

You can be sure it's fresh - **it's FROZEN!**



Why buy **Frozen**?





Freezing is a natural process which does not require the use of preservatives. It offers quick and convenient access to premium quality, healthy, nutritious meals and ingredients and is perfect for busy kitchens.

**Do you want** availability of seasonal food all year long?

**Do you want** premium quality ingredients every time?

**Do you want** to have plenty of food stored without the worry of wasting it?

**Do you want** convenience at your fingertips?

**Do you want** improved price stability?

**Do you want** the guarantee of 'locked in' freshness and nutrients?

**Do you want** extended shelf life on ingredients?

You need **FROZEN FOOD**

There is a perception that frozen food is in some way inferior to fresh. But when you look at the facts it's clear to see that frozen has all the benefits of fresh, and more!

Being a natural process, there is no need to add preservatives which are often found in chilled, ambient or 'fresh' foods, so frozen is often closer to our perception of 'natural' food than you may think.

The technology of freezing food has improved dramatically in recent years and it is now possible to freeze products in a matter of minutes which results in major benefits to the consumer as outlined in this booklet.

#### **Did you know.....?**

Evidence has shown that two days after picking, spinach has already lost **75%** of its **vitamin C**. This loss is reduced to less than **20%** in spinach which is frozen.

Frozen oven chips have **33%** more vitamin C than chips you cut yourself from fresh potatoes. That's because they are frozen so quickly, they retain their nutrients.

Fish sold as 'fresh' can be 14 days old by the time it reaches the consumer. Frozen-at-sea fish reduces this from days to hours.

#### **Read on for more facts about FROZEN FOOD**



# Why buy Frozen Fish?

Fish and seafood begins to decline in quality immediately after catching, so freezing as soon as possible retains quality and seals in freshness.

Freezing is a natural process which does not require the use of preservatives.

Freezing fish and seafood results in premium quality all year round.

Using frozen fish and seafood allows you to use as much or as little as you want and reduces waste.

Using frozen fish and seafood can be up to 25% cheaper than fresh.

Thanks to freezing technology you can enjoy all types of fish and seafood regardless of the season and at affordable prices throughout the year.

Frozen fish and seafood makes fish accessible to all. It offers improved nutritional benefits to everyone.

Using frozen fish and seafood gives the caterer complete meal and menu flexibility.

Frozen fish and seafood offers consistently high quality, year round price stability and a hugely extended shelf life - normally 18 months in a commercial freezer.

Fish and seafood sourced in its most sustainable and natural environment and then frozen in the shortest possible time ensures maximum freshness and ultimately the highest quality for consumers.

Buying frozen fish and seafood reduces the carbon footprint because fresh exotic fish has to be flown into markets daily from all around the world.

Fish and seafood is recommended as part of a nutritionally balanced diet. Freezing allows year-round availability, and makes it easy to include as part of a healthy diet.

Freezing stops all microbiological activity and this includes pathogens which cause food poisoning, and also spoilage. Frozen fish and seafood undergoes a high level of microbiological checks.



### Frozen-at-sea fish and cold water prawns

Frozen-at-sea fish and prawns are caught at their peak of quality and frozen within 4 hours giving the freshest and tastiest seafood!

- Boat caught
- Frozen within **4 hours** of catch

### Farmed fish and seafood

Farmed fish and seafood such as salmon and warm water prawns are frozen within 4 hours of harvest.

- Farm raised and harvested
- Frozen within **4 hours** of harvest

### Fresh fish and seafood caught and landed at main UK ports and sold FROZEN through normal distribution chain

Fresh fish which is caught and sold to a frozen packer will be frozen within a day of arriving with the processor thereby ensuring it is frozen at fresh market quality.

- Boat caught, and landed at market
- Sold at market and transported to processor on the same day
- Processed and frozen within 8 hours giving optimum quality

### Fresh fish caught in local waters and sold in a local market or direct from a boat to the consumer

This is the freshest fish but volume is very low and you need to live near a local harbour to buy.

- Boat caught, normally from a day boat
- Sold fresh to consumer within 2 days of catch

### Fresh fish caught and landed at main UK ports and sold through normal distribution chain

This is perceived as being fresh fish but it can spend a long time within the food chain before it is sold fresh to a consumer, especially with modern chill techniques.

- Boat caught, allowing sailing to fishing grounds of 3 days, fishing for 3-7 days and 3 days sailing to return to port
- Fish can be 10 days old by the time it reaches harbour
- Sold at market, processed and distributed through normal distribution chain to customer (normally 4 days)
- Sold fresh to consumer up to 14 days (2 weeks old) from catch, but can be longer depending on packaging and shelf life

### Chilled fish

Chilled fish is often frozen fish which has been defrosted and is then distributed through the chilled food chain.

- Follows same supply chain as fresh and frozen fish
- Predominantly frozen fish sold on the defrost
- Sold chilled to consumer



# Why buy Frozen Fruit and Veg?

Freezing allows you to offer your customers year round availability of fruit and vegetables that have been picked and frozen at their peak of quality. It is a natural process that does not involve the use of any preservatives and it makes the 'exotic' available everyday.

These days, 20,000 kgs of peas can be frozen in just one hour and factories can work around the clock for the 6-8 weeks of the harvest period.

Frozen fruit and vegetables lock in vitamins at the point of harvesting and need no preservatives.

Frozen vegetables maintain much higher levels of vitamins than many vegetables sold as fresh.

Quantity of Vitamin C (mg/100 g)*	
Freshly picked peas	22.1
Fresh peas (after 2 days)	14.1
<b>Frozen peas</b>	<b>20.2</b>
Freshly picked spinach	17.0
Fresh spinach (after 2 days)	4.1
<b>Frozen spinach</b>	<b>14.0</b>
Freshly picked French beans	16.4
Fresh French beans (after 2 days)	7.9
<b>Frozen French beans</b>	<b>14.3</b>

Fast, convenient and available all year, frozen vegetables can be steamed, stir-fried, or microwaved to be ready in minutes with prices usually fixed until the next crop.

Frozen fruit and vegetables can be offered as part of the '5 a day' to your customers.

Fresh fruit and vegetables are harvested, transported, stored and then transported to their point of sale. It is quite usual for products to be up to 14 days old before they reach the consumer, so valuable nutrients are lost.

Freezing enables restaurants to choose from the pick of fruit and vegetables all around the world with that "just picked" taste experience.

Frozen fruit and vegetables require no preparation, and you can use as much or as little as you want which results in no waste.

Smoothies are an excellent way of using frozen fruit.....

- 'Berry-nana-juice'
- Large handful of frozen strawberries
- Handful of frozen raspberries
- 1 banana
- 200ml orange juice (not from concentrate)

Just blend for 45 secs or until smooth!

Why not make up your own Smoothie – use your imagination and the fruit in your freezer!



# Why buy Frozen Bakery and Bread?

There really is nothing like the aroma of freshly baked baguettes or croissants to tempt your customers. By baking off small amounts almost on demand you can ensure your customers are offered the just baked freshness they want while reducing costly waste resulting in maximum profit.

Frozen bread and pastries don't generally require proving and are best baked straight from the freezer, freeing up time in the kitchen.

By regularly baking-off small amounts of frozen bread and pastries, you can maintain that freshly baked appearance, aroma and texture throughout the day, something difficult to achieve with scratch baking.

Many frozen bread and pastries can be simply thawed and served, offering the ultimate in convenience when time saving is important, or catering equipment is limited.

Frozen bread often contains fewer additives than fresh alternatives as the freezing process acts as a natural preservative.

By choosing frozen bread and pastries you will be able to offer your customers unlimited variety with little preparation.

By choosing frozen bread and pastries you can bake off small amounts on demand.

Frozen bread and pastry products are convenient and easy to prepare.

Many frozen bakery products offer great menu appeal and provenance, such as French pastries or Italian breads. Frozen organic bakery products are also increasing in popularity.

Bread and pastries baked from frozen on a daily basis stay soft and fresh all day.

Frozen bread and pastries are a great back up, even for those chefs who want to make their own bread.

With frozen bakery you get the same - or sometimes even better results than with freshly baked products.

Frozen bread and pastries allow the kitchen to function without a specialist pastry chef to produce premium and freshly baked breads and patisserie.

# Why buy **Frozen**?

- Products are harvested and frozen at their peak of quality
- Freshness is locked into the product
- Freezing is a natural process and does not require preservatives
- Optimum price stability and competitiveness – not expensive out of season prices
- Use as much or as little as you want thereby reducing waste
- Offers extended shelf life
- Year round availability of seasonal products
- Offers long term menu planning



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