



HARLECH

EST **FOODSERVICE** 1972

GWASANAETH BWYD



Welcome to HARLECH

OUR STORY ...

Colin Harry Foskett left school in 1960 and worked for his father in the grocery trade. By 1972, realising the potential of the up-and-coming Frozen Foods market, he took a leap of faith and raised enough money to purchase a small struggling frozen food outlet in the coastal village of Harlech. Together with his wife Gill and their three children Jonathan, Andrew and Laura, the decision was made to move from their native Shropshire to North Wales. Harlech Frozen Foods was born. Colin's brothers Fred and later Stephen also joined the business and working hard to build the business was paramount to them all.

48 years on, Harlech Foodservice, now situated on the Llŷn Peninsula, still remains an independent, family owned and managed company with award winning customer service and commitment to excellence at the heart of its business.

Joint MD's Jonathan and Andrew with mum Gillian in 1972



Now
&
THEN



1972



2004



2011



2019



ABOUT US

FOODSERVICE SOLUTIONS FROM AN AWARD WINNING FAMILY BUSINESS

Here at Harlech we're passionate about what we do and dedicated to delivering the highest quality of service to all our customers. We offer a free, next day delivery service throughout North and Mid Wales, Chester, Wirral and the Borders with over 10,000 wholesale product lines delivered direct to kitchens and workplaces six days a week. Ambient, frozen and chilled foods, grocery and impulse ice cream as well as cleaning and disposable items, we can deliver a total foodservice solution to the catering industry.



Much of our time is utilized sourcing new products, driven by customer demand and the diversity of requirements amongst our existing customers. Building strong relationships with both our customers and suppliers is also of utmost importance to us.

We endeavour to source local Welsh produce wherever possible, not only for its excellent quality and taste but to support local independent businesses. We work alongside a diverse mix of suppliers to bring the caterer what they need, be it fine foods, speciality ingredients or basic commodity items. With constant product development and review our range is continually expanding to meet customer demands and changing trends.

In 2022 Harlech Foodservice will be celebrating its 50th year in business. We continue to be a family owned and managed company and we pride ourselves on the service that we offer to all our customers and the commitment of our team to deliver quality, consistency, and great customer care.



WINNER 2018



FOODSERVICE EXPO

Join us and be inspired at one of the North Wests leading food service shows



Every year hundreds of hotels, restaurants and foodservice industry professionals attend the Harlech Foodservice Show, an event that promises and delivers two days of action-packed opportunities of new season's product showcasing, creative menu planning and product tasting.

With a diverse mix of over 140 exhibitors, from national big name brands to local artisan producers, customers can take advantage of the huge discounts and exclusive offers over the two days, making it an excellent way to 'stock up and save' for the season.



FOODSERVICE EXPO



FOODSERVICE EXPO



For years our annual catering exhibition has been inspiring customers far and wide. Venue Cymru, in Llandudno, is a purpose built events site which caters for a whole host of functions. With great transport links from Chester, Liverpool as well as North & Mid Wales, it makes the perfect location for all our customers.

For your **FREE** Trade badge to the event go to **Eventbrite.co.uk** and search for **Harlech Foodservice expo**



Now firmly established as a premium meat supplier in the wholesale sector, Bwydlyn have proven that whilst rapidly growing their customer base and geographical area, quality and consistency are never compromised.

State of the art machinery and cutting rooms offer our butchers the best preparation space and tools to work with. All our butchers are highly-trained and have a wealth of experience between them.



Multi Award winning Welsh BUTCHERS



Our award winning range of handmade sausages, burgers and meatballs are among our customer favourites and can be supplied fresh or frozen. Having our own on-site production facility gives us the flexibility to experiment with new recipe ideas, monitor production and keep up with demand.

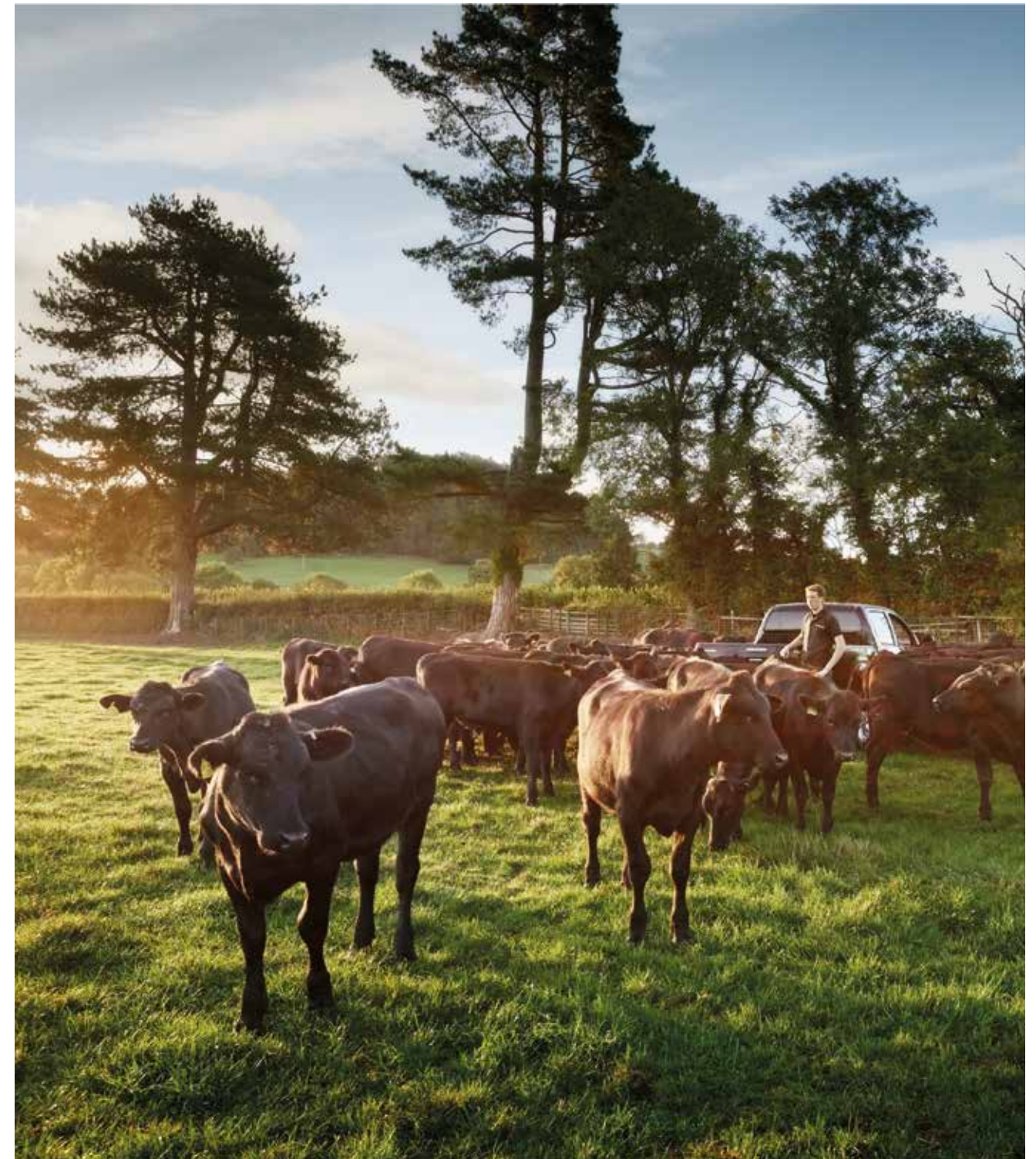
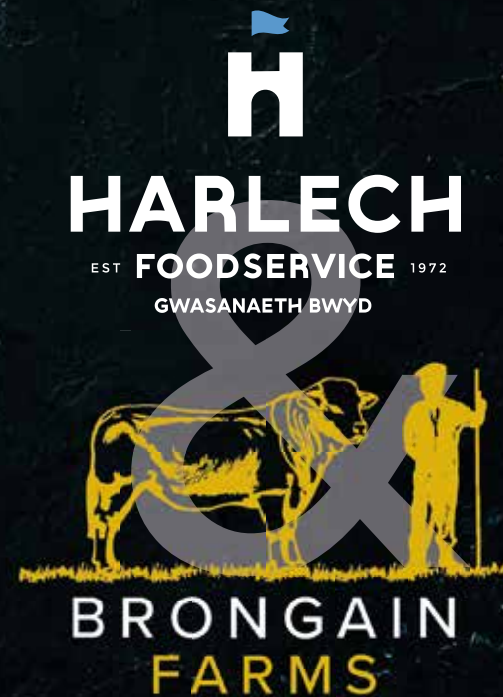
Bwydlyn Butchers are an FSA and SALSA approved wholesale supplier with full traceability records maintained for all our meat. We adhere to strict quality control procedures and have a complete HACCP documented food safety management system in place. These are all testament to our commitment to quality control and giving customers maximum confidence in purchasing from us.

Harlech Foodservice are delighted to have secured an exclusive partnership with Brongain Farm to supply quality Welsh PGI status succulent steaks, roasting joints, diced and minced beef.

ABOUT BRONGAIN

Brongain Farm in the heart of mid Wales produces up to 1000 grass and grain fed Aberdeen Angus cattle a year. Developing a sustainable system of beef production is one of their top priorities and this is why they have established Brongain Farm as a research unit and a centre of excellence.

A key component of their long-term sustainability programme is the research around Brongain Farm, which is centred around four core areas; Financial sustainability on the farm, Environmental footprint, Animal welfare and Genetics.





H

Established since 1965, the Genware food presentation product range offers the perfect balance of quality, fit for purpose and value for money covering a comprehensive range of catering products.

With an extensive UK stockholding and availability, Genware food presentation products can be selected and ordered for immediate dispatch across the UK, Eire and Europe.



GENWARE

Genware products are developed to meet the evolving needs of the professional catering sector, with new products a key part of each brochure edition. On average over 400 new products are launched by Genware each year.

Genware products have been designed in consultation with leading experts from the hospitality sector including Chefs, Baristas and Mixologists.





Speciality WELSH PRODUCE



WE ARE FORTUNATE TO
LIVE IN A LAND OF FINE
ARTISAN PRODUCERS.

Welsh speciality foods & drink not only enjoy national recognition but also worldwide. We focus on building relationships with local producers and sourcing an eclectic range to offer our customers.

Welsh speciality cheese is one of the great highlights of the collection. Over the past decade British cheese has seen somewhat of a revival and no more so than the Welsh variety, with its award winning recipes that rightfully deserve a place on any cheeseboard.

From bottled beverages, confectionary, condiments, desserts and ready meals; Welsh produce is proudly making a statement.





CHURCHILL

THE NATURAL PARTNER FOR CERAMICS,
MELAMINE, WOOD, GLASS AND CUTLERY
IN THE HOSPITALITY INDUSTRY.



Churchill prides itself on delivering innovative, high performance products to an ever changing, global market place. There priority lies with the offering of a total table top solution to a market which demands the best results from its tableware.

As one of the world's leading manufacturers of high quality ceramic tableware, Churchill has a long history of bringing the highest quality products to the hospitality industry. Based in the heart of the Potteries since 1795 as one of its constituent companies, Sampson Bridgwood, Churchill has progressively developed, building a strong reputation as an innovative and reliable supplier of quality table top products.

Today, using a blend of rich historical experience and a willingness to embrace the latest technological advancements, the Churchill brand has solid global recognition and a strong manufacturing reputation. Our international presence is ever expanding. To date, Churchill products are used in hospitality establishments in over 70 countries worldwide.



Fine FOODS & Ingredients

CREATED FOR THE DISCERNING CHEF TO FUEL THEIR PASSION FOR GOOD FOOD.

Our Fine Foods range is a unique collection of specialist fine foods and ingredients.

Created with the aid of a talented local chef, our brochure showcases what we can offer as well as our shared passion for good food, prepared using the finest ingredients.

We understand that exceptional ingredients are key to every great chef. With this in mind, we are confident that this diverse range of carefully selected fine foods will serve each chef well.

Call and speak to our specialist chefs or arrange a visit.





Perfectly CHILLED

Chilled foods is one of the fastest growing markets within the foodservice industry and we are moving swiftly along with it. We are continually sourcing new lines and ranges to satisfy demand.



Harlech offer a wide and varied range of locally sourced produce as well as British and Continental foods. Our purchasing team understand the importance of precise ordering when it comes to perishable goods which is why a close eye is kept on ordering patterns to offer customers the maximum shelf-life possible.





COST SECTOR



Harlech Foodservice works closely with caterers, chefs and management within the public sector, health and education and across most areas of contract catering.

We cover all aspects of foodservice, be they in-house or run by contract caterers. This covers NHS and private hospitals, government departments, school meals in both state and independent schools, nursing homes, meals on wheels and welfare.

With a reputation for excellence that has been built up over 40 years, We work alongside and with workplace, staff and visitor feeding, meals on wheels, patient catering, venue, event catering and Stadia catering.



CORPORATE SOCIAL RESPONSIBILITY

As an organisation, we take our environmental responsibilities seriously and are committed to the principal of continual environmental improvement and the protection of the environment through pollution prevention and by keeping our environmental impacts to a minimum.

We have implemented an internal Environmental Management System which has been externally certified by Green Dragon, which has resulted with an environmental standard being awarded to the organisation.

Working alongside Green Dragon, the organisation has assessed the significant environmental impacts identified in the annual environmental reviews.

Through the auditing structure of the Green Dragon standard, the organisation will push for continual improvement and showing commitment by

- Monitoring our key environmental indicators
- Implementation of an annual environmental improvement plan. Including objectives and targets
- A commitment to complying with voluntary and legal compliance obligations that affect our business
- Aiming for waste production to be kept to a minimum and reuse or recycle where possible

The environmental standard is awarded to organisations that are taking action to understand, monitor and control their impacts on the environment.

Harlech Foodservice is proud to receive this recognition and in playing their part in helping the environment.





Chef's Pantry GROCERY

ESSENTIAL STORE CUPBOARD INGREDIENTS

We offer a comprehensive range of grocery foods; premium brands and own label. From canned goods to cooking oils, condiments and confectionary, it's all available at highly competitive prices.

Bulk buying power is an important part of our business, in particular within the grocery sector. We understand prices for commodity items plays a key part in our customers' business, we therefore take advantage of bulk deals wherever possible, enabling us to reduce road miles and keep our prices competitive.





FROZEN

WHERE IT ALL BEGAN!

Still a major player within the foodservice sector, frozen foods account for approximately 40% of the product mix. We therefore feel it important to listen to our customers and deliver what they expect on price, range and quality. We offer hundreds of carefully selected frozen product lines including premium quality chips and potato products, speciality seafood, artisan breads, burgers & sausages and real dairy ice cream. Some frozen ingredients can offer advantages over fresh produce and

also gives you greater flexibility with all year round availability, portion control and zero waste. We're sure the great 'Fresh verses Frozen' debate will continue for many years to come!



HARLECH

Welsh Maid

Real Dairy Ice Cream

Supporting Welsh farmers
Cefnogi Ffermwyr Cymru
www.welshmaid.co.uk



WELSH MAID

*Firmly Established as
one of Harlechs key brands*

Here at Welsh Maid HQ we have been busy tasting and testing new recipes to ensure we have the best 14 flavours available for 2020, we have created some tasty trusted flavours such as Rhubarb and Custard, Cookies and cream as well as keeping the favourites of Mint Choc chip and Honeycomb. All perfect for dessert options as well as beach treats.

We now stock over 280 outlets and are building the brand recognition throughout North Wales and the North West of England. These outlets include Hotels, Restaurants, Beach Cafes, Visitor Attractions, Holiday Parks and many more.





Fine wines,
ARTISAN BEERS
Liquors & Spirits



With a focus on local artisan breweries and carefully selected wines from award winning producers, we now offer our customers an excellent range of beer, cider and fine wines.

Not only can you expect orders conveniently delivered with your usual foodservice goods, you can also enjoy the benefits of up to six day a week delivery.



Our non-food range has developed with over 1500 + products, including stunning server ware, eco-friendly packaging, extensive cleaning product range and catering equipment.

Cleaning, Disposables & NON FOOD


In addition to our stocked lines we are able to supply hundreds of other specialist non-food products on a bought to order basis from a number of manufacturers including Churchill and Genware. This includes an extensive range of crockery, glassware, kitchen equipment, presentation and display ware and more. Please speak to your rep to take a look through our catalogues and to discuss your requirements in further detail.





FOR ALL OUR BROCHURES

GO TO
WWW.HARLECH.CO.UK



HARLECH

EST FOODSERVICE 1972

ONLINE ORDERING APP

USING OUR ONLINE ORDERING APP COULDN'T BE SIMPLER, IT'S THE QUICKEST & EASIEST WAY TO PLACE YOUR ORDER


1. Download the **Harlech** App from the App Store
2. **Customer ID** - This is your account number eg. ABC123
3. **Password** - This is the same as your online ordering password on our website
If you are not set up for online ordering, please e-mail sales@harlech.lls.com
4. Click **LOGIN**
5. Click **DOWNLOAD** - This will download your purchase order history
6. Add items to your basket, review your order and click **SUBMIT**

THE APP GIVES YOU A SIMPLE 'ONE TOUCH' ORDERING FACILITY FROM A LIST OF RECENT PRODUCTS PURCHASED. YOU CAN VIEW SPECIAL OFFERS, SEARCH FOR ITEMS BY PRODUCT CODE OR NAME AS WELL AS FILTER BY CATEGORY.

CHECKOUT IS SIMPLE, REVIEW YOUR BASKET AND CLICK 'SUBMIT'. AN EMAIL WILL BE SENT OUT TO CONFIRM YOUR ORDER

The cut off for our online ordering service is 7pm.

You can still place your order via our website as well as calling our telesales department on 01766 810 810



Harlech Foodservice Ltd. Parc Amaeth, Llanystumdwy, Criccieth, LL52 0LJ

☎ 01766 810 810
🌐 www.harlech.co.uk



CAERNARFON CASTLE

Need to know more?

WE'D LOVE TO HEAR FROM YOU...

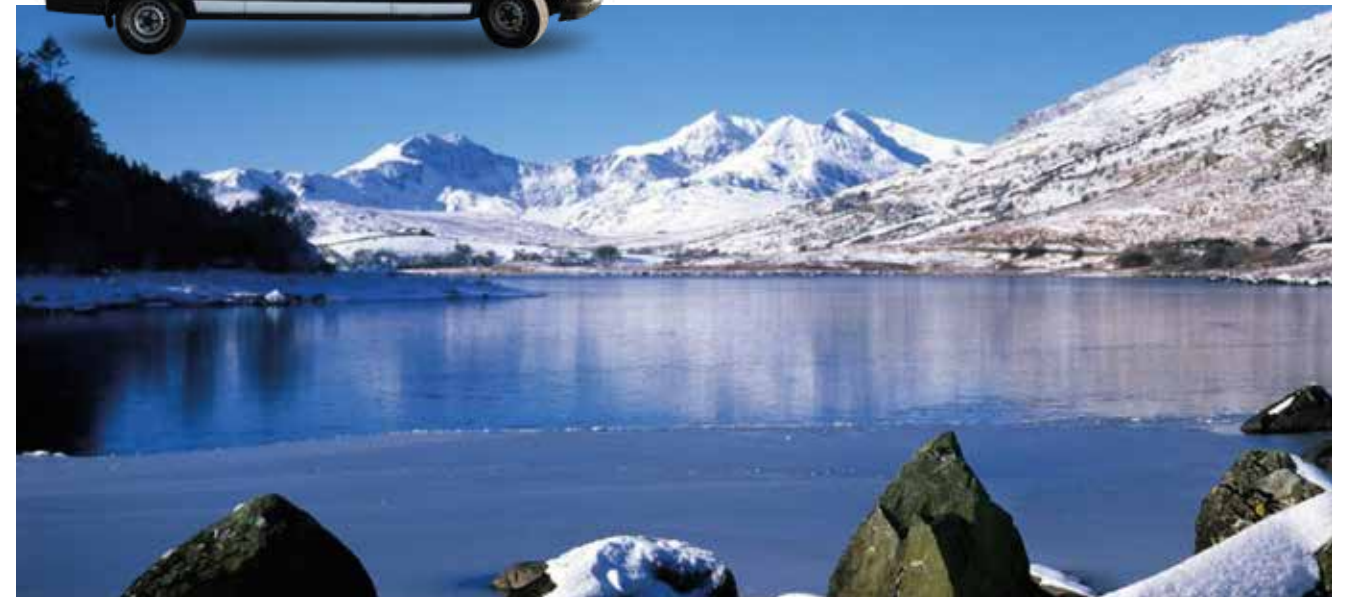
For new customers, we hope this brochure marks the start of a long and prosperous relationship. It is intended to show our range and capabilities and we hope it will inspire you to give us a try. We believe building customer relations is an essential part of any business. We listen and learn about your business so we can support and help you flourish.

From our depots in Criccieth, Chester and Shropshire, we are able to service the whole of North & Mid Wales, Cheshire, The Wirral, Liverpool, Manchester and Shropshire. Offering next day delivery to most areas, on our fleet of multi-temperature vehicles, 6 days a week.

If you'd like to know more, arrange a visit or open an account please contact our sales team. We'd love to hear from you.



Tel 01766 810 810
www.harlech.co.uk





Distribution centres in North Wales, Chester and Shrewsbury




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