



# MEAT & POULTRY

An insight-driven, fully traceable range ensuring consistency, quality, flavour and welfare standards



# THE QUALITY, ASSURANCE AND RANGE YOU NEED

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Customers are becoming increasingly aware of, and concerned about, the welfare and provenance of the meat and poultry they choose to eat.

Our range of premium, assured products, including a growing number of free-from options, is designed to help you maintain a competitive advantage in a fast-changing, demanding and commercially vital market.



# MARKET & CONSUMER TRENDS

## INSIGHT

## HOW WE CAN HELP

### PREMIUMISATION

almost  
**70%** of diners  
demand dishes made using  
**premium ingredients\***



Birchstead Red Tractor French Trimmed  
Welsh PGI Lamb Rack (C 23274)

Our expanded Birchstead range  
enables premiumisation across  
all meat and poultry dishes

### CENTRE-OF-PLATE

**steak & burgers**  
are still the **most popular**  
centre-of-plate choices for  
hospitality dining customers\*\*



Birchstead Aberdeen Angus 28 Day Aged  
British Red Tractor Ribeye Steak (C 71995)

**NEW** steak and burger ranges  
with improved consistency,  
flavour and texture

### FREE-FROM

Demand for  
**gluten-free**  
products  
**up 40%**  
in 2018\*\*\*



Prime Meats British Old English  
Pork Sausage Eights (C 122657)

Large and constantly  
expanding gluten-free range,  
including year-round staples  
and seasonal specialities

### FLEXITARIANISM

**40%** of meals OOH  
are **meat-free**  
but  
**91%** of consumers  
still also buy  
**meat & poultry\*\*\*\***



Birchstead Corn Fed Chicken  
Suprêmes (C 71494)

Range based on insight  
and research from leading  
market intelligence agencies  
and customers



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## THE RIGHT RANGE FOR YOU

Over 300 products to suit all price points, kitchen skill levels and consumer profiles.

Premium, everyday value, free from, certified halal† and meal solutions, all without compromising on availability, quality and technical assurance.

On-trend products for menu standout and a real competitive edge.



Birchstead Aberdeen Angus British Red Tractor  
Larder Trim Fillet Steak (C 125357)

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## BIRCHSTEAD

Our premium meat and poultry range with selected meat from named breeds, produced to the higher welfare standards and butchered for enhanced appearance and simplified prep.

Matured Birchstead steaks are 28-day aged for improved tenderness and flavour.

Fillet Steaks are larder trimmed (totally denuded) so they look great on the plate, and chefs have less to do in the kitchen.



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## STEAKS

We've completely revised our steak range to give you improved consistency, thickness and butchery, and simplified prep and cooking.

Premium Birchstead Fillet Steak is farm assured (Red Tractor/Bord Bia) Aberdeen Angus, traditionally larger trimmed for maximum plate appeal.

New Flat Iron Steak and Sirloin Sandwich steaks are ideal for pubs.

Increased consistency – all 8oz are no less than 20mm and no more than 30mm thick, making it easier for chefs to cook precisely to the customer's satisfaction.

All our steaks are individually vacuum packed and supplied in packs of 10, helping chefs reduce both costs and wastage.

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## BRAKES & PRIME MEATS

A complete range of meats (beef, lamb, pork, sausages, steaks, burgers, cooked meats, bacon) poultry (chicken, turkey) and game under our own Prime Meats brands.

All competitive with, or better than, the top products in the market at their price point without compromising on quality, consistency or value.

All Prime Meats Steaks are British Red Tractor accredited.





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## GLUTEN-FREE OPTIONS

A large and constantly expanding range of gluten-free products, including burgers and sausages.

The flavour, texture and quality of our gluten-free sausages and burgers are now at a level where you can serve the same product to all your customers regardless of their dietary needs.

Saves time, cost, hassle and reduces storage requirements and potential for mistakes.



Prime Meats British Pork Sausage  
Eights (C 122656)

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## BURGERS

A variety of texture, size and flavour, catering for the premium end, offering great quality.

The new products offer 100% beef patties with a looser texture for a more succulent flavour.

Despite increasing numbers of people looking to cut down on the amount on the amount of meat they are eating, burgers are still seeing growth and is the number one menu item.

All our chilled burgers are British Red Tractor, with the inclusion of a Birchstead Aberdeen Angus Steak Burger.



Prime Meats British Venison Burgers (C 109222)



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## TRACEABILITY, ACCREDITATIONS AND ASSURANCE

We understand that provenance is key to fostering your customers' confidence so all our products are independently verified.



You and your customers can be confident that meat and poultry you buy from us is fully traceable from the point of production to your kitchen.



We work with major accreditation bodies including Red Tractor and Bord Bia to promote UK and Irish provenance and high animal welfare standards.

We operate strict audit policies not only for our suppliers, but along their supply chains too.



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## A PARTNER YOU CAN TRUST

Backed by the global resources of Sysco, the world's leading foodservice company, our business is financially secure. You can be confident that your meat and poultry supplies are reliable and predictable, supporting your own commercial stability and giving you long-term assurance and confidence.



Gluten Free Cumberland Sausage Eights (C 122655)



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brake.co.uk  
0345 606 9090

Prime Meats British Pork Belly (C 71535)

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