will be key to extending and expanding your business during and after reopening: **Click here for more information**

DISCOUNT SAFETY CHECKER

THE BREAK-EVEN CHARTS

If you choose to offer a simple discount on either food, drink or both, you need to check the impact on your cash margin.

To help you, we've created the two simple charts opposite. These show how many covers you need to break even, based on the level of discount you want to offer, how many covers you usually have, and whether you're:

- 1) If not using the VAT relief, i.e. keeping it to fund other areas of the business
- 2) If investing the VAT relief into a customer discount offer

Based on 5% VAT up until 30/11/21

Some key questions you need to ask yourself are:

- Can you realistically achieve the additional covers you need to afford the discount?
- If not, is the offer still valid to protect existing volume?
- Do you have enough space, seating capacity and kitchen resources to cope with the additional covers you'd need?

We recommend looking at both charts: for example, you could use the VAT relief to fund offers on selected 'discount' days, then bank the relief on the other 'full price' days.

		INCREASED COVERS REQUIRED IGNORING VAT RELIEF				USING VAT TO INVEST
REGULAR COVERS		20	30	40	50	
DISCOUNT APPLIED	10%	22	33	44	56	BREAK EVEN COVERS REQUIRED
	12.5%	23	24	46	57	
	20%	25	38	50	63	
	25%	27	40	53	67	
	50%	40	60	80	100	
For example: If you apply a 25% discount and usually serve 30 covers a day, you would need 10 additional covers to offset the the discount						
25%		40				2) USING

		INCREASED COVERS REQUIRED IGNORING VAT RELIEF				2) USING VAT TO INVEST	
REGULAR COVERS		20	30	40	50		
DISCOUNT APPLIED	10%	19.5	29.3	39	48.8		BREAK EVEN COVERS REQUIRED
	12.5%	20	30	40	50		
	20%	22	32	43	54		
	25%	23	34	46	57		
50%	32	48	64	80			
For example: If you use all of your VAT relief, 12.5% discount would mean no volume uplift required. 10% would mean fewer covers required.							
12.5%		20	30	40	50		

1) NOT
USING
VAT TO
INVEST

2) USING
VAT TO
INVEST

**EAT OUT
HELP LOCAL**

Thank You x

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MISSED SPECIAL OCCASIONS

By the time we're fully reopened, consumers will have been unable to fully celebrate numerous occasions they would normally spend with friends and family.

Birthdays, anniversaries, holidays and other occasions have all been restricted, postponed or cancelled over the last year. With 85% of all dining-out special occasions either birthdays or anniversaries*, consumers will either be catching up on missed opportunities, or choosing to 'definitely go out for the next one'. While money will be tight for many, it's not all about discounts: research indicates that there is a lot of 'pent up' spend in the economy, and having celebratory menus, dishes and packages will be a definite driver of volume.

*KAM MEDIA : Growing into 2021 : January 2021

THE FAMILY CARVERY MEAT

With cross-generational family celebrations driving footfall*, a carvery combines great value and broad appeal for your customers.

It could be a good option to drive volume by encouraging mid-week celebrations, or as a way to simplify your Sunday lunch service. We can help with a wide range of products, from great ingredients to help you reduce costs to convenient, fully-prepared solutions to streamline your service.



CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VALUE	CORE	PREMIUM
BEEF								
C 107442	Prime Meats British Beef Topside	1 x 2-2.6kg	None of the 14 allergens			●		
C 70867	Birchstead British Aberdeen Angus 28 Day Aged Half Striploin	2 x 2.0-3.0kg	None of the 14 allergens					●
C 70879	Birchstead British Aberdeen Angus 28 Day Aged Ribeye Roll	1 x 4.0-6.0kg	None of the 14 allergens					●
C 130396	Oak Tree Farm Beef Ribeye	2 x 1.5-2.5kg	None of the 14 allergens				●	
C 130397	Oak Tree Farm Beef Rump	1 x 3-4kg	None of the 14 allergens			●		
C 130398	British Red Tractor Beef Topside (Boned, Rolled & Tied)	1 x 2.6-4.0kg					●	
PORK								
C 132629	Prime Meats Pork Loin (Rind On)	1 x 4.6-6.1kg	None of the 14 allergens				●	
C 71533	Prime Meats British Pork Leg	1 x 4.5-7.5kg	None of the 14 allergens					●
C 84362	Prime Meats British Pork Shoulder	1 x 3.0-4.5kg	None of the 14 allergens			●		
C 116558	Prime Meats Rindless Unsliced Whole Bacon Loin	1 x 5.5-7kg	None of the 14 allergens			●	●	●

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VALUE	CORE	PREMIUM
PORK (continued)								
C 15553	Prime Meats Gammon Quarter Joint	1 x 2-2.5kg	None of the 14 allergens				●	
C 15430	Prime Meats Gammon Half Joints	2 x 3-5kg	None of the 14 allergens			●		
C 15808	Birchstead British Outdoor Bred Gammon Joint	1 x 7-10kg	None of the 14 allergens					●
LAMB								
C 131608	British Red Tractor Lamb Shoulder (Boneless) 1 x 1.7-2.2kg	1 x 1.7-2.2kg	None of the 14 allergens				●	
C 71542	British Lamb Leg	1x1.9kg -2.4Kg	None of the 14 allergens					●
TURKEY								
C 70957	Prime Meats British Turkey Butterfly Breast	1 x 4.75-5.25kg	None of the 14 allergens			●		
C 70956	Prime Meats British Turkey Crown	1 x 7-9kg	None of the 14 allergens				●	●
F 120674	Brakes Gluten Free Turkey Ballotine	1 x 3kg	Sulphites >10ppm	Q Awards Gold 2017, BFFF Gold 2018	GF			●
F 3056	Brakes Boneless Turkey Breast	1 x 2.72kg	None of the 14 allergens			●	●	



*KAM MEDIA : Growing into 2021 : February 2021.

THE FAMILY CARVERY

ACCOMPANIMENTS

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VEG OR VEGAN	VALUE	CORE	PREMIUM
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GRAVY

A 131426	Essential Cuisine Premium Instant Gravy	2x950g (makes 25ltrs)	None of the 14 allergens		GF	Ve		●	
F 128740	Brakes Beef and Red Wine Gravy	5 x 1kg	None of the 14 allergens						●
F 128739	Brakes Chicken Gravy	5 x 1kg	None of the 14 allergens						●
A 29709	Essential Cuisine No.1 Savoury Gravy	2 x 1.5Kg (makes 40ltr)	None of the 14 allergens			Ve	●	●	
A 25710	Brakes Essentials Gravy Mix	1 x 2.5kg (makes 26ltr)	Gluten, Wheat			Ve	●		

SAUCES

A 35510	Brakes Bramley Apple Sauce	1 x 2.5kg	None of the 14 allergens			V	●	●	●
A 100357	Brakes Cranberry Sauce	1 x 2.5kg	None of the 14 allergens			V	●	●	
A 125111	Brakes Cranberry & Mulled Spice Sauce	1 x 1.25kg	None of the 14 allergens	Q Awards Highly Commended 2019		V			●
C 455909	Horseradish	1 x 1kg	None of the 14 allergens			Ve		●	●

POTATOES

F 4625	Brakes Basic Grade Roasting Potatoes	1 x 2.5kg	None of the 14 allergens			Ve	●		
F 123019	Aunt Bessie's Duck Fat Roast Potatoes	1 x 2.5kg	None of the 14 allergens		GF				●
F 114437	Bannisters Yorkshire Family Farm Chef's Classic Roasting Potatoes 2.5kg	1 x 2.5kg	None of the 14 allergens		GF	Ve		●	
C 10418	Prepared Whole Peeled Potatoes	1 x 5kg	Sulphites >10ppm			V		●	
C 10421	Chateau Potatoes	1 x 5kg	Sulphites >10ppm			V			●

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VEG OR VEGAN	VALUE	CORE	PREMIUM
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POTATOES (continued)

F 3945	Brakes Mashed Potato	1 x 2.5kg	Milk			V		●	
F 130259	Mashed Potatoes with Paris Mushroom and Ceps	2 x 1.5kg	Milk				●		
F 111086	Lutosa Potato Gratin Dauphinoise	1 x 2.5kg	Milk		GF	V			●

ACCOMPANIMENTS

F 120676	Brakes Gluten Free Pork Chipolata's Wrapped in Bacon	100 x 42g	Sulphites >10ppm	Chefs Choice Winner 2018	GF			●	●
F 3566	Brakes Pork Chipolata Sausages	96 x 28g	Gluten, Sulphites >10ppm and Wheat				●	●	
A 28340	Brakes Sage & Onion Stuffing Mix	1 x 3.5kg	Gluten and Wheat			Ve	●	●	
F 124328	Brakes Gluten Free Pork, Sage & Onion Stuffing ball	1 x 96	Sulphites >10ppm	Cash & Carry Winner	GF			●	●
F 4353	Brakes Cooked Sage & Onion Stuffing Balls	160 x 25g	Gluten, Oats and Wheat			V	●	●	
A 113723	Midland Traditional Pork Scratchings	12 x 45g	Gluten, Soya and Wheat		GF		●		
F 110811	King Crackle Crackling	1 x 1.6kg	None of the 14 Food Allergens					●	●
A 34006	Brakes Yorkshire Pudding & Pancake Mix	1 x 3.5kg	Gluten, Egg, Milk and Wheat			V	●		
F 3090	Brakes 3" Fully Baked Yorkshire Puddings	1 x 60	Gluten, Egg, Milk and Wheat			V	●		
F 123456	Aunt Bessie's Carvery Yorkshire Pudding	8 x 10	Gluten, Egg, Milk and Wheat		GF	V		●	●



THE FAMILY CARVERY VEGETABLES

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VEG OR VEGAN	VALUE	CORE	PREMIUM
VEGETABLES									
F 111179	Begro Shredded Cabbage	1 x 2.5kg	None of the 14 Food Allergens						
C 10409	Shredded Savoy Cabbage	1 x 2.5kg	None of the 14 Food Allergens						
C 13107	Pointed Cabbage	1 x 1	None of the 14 Food Allergens						
F 107016	Begro Chantenay Carrots 10/18mm	1 x 1kg	None of the 14 Food Allergens						
C 124790	Purple Heritage Carrots	1 x 5kg	None of the 14 Food Allergens						
C 129929	Baby Rainbow Carrots	1 x 200g	None of the 14 Food Allergens						
F 4768	Brakes Cauliflower Florets	1 x 2.5kg	None of the 14 Food Allergens						
A 470837	Macphie Cheddar Cheese Sauce 1 Litre	1 x 1ltr	Milk and Soya						
F 111085	Crops Cauliflower Cheese	1 x 2.5kg	Egg and Milk						

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VEG OR VEGAN	VALUE	CORE	PREMIUM
VEGETABLES (continued)									
C 12080	Sliced Leeks	1 x 2.5kg	None of the 14 Food Allergens						
F 129516	Ardo Creamed Leeks	1 x 750g	Milk						
F 4792	Brakes Ratatouille Mix	1 x 1.5kg	None of the 14 Food Allergens						
C 450665	Chunky Roasting Vegetable Mix	1 x 1kg	Sulphites >10ppm						
C 450666	Chunky Vegetable Mix	1 x 1kg	Sulphites >10ppm						
F 124560	Ardo Honey Roast Parsnips	1 x 2.5kg	None of the 14 Food Allergens						
F 106982	Penguin Whole Baby Parsnips	1 x 1kg	None of the 14 Food Allergens						
C 74844	Brakes Braised Red Cabbage	1 x 1kg	Milk and Sulphites >10ppm						
C 10606	Shredded Red Cabbage	1 x 2.5kg	None of the 14 Food Allergens						



UNWRAP CHRISTMAS THIS SUMMER!

Christmas 2020 was incredibly challenging, with consumers missing their annual family gatherings, and workplace Christmas parties cancelled, too. Creating your own off-season, mid-year Christmas could boost footfall, drive revenue and give your customers an opportunity to celebrate.

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VEG OR VEGAN
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CHRISTMAS MAIN COURSES

F 3564	Brakes Gluten Free Cooked Pigs in Blankets	100 x 14g (av)	Sulphites		GF	
F 124328	Brakes Gluten Free Pork, Sage & Onion Stuffing ball	1 x 96	Sulphites >10ppm	Cash & Carry Winner	GF	
F 120675	Brakes Gluten Free Turkey Roulade	24 x 180g	Sulphites >10ppm		GF	
F 130413	Brakes Gluten-Free Stuffed Chicken Breast Fillet	24 x 190g	Milk		GF	

MINCE PIES & CHRISTMAS PUDDINGS

F 32452	La Boulangerie Mini Mince Pies	72 x 24g	Gluten and Wheat			V
F 34315	La Boulangerie Mince Pies	60 x 56g	Barley, Gluten, Sulphites >10ppm and Wheat			V
F 111165	We Love Cake Gluten & Dairy Free Flow-wrapped Mince Pie	12 x 80g	Almonds, Nuts and Sulphites >10ppm		GF	Ve
F 111513	Bells of Lazonby Luxury Mince Pie	24 x 95g	Gluten, Egg, Milk, Sulphites >10ppm and Wheat			V
F 4171	Matthew Walker Classic Catering Loaf Christmas Pudding	6 x 1.25kg	Gluten and Wheat			V

You'll have access to our regular Christmas food and other products, including crackers, party hats and Christmas pudding, for a limited period over the summer. You can reach out to your regular festive-season partygoers and offer them the chance to get into the spirit of Christmas, while enjoying the sunshine – some much-needed cheer when we can all be fully together again.



CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	AWARDS	GLUTEN FREE	VEG OR VEGAN
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MINCE PIES & CHRISTMAS PUDDINGS (continued)

F 4705	Matthew Walker Classic Catering Vegan Christmas Pudding	36 x 100g	Gluten and Wheat			Ve
F 126983	Matthew Walker Gluten free Christmas Pudding	24 x 100g	None of the 14 Food Allergens		GF	V
F 128873	Matthew Walker Vegan Christmas Pudding	24 x 100g	Wheat and Gluten			Ve
F 128874	Matthew Walker Luxury Cherry Topped Christmas Pudding	12 x 160g	Almonds, Gluten, Nuts and Wheat			V
A 1721	Matthew Walker Classic Christmas Pudding Loaf	1 x 1.25kg	Gluten and Wheat			V
A 7920	Matthew Walker Classic Catering Christmas Pudding 100g	36 x 100g	Gluten and Wheat			V
A 107486	Matthew Walker Alcohol Free Christmas Pudding Loaf	1 x 1.25kg	Barley, Gluten, Egg and Wheat			V



UNWRAP CHRISTMAS THIS SUMMER!

CODE	PRODUCT NAME	PACK SIZE
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CRACKERS & NAPKINS

A 128080	7in Candy stripe Cracker	1 x 100
A 128084	Tom Smith Silver & White Text Crackers 11"	1 x 50
A 128087	Tom Smith Silver & Gold Snowflake Crackers 12"	1 x 50
A 128089	Tom Smith Red & White Spots & Stripe Crackers 12"	1 x 50
A 128091	Tom Smith Silver Diamond Embossed Crackers 12"	1 x 50
A 128092	Tom Smith Gold Diamond Embossed Crackers 12"	1 x 50
A 128093	Tom Smith Metallic Deco Crackers (rose & gunmetal) 14"	1 x 25
A 128094	Tom Smith Red & White Trad Flittered Crackers (holly) 14"	1 x 25
A 128095	Tom Smith Black & Gold Square Flittered Crackers 14"	1 x 25
A 131653	14" Cream & Gold Art Deco Cracker	1 x 25
A 131654	12" Black & Gold Celebration Crackers	1 x 50
A 131655	12" Kraft Robin Charity Cracker	1 x 50
A 132583	Large Party Hats Silver and Gold	1 x 72
A 89910	Duni Silver Plain Gift Box (Filled)	1 x 50
A 89913	Duni Rocket balloons	1 x 144
A 128061	Duni Red Star Stories Napkins 3ply 40x40cm	1 x 250

CODE	PRODUCT NAME	PACK SIZE
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CRACKERS & NAPKINS (continued)

A 128065	Duni-Soft Green Star Stories Napkins 40x40cm	1 x 60
A 128068	Duni Cream Star Stories Napkins 3ply 33x33cm	1 x 250
A 131660	Duni Glitter Black Napkins 3ply 33x33cm	1 x 250
A 131661	DuniSoft Glitter Black Napkins 40x40cm	1 x 60
A 131663	DuniceL Glitter Black Tete-a-Tete 0.4 x 24m	1 x 1



PARTY ON!

As well as missed family occasions, friends will be gathering for slightly more informal social get-togethers.

Themed menus that capture the essence of some of the current food trends will appeal to consumers, and are easy for your team to deliver with minimal preparation.

THEMED MENUS

TASTY TACO PARTY

Increasingly popular with consumers*, authentic Mexican food has a real celebratory feel and flavour.

Traditional soft corn tacos with an array of accompaniments, sauces, salsas and garnishes allow customers to mix-and-match to their hearts' content. You could also create an offer linking food with beers and wines – and perhaps a tequila or two.

FLAVOURS OF THE FAR EAST

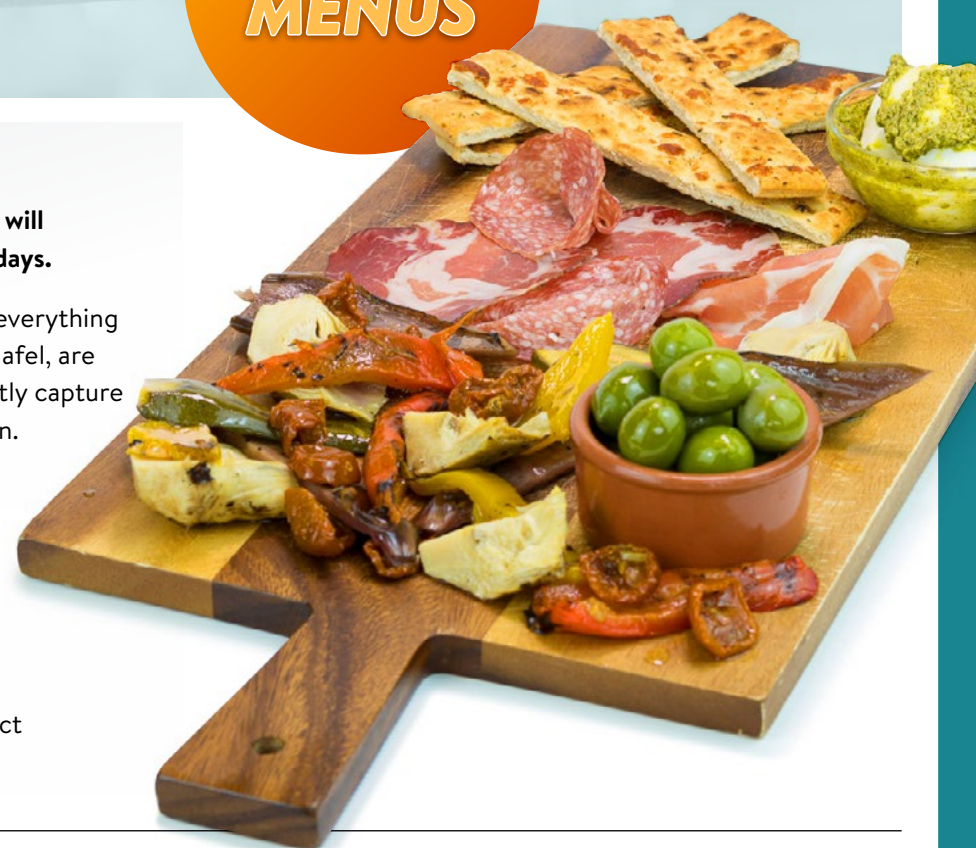
The flavours of the Far East are influencing menus across the country.*

Our party menu suggestions encompass flavours from China to Japan, through Korea and Thailand, including steamed hirata buns, crispy duck pancakes, dressings and accompaniments to match - perfect for a 'hands on' informal party.

MEDITERRANEAN MEZZE

Consumers are looking for flavours that will transport them back to their sunny holidays.

Our selection of mezze ideas, covering everything from gyros and chips to hummus and falafel, are simple to prepare and serve, and perfectly capture the feeling of the eastern Mediterranean.



PARTY ON! TASTYTACO PARTY

Increasingly popular with consumers*, authentic Mexican food has a real celebratory feel and flavour.

Traditional soft corn tacos with an array of accompaniments, sauces, salsas and garnishes allow customers to mix-and-match to their hearts' content. You could also create an offer linking food with beers and wines – and perhaps a tequila or two.



CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
TORTILLAS & TACOS					
F 129227	Blanco Nino 10cm Soft Corn Tortillas	6 x 36	None of the 14 Food Allergens	GF	Ve
F 129229	Blanco Nino 15cm Soft Blue Corn Tortillas	6 x 24	None of the 14 Food Allergens	GF	Ve
F 123351	La Boulangerie Fully Baked Mini Soft White Tacos	24 x 12	Gluten and Wheat		Ve
A 85788	Hard Taco Shells	10 x 260g	None of the 14 Food Allergens		V
FILLINGS					
F 129179	Slow Cooked Beef Barbacoa	16 x 250g	Celery, Wheat and Gluten		
F 129290	Pacific West Crispy Battered Gurnard Goujons	1 x 1kg	Gluten, Fish, Milk and Wheat		
C 71863	Brakes Low Fat Chicken Fajita Savoury Filling	1 x 1kg (20 ptn)	None of the 14 Food Allergens		
C 113541	Brakes Pulled BBQ Pork Savoury Filling	1 x 1kg	Barley and Gluten		
C 125675	Brakes Pulled BBQ Jackfruit	1 x 1kg	None of the 14 Food Allergens		Ve
F 128103	Oumph! Pulled	1 x 1kg	Soya		Ve
A 21820	Santa Maria Refried Beans Mild 415g	6 x 415g	None of the 14 Food Allergens		Ve

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
TOPPINGS					
C 117480	Guacamole	1 x 1kg	Milk and Sulphites >10ppm	GF	V
C 15941	Brakes Set Soured Cream	1 x 1kg	Milk		V
C 11196	Brakes Tomato Salsa	1 x 1kg tub	None of the 14 Food Allergens		Ve
C 450344	Shredded Iceberg Lettuce	1 x 500g	None of the 14 Food Allergens		V
C 10473	Spring Onions Bunch	1 x 1	None of the 14 Food Allergens		Ve
C 113885	Herb Bunched Coriander	1 x 100g	None of the 14 Food Allergens		Ve
C 123174	Sweet & Sour Onion Pickles	1 x 1kg	Mustard		Ve
C 114211	Chillies Jalapeno	1 x 1.5kg	None of the 14 Food Allergens		Ve
A 9698	Brakes Sliced Green Jalapeno Peppers in Brine	1 x 3kg	None of the 14 Food Allergens		Ve

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
SAUCES, DRESSINGS & SALADS					
A 115056	Tabasco Original Red Pepper Hot Sauce 350ml	6 x 350ml	None of the 14 Food Allergens	GF	Ve
A 124061	Lion Louisiana BBQ Sauce 1 Litre	1 x 1ltr	Mustard		Ve
A 114656	Brakes Chipotle Chilli Glaze	1 x 1.25kg	None of the 14 Food Allergens		Ve
C 123342	Brakes Mexican Style Turtle Bean & Quinoa Salad	1 x 1kg (20 ptn)	Gluten, Sulphites > 10ppm and Wheat		Ve
F 130261	Innovate Tortilla Breaded Cream Cheese Jalapeno Peppers	1 x 1kg	Gluten, Milk, Soya and Wheat		V
F 460086	Lamb Weston Red Hot Jalapenos	1 x 1kg	Gluten, Milk and Wheat		V

*TFP 2020-2021 Food Trends and Predictions.

PARTY ON! MEDITERRANEAN MEZZE

Consumers are looking for flavours that will transport them back to their sunny holidays.

Our selection of mezze ideas, covering everything from gyros and chips to hummus and falafel, are simple to prepare and serve, and perfectly capture the feeling of the eastern Mediterranean.



CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
FLAT BREADS					
F 3600	La Boulangerie Pitta Breads	36 x 60g	Gluten and Wheat		V
F 57409	Brakes 8" White Khobez Bread	20 x 5 x 60g	Gluten and Wheat		V
FILLINGS					
F 125080	Megas Yeeros Chicken Yeeros	1 x 1kg	Milk & Soya		
F 125082	Megas Yeeros Pork Yeeros	1 x 1kg	Mustard & Soya		
F 58336	Brakes Cooked Pork Belly Bites	1 x 2kg	None of the 14 Food Allergens		
F 32031	Brakes Cooked Chicken Kebabs	40 x 100g	Celery		
F 112653	Brakes Lamb Kofta	40 x 70g	Gluten and Wheat		
F 131050	Brakes Plant-Based Kofta	60 x 40g	Barley, Gluten and Wheat		V
F 129080	Gosh! Beetroot Falafel Bites	2 x 700g (22g ea)	None of the 14 Food Allergens	GF	V
DIPS & DRESSINGS					
A 121616	Brakes Cucumber Chutney	1 x 1.25kg	Mustard		V

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
DIPS & DRESSINGS (continued)					
C 118561	Alpro Plain Yoghurt Alternative 500g	1 x 500g	Soya	GF	V
A 127162	Meridian Light Tahini 454g	6 x 454g	Sesame		V
A 116334	BD Foods Green Chilli, Coriander, Lime & Mint	2 x 460g	None of the 14 Food Allergens		V
C 121393	Brakes Baba Ganoush	1 x 1kg	Egg, Sesame and Sulphites > 10ppm		V
C 129213	Brakes Garlic Aioli	1 x 1kg	Egg and Mustard		V
C 121395	Brakes Smoked Houmous with Harissa	1 x 1kg	Sesame		V
C 129210	Brakes Moroccan Inspired Houmous	1 x 1kg	Sesame		V
C 11214	Brakes Tzatsiki	1 x 1kg tub	Milk		V
C 129212	Brakes Beetroot Tzatsiki	1 x 1kg	Milk		V
A 109437	Hudson's Hot Chilli Sauce	1 x 1ltr	None of the 14 Food Allergens		V
A 109439	Hudson's Garlic Mayonnaise	1 x 1ltr	Egg		V

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
SALADS, SIDES & SPICES					
C 123345	Brakes Amaranth Tabbouleh with Feta Cheese	1 x 1kg (20 ptn)	Gluten, Milk, Sulphites >10ppm and Wheat		V
F 121197	Crops Tabbouleh 2.5kg	1 x 2.5kg	Wheat and Gluten		V
C 129204	Brakes Supergreen & Quinoa Salad	1 x 1kg	Gluten, Mustard, Soya, Sulphites >10ppm and Wheat		V
C 74817	Pomegranate Seeds	1 x 150g	None of the 14 Food Allergens		V
F 130260	Innovate Breaded Halloumi Fries	1 x 1kg	Gluten, Milk, Soya and Wheat		V
F 129515	Lamb Weston Ziggy Fries 9x9	4 x 2.5kg	None of the 14 Food Allergens	GF	V
A 131420	Sumac	1 x 450g	None of the 14 Food Allergens		V
A 113113	Spicentice Harissa Rub	1 x 180g	None of the 14 Food Allergens		V

*TFP 2020-2021 Food Trends and Predictions.



PARTY ON! FLAVOURS OF THE FAR EAST

The flavours of the Far East are influencing menus across the country*.

Our party menu suggestions encompass flavours from China to Japan, through Korea and Thailand, including steamed hirata buns, crispy duck pancakes, dressings and accompaniments to match - perfect for a 'hands on' informal party.



CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
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DUMPLINGS

F 128999	Duck Gyoza	30 x 20g	Gluten, Sesame, Soya and Wheat		
F 129000	Ajinomoto Chicken Gyoza	30 x 20g	Gluten, Sesame, Soya and Wheat		
F 129001	Ajinomoto 5 Vegetable Green Gyoza	30 x 20g	Gluten, Sesame, Soya and Wheat		Ve
F 36138	Brakes Mini Duck & Hoisin Spring Rolls	72 x 18g	Gluten, Sesame, Soya and Wheat		

BAO & FILLINGS

F 112265	Bao (Hirata) Bun	2 x 30	Gluten and Wheat		Ve
F 110769	Brakes Pulled Pork	2 x 500g	None of the 14 Food Allergens		
F 122302	Sawadee Tempura King Prawns	1 x 50	Crustaceans, Egg, Soya, Wheat and Gluten		
F 30656	Tempura Vegetable Mix	1 x 1kg	Gluten and Wheat		Ve

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
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DUCK PANCAKES

F 3008	Brakes Chinese Pancakes	40 x 10g	Gluten and Wheat		Ve
F 30048	Brakes Cooked Aromatic Half Ducks	10 x 270-350g	Gluten, Soya and Wheat		
C 10473	Spring Onions Bunch	1 x 1	None of the 14 Food Allergens		Ve
C 10230	Cucumber	1 x 1	None of the 14 Food Allergens		Ve

SAUCES & DRESSINGS

A 124867	Kikkoman Tamari Gluten Free Soy Sauce 1L	1 x 1ltr	Soya	GF	Ve
A 88645	Blue Dragon Hoisin Sauce 1L	1 x 1ltr	Soya		Ve
A 22841	Sweet Chilli Sauce	1 x 2ltr	None of the 14 Food Allergens		Ve
A 128591	Pureety Classic Korean Gochujang Sauce	1 x 1.1kg	Soya		Ve
A 87864	Blue Dragon Plum Sauce 1L	1 x 1ltr	None of the 14 Food Allergens		Ve
A 89948	Wing Yip Sesame Oil	1 x 2ltr	Sesame and Soya		Ve

CODE	PRODUCT NAME	PACK SIZE	ALLERGENS	GLUTEN FREE	VEG OR VEGAN
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SALADS

C 112411	Brakes Black Rice, Quinoa & Ginger Salad	1 x 1kg (20 ptn)	Gluten, Soya, Sulphites >10ppm and Wheat		Ve
C 129205	Brakes Kimchi Rainbow Grain Salad	1 x 1kg	Barley, Gluten, Sesame, Soya and Wheat		Ve



*TFP 2020-2021 Food Trends and Predictions.

SUPPORT MATERIALS

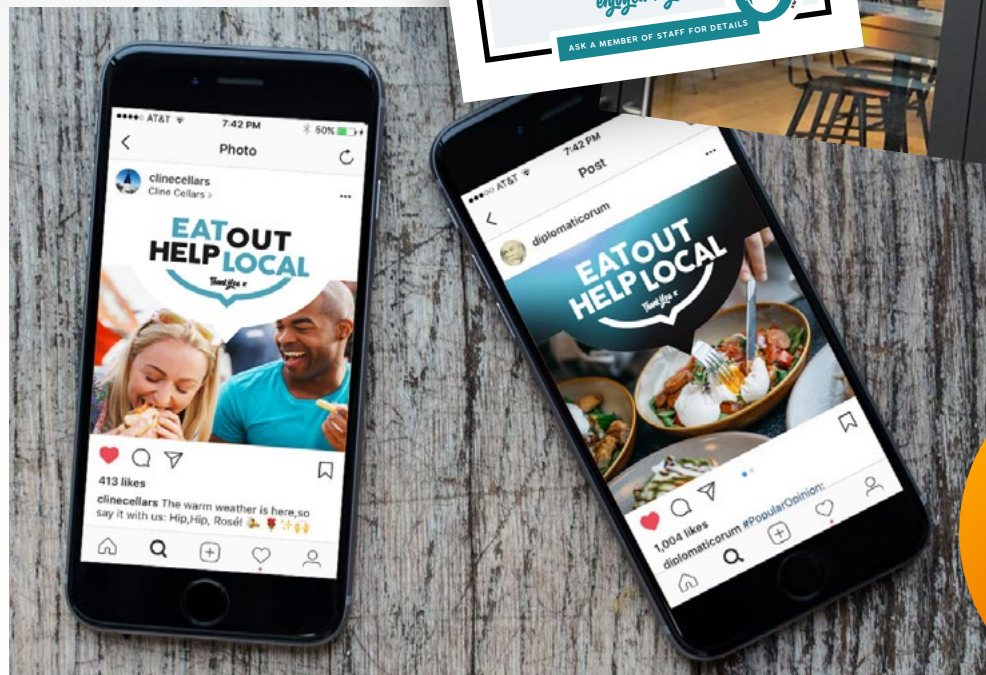
We know many hospitality businesses don't have the time or money to create collateral to promote volume-driving offers locally or on social media.



EAT OUT TO HELP LOCAL

We've created a suite of materials you can adapt to produce your own posters to put in your window, display on your premises or on a A-board outside; you can also use them to create e-mail banners and imagery to support your social media communications. We've left space for you to add details of your particular deal, giving you the flexibility to adapt your campaign over the coming weeks and months.

[Click here to find out more](#)



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FOR YOU
TO USE**

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GREAT GARDEN DINING



HELPING YOU MAKE THE MOST OF EVERY OPEN HOUR

Outside dining will remain key as consumers have become more accustomed to dining outside and, with some investment, this trend looks set to extend into the cooler months*

Offering your core menu into outside space is the obvious and easiest way to operate your business but this can put pressure on your kitchen. Having simple to deliver solutions and different food offerings that may tempt people into eating when they may not have been planning to, could be a useful strategy that may also double up as a takeaway opportunity.



GET SET: As you get ready to use your outside spaces, make sure you have all the right equipment and signage for your establishment

From signs and table caddies to table top sauces and sachets, Brakes has everything you will need to get yourself garden ready.



CHEERS! TO OUTDOOR HOSPITALITY: Have a look at our selection of bottled beers & ciders, as well as our summer celebration staples like rosé and Prosecco

Brakes partnership with Bibendum brings you a great range of crowd pleasing options perfect for ice buckets in a sunny garden.



FIRE UP THE BARBECUE: A range of products and ideas to spice up your garden barbecue

Make the most of your outdoor space and add some theatre to your customers' experience with some of these hints and tips for cooking on fire.



SMALL PLATE DELIGHTS: Spanish inspired small plate recipes to drive revenue or add flavour to your starter selection

Add value for diners and drinkers looking for a light bite between meals, a relaxed start to a late dinner or a light dinner made up of multiple dishes.



GARDEN GRAZING: All day grazing deli platters that can take the pressure off the kitchen

Simple and easy to prepare platters for a late lunch or afternoon grazing. Your customers could be looking for a range of options whether coming in for a special occasion or an impromptu bite to eat.



PIZZA PERFECT: Quick, simple and popular all you need is a fridge and an oven for our solution

Ideal social food, why not serve out to the garden, straight from the box, or you could even add these to a takeaway offer to boost revenue.



*CGA Brandtrack Oct 2020. 53% of consumer who have been sitting outside would continue to do so if outdoor areas were adapted for winter.