

The UK's leading care home food specialist

HOW TO SAVE MONEY.

Practical guidance, products and support to help
you cut costs while meeting your residents' needs.

We care, because you do.



ALL THE RIGHT INGREDIENTS.

With over 40 years' experience working with care home owners, managers, chefs and cooks, we understand what you're up against. So, we've created measures and guidance to help you cut your food and drink costs without cutting corners.

As a Brakes customer, you'll benefit from regular offers and promotions, a trade discount that increases with your spend, and 3,000+ own-brand lines offering savings of 30% or more compared to branded alternatives.

Plus, your mybrakes rewards account gives you 10% cashback for your first 10 weeks, plus ongoing cashback offers* - see page 8 for details.

We care, because you do.



Inside this booklet...

Saving you money with every shop.



The more you spend and the wider range of products you buy, the bigger your trade discount.

PAGE 4



Thousands of own-brand products offering cheaper alternatives to branded equivalents.

PAGE 6



Making food more rewarding with personalised offers, cashback, gifts and much more.

PAGE 8



Monthly promotions, online-exclusive offers and reduced-to-clear lines across all categories

PAGE 10

Hints, tips and great-value products, selected by our care development chefs:

MEAT & POULTRY PAGE 14

FISH & SEAFOOD PAGE 16

FROZEN & ACCOMPANIMENTS PAGE 18

ALCOHOL PAGE 20

DAIRY PAGE 22

DRY STORE PAGE 23

BAKERY PAGE 24

FRESH PRODUCE PAGE 25

TRADE DISCOUNT MAXIMISER

Buying your food, drink and catering supplies from several suppliers means negotiating prices individually, and possibly missing out on the benefits of economies of scale. Multiple sources also means multiple deliveries, invoices and processes to manage, adding to your costs and admin burdens.

With Brakes, you have access to all the food, drink and supplies you need, from a single source. As larger deliveries are more efficient, the trade discount we can offer increases with your spend. You'll also benefit from one order, one delivery, one invoice, saving you time and simplifying your admin.





SWAP&SAVE

With 'Swap & Save', it's easy to find more than 3,000 Brakes own-brand products that offer savings of over 30% compared to their branded equivalent, without compromising on quality, safety or consistency. We also make it easy to see alternative pack sizes that could prove more cost-effective for you.

Simply look out for the 'Swap & Save' link when you're shopping online, then click through to recommended alternatives.



Swap & Save



A 11758

Brakes Essentials Baked Beans in Tomato Sauce

Full case quantity: 6

£5.29 £0.20/100g

Pack size: 1 x 2.61kg

- 1 + Add

Swap & Save



A 186

Brakes Baked Beans in Tomato Sauce

Full case quantity: 6

£3.99 £0.15/100g

Pack size: 1 x 2.62kg

- 1 + Add

Remember... as a Brakes customer you'll receive a trade discount off our published list price, based on your spend.

See similar Swap & Save



A 33655

Brakes Baked Beans in Tomato Sauce

Full case quantity: 6

£6.39 £0.20/100g

Pack size: 1 x 3.12kg

- 1 + Add

See similar Swap & Save



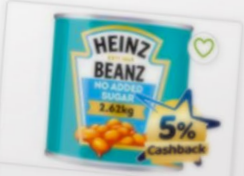
A 114109

Heinz Beanz 415g

£41.09 £0.41/100g

Pack size: 24 x 415g

- 1 + Add



A 120893

Heinz No Added Sugar Baked Beans

£38.49 £0.24/100g

Pack size: 6 x 2.62kg

- 1 + Add

Swap & Save



A 121676

Heinz No Added Sugar Beanz 415g

£39.79 £0.40/100g

- 1 + Add



A 115013

Heinz Baked

£38.49



With mybrakes rewards, you'll earn 10% cashback on everything you buy online for your first 10 weeks.*

You'll then continue to receive personalised offers to increase your cashback balance, which you can redeem at any time to use:

- as **Brakes credit** - most popular with our customers
- in the **mybrakes rewards store**, with 1000s of gifts to choose from
- to **donate to charity**

Plus, unlike many other reward schemes, your balance is shown in £ not points, so you can clearly see how much you have to spend.

As a bonus, whenever you redeem your cashback, we'll plant trees through our partner Eden Reforestation Projects in community forest projects worldwide.



"It just does what you want it to do"

Sanjay Dhrona, Owner of The Close Care Home, Oxfordshire and Director of The Outstanding Society explains how mybrakes rewards benefits his business. To watch the video, scan the QR code or visit brake.co.uk/wecare





*Ts & Cs apply.
Visit brake.co.uk for details

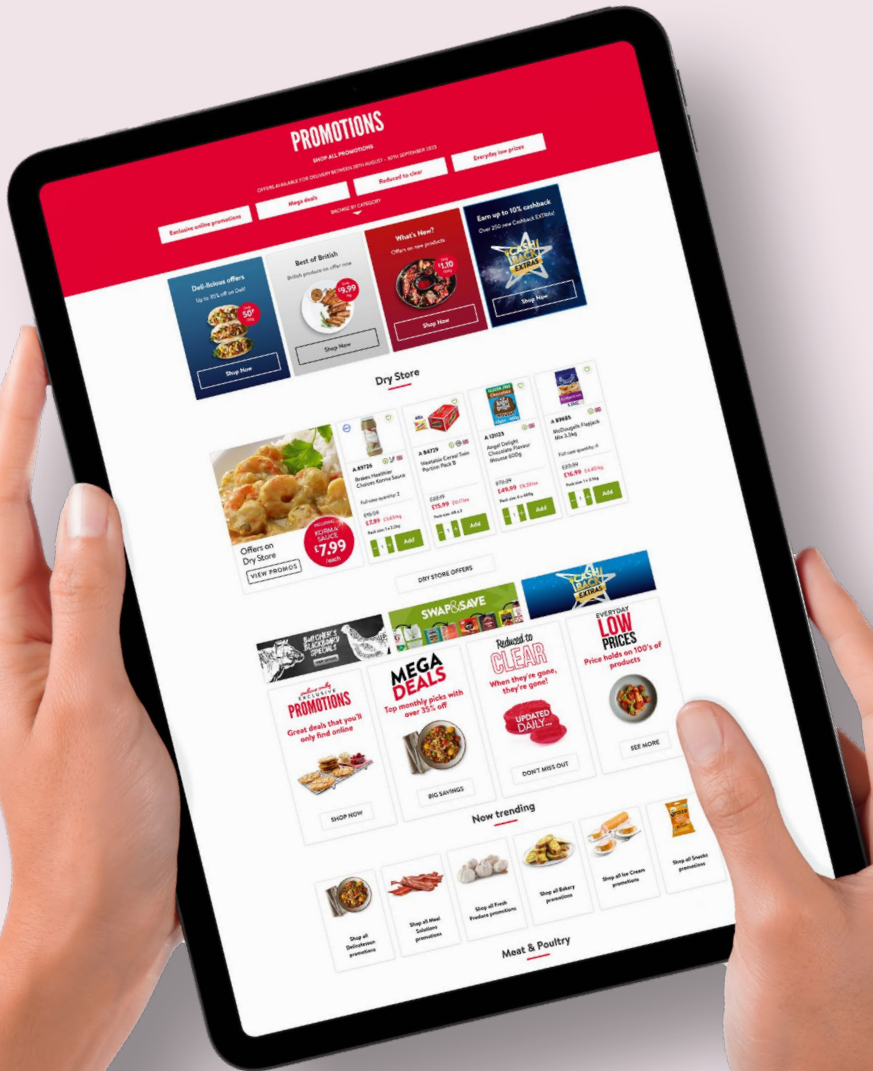
PROMOTIONS & OFFERS

Our monthly promotions offer savings on hundreds of products across all categories and can be accessed online or via a printed brochure sent directly to you.

You can also make big savings with our online-exclusives and constantly updated selection of reduced-to-clear items.

Everyday low prices on staple items ensure you get the lowest possible prices on the products you buy and use every day, while with our monthly Mega Deals, you can save over 35% off list price on our chefs' top picks.





PROMOTIONS

SHOP ALL PROMOTIONS

OFFERS AVAILABLE FOR DELIVERY BY 09:00 AM MONDAY 01/11/2021 - 01/11/2021 00:00

See what's new prices

Exclusive online promotions

Shop Now

Reduced to Clear

Deal-Action offers
Up to 50% off on Deal

Shop Now

Best of British
British products to offer you

Shop Now

What's New!
Offers on new products

Shop Now

Star Wars
Earn up to 12% cashback
over 200 new Cashback Credits

Shop Now

Dry Store

Offers on Dry Store

4 BKTN Chicken Curry Sauce 4 x 1.25L	A BATT Nestle's Condensed Milk 4 x 400g	A 100L Ampol Diesel 4 x 25L	A 500G McCook's Flour 4 x 500g
£19.99 £24.99 (20% off)	£22.99 £24.99 (8% off)	£49.99 £59.99 (17% off)	£19.99 £24.99 (20% off)
Add	Add	Add	Add

DRY STORE OFFERS

AMERICA'S PROMOTIONS
Great deals that you'll only find online

SHOP NOW

MEGA DEALS
Top monthly picks with over 35% off

BIG SAVINGS

Reduced to CLEAR
When they're gone, they're gone!

UPDATED DAILY

DON'T MISS OUT

EVERYDAY LOW PRICES
Price holds on 100's of products

SEE MORE

Now trending

Shop all Spaghetti promotions	Shop all Meat Sausage promotions	Shop all Fresh Produce promotions	Shop all Bakery promotions	Shop all Ice Cream promotions

Meat & Poultry

HINTS TIPS AND PRODUCT GUIDES.



Our specialist care development chefs have selected a range of products to help you meet the challenge of reducing costs while meeting your residents' individual, often complex nutritional and dietary needs.

Our recommendations include:

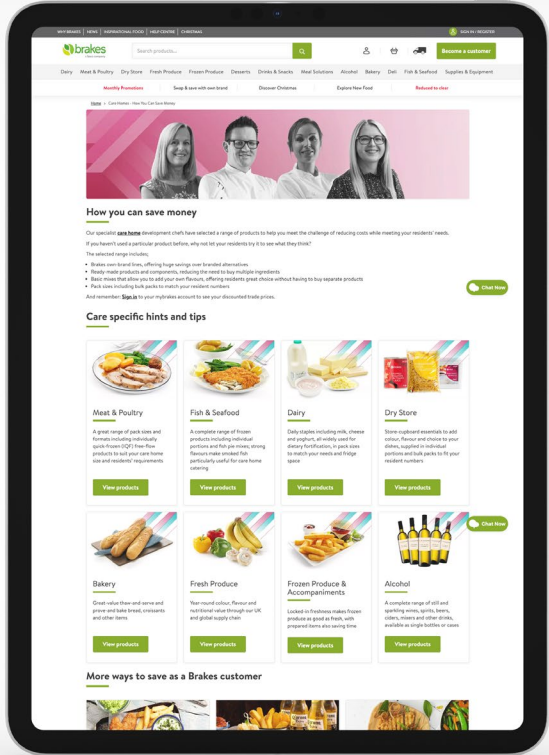
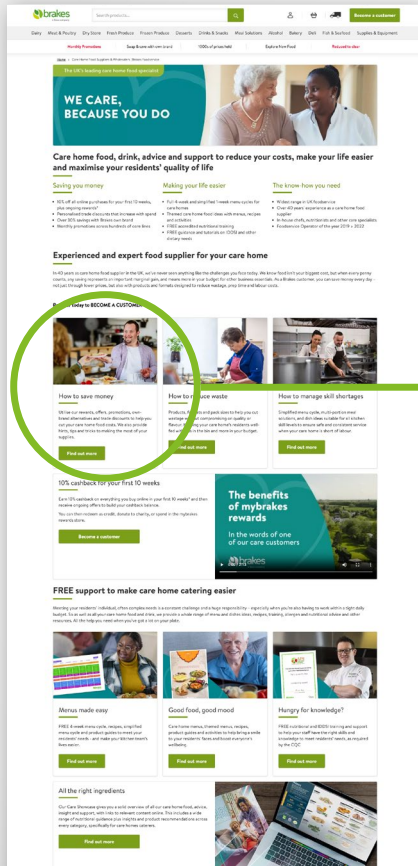
- Brakes own-brand lines, offering huge savings over branded alternatives
- Ready-made products and components, reducing the need to buy multiple ingredients
- Basic mixes that allow you to add your own flavours, offering residents great choice without having to buy separate products
- Pack sizes including bulk packs to match your resident numbers

Danny Silcock, Lead Care Development Chef



On the following pages you'll find key products from each category.

To view the complete range of chef recommendations, simply scan the QR code on each page or visit **brake.co.uk/wecare** and follow the link to 'How to save money', then click through to the relevant category page.



MEAT & POULTRY.

A great range of pack sizes and formats including individually quick-frozen (IQF) free-flow products to suit your care home size and residents' requirements.



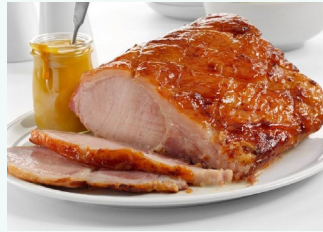
HINTS & TIPS

- Pre-cooked joints and meats reduce cooking time and energy costs
- Choose cheaper cuts of meat for low-and-slow cooked dishes



Gammon Hock - F 122327

Suitable for a range of uses including as a main course or shredded to create a premium sandwich filling or burger topper.



Whole Bacon Loin - C 116558

Un sliced, unsmoked bacon loin offers great yield, with a reduced cooking time compared to a traditional gammon joint.



Chicken Thighs - C 16792

British Red Tractor farm-assured, with extra flavour and succulence at lower cost than breast fillets, in consistent sizes for easy prep and cooking.



Most care homes serve a roast at least once a week. Our range helps you offer your residents variety as part of your regular menu cycle.

To view the full range visit brake.co.uk/wecare and follow the links to How to save money. See page 13 for details.

FISH & SEAFOOD.

A complete range of frozen products including individual portions and fish pie mixes; strong flavours make smoked fish particularly useful for care home catering since residents' taste buds tend to diminish with age.



HINTS & TIPS

- Choose lower-cost species such as whiting for breading and battering
- Smoked salmon trimmings let you add a premium touch at a low cost
- Smoked fish has strong flavours that go a long way, so you can buy smaller quantities



Diced MSC Natural Smoked Haddock Fillet - F 125334

Skinless, boneless haddock in 15mm IQF cubes. Cheaper than whole fillets and perfect for pies, risotto, soups and other dishes.



Smoked Salmon Trimmings - C 116558

Skinless, boneless with a wonderful flavour and a soft texture, ideal in fish pies, or to elevate your fishcakes and pasta dishes.



MSC Blue Whiting Fillets - F 135871

A cheaper white fish than either cod or pollack, skinless and boneless for easy prep and cooking, saving you time and money.



‘Fish & Chips Night’ is a care home fixture and universally popular with residents. We’ve got frozen fish options to suit every budget and make it an occasion to remember, every week.

To view the full range visit brake.co.uk/wecare and follow the links to How to save money. See page 13 for details.

FROZEN PRODUCE & ACCOMPANIMENTS.

Locked-in freshness makes frozen produce as good as fresh, with prepared items also saving time.



HINTS & TIPS

- Frozen free-flow vegetables and fruit combine maximum flavour with the convenience of cooking only as much as you need
- Frozen rice and pasta mixes make great bases for a range of dishes
- Frozen vegetable mixes avoid buying and preparing lots of individual items, saving money, time and wastage



**Ardo Broccoli and
Cauliflower Tots - F 136534**

A 50/50 mix broccoli and cauliflower with mashed potato. Perfect finger food and a great-value side or snack when topped with cheese and bacon



**Peka Potato
Gratin - C 184254**

Much cheaper and easier than buying and prepping separate ingredients: just sprinkle with cheese and bake in the oven



**Brakes Whole Leaf
Spinach Portions - F 3840**

Zero prep and waste; simply stir into curries, add to lasagnes, fish pie and pasta dishes.



Research has shown that in frozen food, nutrients are ‘locked in’ during the freezing process, so lose none of their goodness during transit or storage, as can happen with fresh ingredients.

To view the full range visit [brake.co.uk/wecare](https://www.brake.co.uk/wecare) and follow the links to How to save money. See page 13 for details.

ALCOHOL.

A complete range of still and sparkling wines, spirits, beers, ciders, mixers and other drinks, available as single bottles or cases.



HINTS & TIPS

- Pre-mixed cocktails are a great-value way to add fun to an occasion without the cost of buying separate drinks (or employing a mixologist!)
- No minimum order quantity when bought with your regular order
- One order, one delivery, saving you time and money



Soho Street Cocktails

Pre-mixed in 1.5-litre bags that keep for four weeks once open either ambient or in the fridge.



Something For Everyone

A complete range of still and sparkling wines, spirits, beers, ciders, mixers and other drinks, available as single bottles or cases.



53% of staff who have pubs or other drinking areas in their care homes say residents' wellbeing was boosted through socialising there* *Research carried out by carehome.co.uk, Jan 2022

To view the full range visit brake.co.uk/wecare and follow the links to How to save money. See page 13 for details.

DAIRY.

Daily staples including milk, cheese and yoghurt, all widely used for dietary fortification, in pack sizes to match your needs and fridge space.



HINTS & TIPS

- Mature cheddar has a strong flavour, so you need less of it
- Save money on yoghurt by buying in bulk, or using Easiyo to make your own
- We supply milk in packs from single pints (568ml) to pergalts holding three gallons (13.6l) to match your resident numbers and needs



Our range of dairy products is designed to support a 'food first' approach to fortification, as well as providing great flavours, versatility and value.

**WAYS
TO
SAVE**

FOR EVEN MORE WAYS TO SAVE...
scan the QR code, or visit brake.co.uk/wecare

DRY STORE.

Store-cupboard essentials to add colour, flavour and choice to your dishes, supplied in individual portions and bulk packs to fit your resident numbers.



HINTS & TIPS

- Brakes Essentials and Brakes own-brand products offer great cost savings without compromising on quality
- Use packet mixes to turn out consistent, great-tasting cakes and batters without having to buy lots of individual ingredients



As well as staple ingredients, we have a great selection of speciality products to cater for a new generation of residents' increasingly diverse tastes and preferences

To view the full range visit brake.co.uk/wecare and follow the links to How to save money. See page 13 for details.

BAKERY.

Great-value thaw-and-serve and prove-and bake bread, croissants and other items.



HINTS & TIPS

- Bulk packs of part-baked bread, croissants and other products offer great savings over buying fresh
- Frozen sliced bread lets you thaw and serve only as much as you need each time, saving you money by avoiding waste



Sweet favourites and nostalgic flavours add pleasure and interest to the daily menu; they can also help maintain weight and energy levels for residents with smaller appetites

**WAYS
TO
SAVE**

FOR EVEN MORE WAYS TO SAVE...
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FRESH PRODUCE.

Year-round colour, flavour and nutritional value through our UK and global supply chain.



HINTS & TIPS

- Buying Class 2 produce in bulk to cook down in soups, casseroles and other dishes is a great way to save money without compromising on nutritional value or flavour – simply search for ‘Class 2’ on our Fresh Produce category page
- Bigger value pack sizes and small count packs enable you to buy the best size to suit your care home



Fruit and vegetables are essential in a varied, healthy diet for your residents. Frozen and pre-prepared produce can save time, wastage and money over buying and prepping from scratch.

To view the full range visit brake.co.uk/wecare and follow the links to How to save money. See page 13 for details.

ALL THE SUPPORT YOU NEED.

In today's challenging conditions, you still need to meet your residents' individual, often complex needs.

We also provide a range of free support including IDDSI guidance and accredited nutritional training, allergen and dietary guidance, menu cycles plus themed menus, recipes and activities to help maintain residents' wider health, wellbeing and quality of life.

You'll find all these resources and more on our dedicated webpages at brake.co.uk/wecare



For more products, guidance and support to help you meet the other major challenges facing UK care homes today, please see our accompanying booklets:



HOW TO REDUCE WASTE.

Guidance to help you reduce wastage, cut costs and make your kitchen more sustainable.



HOW TO MANAGE SKILL SHORTAGES.

From simplified menu cycles to meal solutions and dish ideas - suitable for all skill levels to help you maintain a safe, consistent service.

Available to download from brake.co.uk/wecare

“Our residents are our number one priority, so we really have to have the best ingredients, quality, value and consistency. We love working with Brakes because we know we’re getting the very best.”

Sanjay Dhrona, Owner of The Close Care Home, Oxfordshire
and Director, The Outstanding Society

YOUR NEXT STEP.

To enjoy all the benefits of working with the UK’s leading care home food specialist:



- Scan the QR code or visit brake.co.uk/wecare and follow the links to ‘Become a customer’
- Call us on 0344 873 0736
- Email us at customer.services@brake.co.uk

We care, because you do.

