

BRAND NEWS: THE NEW YEAR EDITION



BRAND NEWS



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brake.co.uk

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Welcome to our latest edition of Brand News

This quarter we focus on healthy habits and how to keep them, the rise of low and no-alcohol drinks, functional and gut-friendly goods, six smoothies to keep your gut happy and the flavour of the moment - cherry.

CONTENTS

February 2026

HEALTHY HABITS - AND HOW TO KEEP THEM! 2 - 3

THE RISE OF LOW AND NO-ALCOHOL 4

SIX SMOOTHIES TO KEEP YOUR GUT HAPPY IN 2026 5 - 6

FLAVOUR OF THE MOMENT - CHERRY! 7
Content provided by DASH

SUPPLIER SPOTLIGHT 8 - 21



HOW TO ORDER

Independent Customers **0344 800 4900**

National Account Customers

Call your usual sales contact

Customer Service **0345 606 9090**

F (product code) – frozen food C (product code) – chilled food A (product code) – ambient food & non-food

NB: You do not have to use the F, C or A prefix when ordering. The product names and descriptions within this publication are not intended to constitute the full legal description of the product. For full details please refer to the product packaging or alternatively please contact Brakes Customer Service on 0345 606 9090. All products are shown as serving suggestions.

Terms & Conditions: All goods are sold subject to availability and Sysco GB Limited's Terms and Conditions of Sale, a copy of which is available on request or on our website at www.brake.co.uk. We reserve the right to alter prices, specifications or packaging without notice. VAT will be charged at standard rate on products where applicable. All unit prices are approximate and have been rounded to the nearest whole penny. To conform with requirements of the Food Safety Act 1990 and to protect temperature integrity we may be unable to accept returned product unless notified as damaged or faulty at time of delivery. This does not affect your rights under law. Whilst we make every effort to ensure these details are correct, errors may occasionally occur.

Healthy Habits – and how to keep them

You might already have the healthy habits you want to adopt in mind, but if you're looking for inspiration, take a look at some of the best healthy habits that can improve your wellbeing:

- 1. Regular exercise** - Engaging in physical activity such as walking, jogging, swimming, or yoga can keep you fit, strong and happy. When it comes to healthy habits such as exercising, psychologist Gin Lalli explains: "The true meaning of self care is to take intentional actions to improve or preserve your physical, mental and emotional wellbeing. And it's about your unique needs, the key is that it should align with what genuinely helps you feel recharged and well. Don't jump on the running bandwagon if you don't like running, don't hit the gym, if you'd rather go for a walk in the park instead. Do not follow the crowd, you are an individual with your own needs."
- 2. Add more nutrition to your diet** - Eating a variety of fruits, vegetables, lean proteins, whole grains, and healthy fats can help you become more nourished.
- 3. Drink more water** - Drinking a good amount of water throughout the day keeps the body hydrated, supports digestion, regulates body temperature, and flushes out toxins.
- 4. Get eight hours of sleep** - Getting seven to nine hours of quality sleep each night promotes physical and mental rejuvenation, and enhances mood, concentration, and overall cognitive function.
- 5. Set aside time for mindfulness** - Practising stress-reduction techniques such as meditation, deep breathing exercises, or mindfulness helps alleviate stress and promotes relaxation.
- 6. Drink less alcohol** - Adopting a more mindful approach to drinking can positively impact your health, wellbeing and financial state.
- 7. Avoid smoking or vaping** - Cutting out smoking reduces the risk of developing respiratory illnesses, cardiovascular diseases, and various cancers, while also improving overall lung function and enhancing quality of life.
- 8. Limit screen time** - Balancing screen time by taking regular breaks and reducing exposure to electronic devices helps protect eye health, promotes better sleep, and reduces sedentary behaviour
- 9. Lower your carbon footprint** - Embracing eco-friendly practices like reducing waste, recycling, and choosing sustainable transportation can significantly reduce your carbon footprint and help do your bit for the environment.
- 10. Choose natural foods over artificial** - Cut down on artificial sweeteners in drinks and processed foods to maintain a balanced diet and lower the risk of health issues. Avoiding aspartame, in particular, can help improve your long term health.
- 11. Make healthy swaps** - Fizzy drinks such as cola or lemonade contain high amounts of sugar. Swapping just one can per day for a healthier alternative, such as water, squash or flavoured sparkling water may seem like a small swap, but will make a huge difference to your sugar intake.





The Rise of Low and No-Alcohol

The world of drinking is changing—and fast. Whether it's health-conscious customers, younger generations moderating their alcohol intake, or simply a desire for more choice, low and no-alcohol options are becoming a serious category, and Brakes are here to help you stay ahead of the curve.

What this means for you...

1. **Stock smart, stock premium:** Consumers are increasingly brand-conscious in the Low & No space.
2. **Pair with food:** The link between low & no drinks and mealtimes is strong. Promote these options on your food menus and offer them as part of set meal deals or lunch specials.
3. **Don't fear 0.5%:** The perception of 0.5% drinks as somehow “not really alcohol-free” is changing. Train your team with the facts - it's not alcohol in any meaningful way, and it's completely suitable for designated drivers and moderating customers.
4. **Learn from the cider playbook:** The data from flavoured cider trends is telling: dual-stocking (both draught and packaged) maximises throughput with minimal cannibalisation. A similar approach could work for Low & No - offer a bottled 0.5% beer alongside a draught non-alc lager, and see category share rise.

It's clear drinkers are leaning toward quality and variety. Adding low & no options to your range isn't just future-proofing - it's responding to what your customers already want.

Let's raise a (0.5%) glass to that.

Six Smoothies to Keep Your Gut Happy in 2026

For many, the start of the new year signals the opportunity to reset at the start of the calendar year.

After the indulgence of the festive season, this applies to food habits as much as anything else. The obvious place to start is by adding more fresh fruit and vegetables to deliver a balanced and healthy diet. A quick, convenient and delicious way of doing this is through juices and smoothies!

The team at **Fresh Direct** is truly passionate about fresh fruit and vegetables – and their Head Development Chef Ian Nottage has been busy in the kitchen creating the perfect blend of smoothies to bring a healthy splash of colour to those dull winter days.

Take a look at his vibrant creations below

Green Dream

Source of folate.

High in vitamin A and vitamin C

Ingredients

C 455914 Curly Kale 200g
C 450530 Apple 370g
C 450694 Carrot 200g
C 10267 Kiwi 100g
C 113882 Mint 20g
C 450716 Spinach 100g. Yield 500ml

Instructions

Peel Kiwi, quarter Apples, chop Carrots into chunks, add all ingredients to juicer and then serve.



Berry Blast

High in vitamin C

Ingredients

C 5001527 Raspberry 500g
C 591248 Blueberry 180g
C 5011486 Blackberry 250g
C 450610 Strawberry 350g
C 136410 Apple Juice 500ml
Yield 1.7ltr

Instructions

Remove calyx from Strawberries, add ice as required, add all ingredients to blender and then serve.



Hydration Station

Source of vitamin C

Ingredients

C 10368 Watermelon 800g

C 10230 Cucumber 180g

C 450610 Strawberry 250g

C 113879 Basil 20g

A 21618 Coconut Water 300ml. Yield 1.5ltr

Instructions

Remove skin and rind from Watermelon, chop Cucumber, remove Strawberry calyx, add all ingredients to blender and then serve.

Ginger Zinger

Source of vitamin C and potassium

Ingredients

C 152478 Pineapple 460g

C 10380 Ginger 160g

A 33586 Turmeric 70g

C 114212 Red chillies 10g

Yield 350ml, serve as 50ml shot

Instructions

Peel and dice Pineapple, roughly chop Ginger, Turmeric and Chillies add all ingredients to juicer and then serve.

Good Day Sunshine

High in vitamin C

Ingredients

C 152478 Pineapple 320g

A 33586 Turmeric 1tsp

C 114221 Mango 160g

C 12058 Passionfruit x3

C 10387 Papaya 1/2

C 111396 Orange Juice 500ml. Yield 1.25ltr

Instructions

Peel Pineapple and chop into pieces, scoop pulp from x3 Passion Fruit, remove peel and seeds of Papaya, peel and stone Mango, add Orange Juice, add all ingredients to blender and then serve.

Lean Green

Source of folate and vitamin C

Ingredients

C 10267 Kiwi 120g

C 10478 2 Limes

C 10230 Cucumber 350g

C 450530 Apples 250g

C 450716 Spinach 150g

C 113878 Tarragon 15g

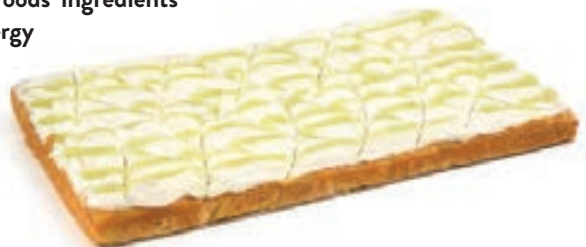
Yield 500ml

Instructions

Peel Kiwi, quarter Apples, roughly chop Cucumber, add all ingredients to juicer and then serve.

Functional and Gut Friendly Foods

Menus are increasingly featuring 'functional foods' ingredients intended to support digestion, immunity, energy or general wellness – high fibre, grains, prebiotic, fermented dishes, mushrooms etc. A huge trend currently, again we have loads of products to support including our new Sysco Essential traybakes.



Flavour of the Moment:

Cherry



Content provided by DASH.

When we set out to develop new flavours, Cherry stood out as a natural next step for DASH – not by instinct but by insight.

1. Cherry is a proven top-performer in modern soft drinks. We analysed **top-selling US seltzer flavours**, where Cherry consistently ranks as a bestseller. That made it a strong, evidence-led choice to help us grow the category with confidence, not gimmicks.
2. It strengthens a key flavour gap in the DASH range. Our flavour strategy is built around meeting **core soft drink flavour needs** – citrus, berry & red fruits, tropical, stone fruits and botanicals. Cherry sits firmly in the **berry / red fruit space**, helping balance the range and broaden appeal beyond citrus-led options.
3. It aligns perfectly with our wonky fruit mission. Cherry works brilliantly with DASH's commitment to using **wonky fruit that would otherwise go to waste**. Cherries are often rejected for cosmetic reasons, making them a great fit for our B Corp values and waste-reducing supply chain.
4. It was chosen with consumers, not just for them. Before launch, we engaged **over 1,200 DASH e-commerce customers** in flavour selection. Cherry consistently emerged as a flavour people wanted from us – not just in theory, but as a drink they'd actually buy and repeat-buy.
5. It's rooted in European soft drink trends. Alongside consumer voting, we analysed **EU soft drinks market trends**, where demand is shifting towards familiar, nostalgic flavours delivered in lighter, cleaner formats. Cherry hits that sweet spot: recognisable, indulgent, but modern.
6. It passed real-world taste testing. Cherry wasn't signed off until it had gone through **internal tastings and wider consumer tests**, ensuring it delivered on flavour intensity and drinkability – without sugar, sweeteners or calories. Taste remains our number one driver of repeat purchase.

DASH Cherry – coming soon!

DASH Water flavours available to order via brake.co.uk:

- 130817 DASH Water Sparkling Raspberry 12x330ml
- 130818 DASH Water Sparkling Blackcurrant 12x330ml
- 133938 DASH Water Sparkling Peach 12x330ml
- 150103 DASH Water Sparkling Lime 12x330ml
- 130820 DASH Water Sparkling Cucumber 12x330ml

**DA-
SH**

CHOOSE BIG FLAVOUR BEHAVIOUR



Spring Pink Grapefruit Blood Orange - A 150176
Spring Orange Mango - A117244
Spring Black Cherry Raspberry - A 117241

Vits Mango Passion - A 5000531
Vits Strawberry Watermelon - A 5000537
Vits Black Cherry Pomegranate - A 5000533

Radnor

every
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RADNOR SPLASH

24 x 330ml PET

Lemon & Lime	A 101499
Strawberry	A 101502
Watermelon	A 132443
Apple & Raspberry	A 132444
Orange & Passion Fruit	A 132445

24 x 500ml PET

Strawberry	A 105137
Forest Fruits	A 105139
Lemon & Lime	A 105140
Watermelon	A 132475
Apple & Raspberry	A 132476
Orange & Passion Fruit	A 132477



24 x 250ml Tetra

Apple & Raspberry	A 133695
Orange & Passion Fruit	A 133696
Watermelon	A 133697



RADNOR FIZZ

24 x 330ml PET

Tropical	A 28745
Apple	A 28746
Forest Fruits	A 28748
Sour Cherry	A 118103
Orange & Mango	A 147982



RADNOR FRUITS

24 x 200ml Tetra

Apple	A 120143
Orange	A 120144
Forest Fruits	A 120145
Tropical	A 120146

24 x 330ml Can

Lemon & Lime	A 135436
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REAL TASTE

A743	Diet Coke Can	24x330ml
A3255	Diet Coke Bottle	24x500ml
A18869	Diet Coke Icon Glass	24x330ml
A88533	Coke Zero Can	24x330ml
A112963	Coke Zero Bottle	12x500ml
A116545	Coca Cola Zero Icon Glass	24x330ml



Coca-Cola

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new



Stock up on the refreshing drink

that's one of their 5-a-day (and probably good for business)

product code	product description	pack size
A5000513	innocent kids juicy water apples & strawberries	30x200ml
A5000514	innocent kids juicy water apples & mangoes	30x200ml



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LOOK**



PEPSI MAX IS
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A 121354 24 X 330ML

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FLAVOURED
COLA IS GROWING
2.5x
FASTER THAN
UNFLAVOURED²



A 110499 24 X 500ML

THIRSTY FOR MORE

1. Nielsen RMS, Total Coverage, Cola (Carlsberg Britvic defined), values sales 52 w/e 25/10/25 and CGA by Nielsen IQ, Foodservice and Licensed database, Cola (Carlsberg Britvic defined), total out of home, value sales 52 w/e 31/07/2025. 2. NielsenIQ, RMS, Total Coverage, Cola CBBV defined, Value Sales, 52wks vs LY, 08.11.2025 and CGA by NielsenIQ, FS&L database, Total OOH, Cola CBBV defined, Values Sales, 52wks vs LY, 31.08.25. For further information please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk.

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FIERY GINGER A 151287
PINEAPPLE & MANGO A 151285
BLOOD ORANGE A 151286



At Citavo, we know every cup matters. Whether it's a morning pick-me-up or a shared moment with friends, our range of tea, coffee, and hot chocolate is made to be enjoyed.

A 151281	Citavo Espresso Coffee Beans	1 x 1kg
A 151282	Citavo Roast Ground Coffee	20 x 170g
A 151946	Citavo Classic Teabags	1 x 1100
A 107477	Citavo Gold Roast Freeze Dried Instant Coffee	1 x 750g
A 33574	Citavo Freeze Dried Instant Coffee Sticks	1 x 500
A 16808	Citavo Instant Hot Choc Sachet	1 x 50

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brake.co.uk/citavo



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A10658 36x19g

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The UK's number one hand-cooked crisp brand*

129922 12x150g

A123421 21x50g

A103193 24x23g

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A 127851 | KIND® Dark Chocolate Nuts & Sea Salt

A 127850 | KIND® Caramel Almond & Sea Salt

A 127852 | KIND® Peanut Butter Dark Chocolate

A 5020345 | KIND® Milk & White Chocolate Nut

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NEW For 2026



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F 5023392
20 x 90ml



PEACH

F 5024323
20 x 90ml



BEN & JERRY'S
ICE CREAM SANDWICH
Cookie Dough

F 5024327
25 x 120ml



MINECRAFT

Vanilla & Chocolate flavour
F 5024319
25 x 75ml



Cornetto
MAX

Hazelnut & Chocolate
F 5024520
24 x 115ml



Calippo

Strawberry
F 5024519
24 x 105ml



CARTE D'OR

TWISTER

F 5023379
1x5.5ltr



Caramel Popcorn

F 5024522
1x5.5ltr



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From crowd-pleasing classic to chef inspired innovations. Heinz products help you create dishes customers crave and keep your kitchen running efficiently – all powered by the world's most trusted food brand.

KraftHeinz

AWAY FROM HOME



House Recipe offers familiar flavours everyone knows and loves in consumer-facing, table-top, and portion-controlled packaging.

With every product Sysco 'Quality Assured', you can trust every product meets the highest levels of safety, consistency and quality.



TABLE-TOP

A 151090	House Recipe Tomato Ketchup	6x280ml
A 151091	House Recipe Mayonnaise	6x280ml
A 151092	House Recipe Brown Sauce	6x280ml
A 151093	House Recipe American Mustard	6x280ml
A 151094	House Recipe BBQ Sauce	6x280ml

SACHETS

A 3848	Brown Sauce Sachets	1x200	A 10408	Mayonnaise Sachets	1x200
A 3849	English Mustard Sachets	1x200	A 33602	Vinegar Sachets	1x200
A 3851	Salad Cream Sachets	1x200	A 100362	Tartare Sauce Sachets	1x200
A 3853	Tomato Ketchup Sachets	1x200	A 119593	BBQ Sauce Sachets	1x200



Buy online at brake.co.uk/shop-our-brands/house-recipe





TOGETHER LET'S SERVE

Next level crispiness



- F 129384 SureCrisp™ Traditional – 4 x 2.27kg
- F 129386 SureCrisp™ Skin-On Thin Cut – 4 x 2.27kg
- F 129389 SureCrisp™ Skin-On Medium Cut – 4 x 2.27kg
- F 129387 SureCrisp™ Skin-Off Thin Cut – 4 x 2.27kg
- F 129385 SureCrisp™ Gourmet – 4 x 2.27kg
- F 129388 SureCrisp™ Skin-On Julienne – 4 x 2.27kg
- F 5003785 SureCrisp™ Deep Ridge Slices – 4 x 2.27kg



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inspiration

essential cuisine

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A 125993
1x800g



A 116408
1x1.5kg



A 29709
2x1.5kg



A 29706
2x800g



A 102981
2x1kg



A 591148
1x1ltr

baking mixes

Over 20 versatile options, from breads and cookies to cakes and flapjacks, this range includes improved favourites and reliable classics to suit every menu.



- A 151649 **Sysco Classic Yorkshire Pudding & Pancake Mix** 1 x 3.5kg
- A 152990 **Sysco Classic Doughnut Mix** 1 x 3.5kg
- A 152992 **Sysco Classic Flapjack Mix** 1 x 3.5kg
- A 152989 **Sysco Classic Crumble Mix** 1 x 3.5kg
- A 152988 **Sysco Classic Chocolate Fudge Brownie Mix** 1 x 3.5kg



Sysco
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Healthcare

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CONTAINS VEGETABLES



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COURGETTE AND LIME TRAYCAKE**
F 152731 | 2X1

NEW!

HIGH FIBRE

CONTAINS VEGETABLES



**SYSCO ESSENTIALS HIGH FIBRE
RED VELVET TRAYCAKE**
F 152732 | 2X1

NEW!

HIGH FIBRE

CONTAINS VEGETABLES



**SYSCO ESSENTIALS HIGH FIBRE
GLUTEN FREE CARROT TRAYCAKE**
F 152733 | 2X1

NEW!

HIGH FIBRE

CONTAINS VEGETABLES



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GLUTEN FREE PUMPKIN TRAYCAKE**
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Pure, simple and naturally delicious

A 100243 Brakes The Juice Orange
A 100244 Brakes The Juice Apple
A 100245 Brakes The Juice Pineapple
A 26448 Brakes The Juice Cranberry

All 12 x 1ltr

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**Award-winning range of premium
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F 5007203 Lemon Drizzle Tulip Muffin
F 5007204 Raspberry & White Chocolate Tulip Muffin
F 5007205 Sticky Toffee Tulip Muffin
F 5007207 Jaffa Tulip Muffin

NEW

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brake.co.uk/la-boulangerie

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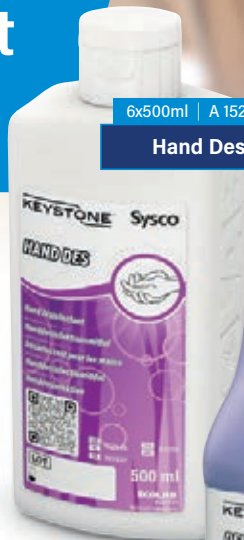
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6x500ml | A 152549

Hand Des



2x5L | A 152539

Des Multi Extra



6x750ml | A 152548

Hand Foam Bac



6x750ml | A 152542

Des Spray



