



A trusted, branded range of fresh meat & poultry from Brakes  
QUALITY • INTEGRITY • ASSURANCE • RELIABILITY

# The Right Partner For You



## **Backed by Sysco's global resources**

So you can be confident  
you're buying from a robust,  
reliable partner

## **Member of Europe's largest Foodservice buying group**

Offering excellent availability  
and choice

## **Over 1,000 meat & poultry lines**

Ensuring the right range for  
your business  
Across all major proteins  
Beef, Lamb, Pork, Chicken,  
Turkey & more

## **Rigorous Technical Standards**

Protecting your customers,  
your business and your  
reputation

## **Award winning accreditation**

Giving you reassurance around  
the welfare, provenance and  
traceability of your meat &  
poultry

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# A robust, reliable partner, backed by Sysco's global resources

- More than 425,000 customers worldwide
- 196 sites and a fleet of over 9,000 vehicles
- Total sales of almost \$50bn (2017)

Offering you reassurance of choosing a stable, financially secure supplier

Reassurance that you are buying from the experts in the field who can advise on the right products for your business



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# Expert Buying Teams

- Member of Europe's largest foodservice buying group, Constellation
- 140 buyers working collaboratively with 50 lead buyers
- Access to a wide range of products, suppliers and origins
- Using scale to negotiate

Giving you access to one of the largest product ranges in foodservice

Offering fantastic value through our unrivalled buying scale

Reassurance that you will receive consistent quality, availability and supply



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# Right range for you



**Our meat experts offer support to select the right range and products for you**

*"We know every customers' needs are different which is why our range is so extensive and diverse. So whether it's locally sourced Scotch beef, Aberdeen Angus larder Trimmed Fillet steaks or quality, labour saving slow cooked, succulent pork belly we've got it!"*



Fully traceable, chilled and frozen meat & poultry



Fully traceable, fresh meat and poultry including Pork, Beef, Chicken, Lamb and Turkey



Only the best cuts of meat and poultry make the Birchstead brand, sourced from approved, high welfare farms, fully prepared and delivered to your door.

**Comply with all Brakes technical standards**

**Specifications are fully implemented and monitored by Brakes technical team**



All of our Halal products are covered by a valid Halal certificate issued by a relevant Muslim Halal authority in the country of slaughter and production. Evidence for Halal certification for each product is available for customers on request.

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# Rigorous technical standards



Consumer mistrust in foodservice supply chains is at an all time high

Not helped by serious breaches in food hygiene across major players in the meat sector

## 2 Sisters guilty of poor hygiene at poultry plants, FSA finds

FSA report, following Guardian and ITV undercover investigation, finds evidence of bad practice but not 'widespread systematic failures'



## How safe is YOUR steak? Meat scandal fears as data shows hygiene breaches across UK

FEARS of a UK meat scandal are mounting after figures showed almost two-thirds of all audited plants had at least one "major" hygiene breach in the last three years.

By TOM GILLESPIE  
PUBLISHED: 21:28, Fri, Feb 23, 2018 | UPDATED: 22:01, Fri, Feb 23, 2018



## Jamie's Italian pulls steaks, chicken and burgers off the menu as its supplier is hit by hygiene scandal



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# Rigorous technical standards



## FULLY TRACEABLE SUPPLY CHAIN

Offering you the assurance on exactly where your product has come from throughout our supply chain



## ACCREDITED SUPPLIERS

All manufacturing suppliers of Brakes Brand food Products either hold certification to the 'BRC Global Standard for Food Safety' (or an equivalent 'Global Food Safety Initiative' standard), or are formally audited by our own Technical Managers.



## ROBUST TESTING

Our shelf life testing is market leading replicating conditions the product will experience throughout our Brakes & customer network, ensuring products arrives safely to your door



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# Accreditations

Working alongside the major accreditation bodies to promote English, Scottish, Welsh and Irish provenance, traceability and maintaining high animal welfare standards

Giving you complete peace of mind in terms of quality and welfare. Plus helping towards your food for life accreditation where relevant



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# So how can we help you?

## Backed by Sysco's global resources

So you can be confident you're  
buying from a robust, reliable  
partner

## Over 1,000 meat & poultry lines

Ensuring the right range for  
your business, including  
locally sourced products



## Award winning accreditation

Giving you reassurance  
around the welfare,  
provenance and traceability of  
your meat & poultry

## Member of Europe's largest buying group

Offering excellent availability and  
choice

## Rigorous Technical Standards

Protecting your  
customers, your business  
and your reputation

**So why not let our experts help you with your meat needs to ensure  
you are getting the most out of our range?**



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