

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.....?

10 million turkeys were sold at Christmas 2007, and two out of three were frozen.

The top three selling Prepared Meals are Lasagne, Chicken Tikka Masala and Chilli con Carne.

Frozen mince pies are one of the biggest selling Christmas catering lines in the UK.

Christmas gives Foodservice the biggest trading uplift of the year.

Caterers use more frozen food at Christmas than at any other time of the year.

Lamb Shanks take approximately 6 hours to cook from fresh, but using frozen ready prepared Lamb Shanks takes only 30 mins from frozen to the table.

## Read on for more facts about FROZEN FOOD



# Why buy Frozen Appetisers and Buffet items?

Frozen appetisers and Buffet items are one of the more convenient areas of frozen food, enabling the caterer to offer enormous variety, from the simple to the complicated, in a handy and labour saving format.

Provides caterers with the flexibility to use as much or as little as they need

Offers caterers a huge variety of menu choice without wastage

Allows caterers the opportunity to cater, very easily, for several events in one go

Allows caterers to produce hot food at the last moment

Offers replenishment opportunities if the food runs short

Frozen products offer consistency of quality

Freezing stops the growth of harmful microbes and pathogens which cause food poisoning and spoilage

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

Frozen products allow a less skilled caterer to offer consistently good quality food

Frozen products have clear and concise cooking instructions which benefit the caterer

Allows caterers to take advantage of unplanned opportunities

Frozen products show clear nutritional guidelines which benefit the caterer

Many frozen buffet items can be thawed and served for ultimate convenience

Frozen canapés are a cost effective solution to handmade alternatives

Frozen products can be available at any time to allow for last minute events



# Why buy Frozen Prepared Meals & Entrées?

Frozen Individual and Multi Portion Ready Meals, premium Entrées and Centre of Plate products are one of the most innovative and exciting areas in frozen food. The opportunities are endless and caterers benefit from huge teams of chefs continually striving to develop the latest and most delicious new products.

Frozen Meals and Entrées are labour saving alternatives

Frozen Ready Meals are convenient and easy to serve

Frozen Ready Meals offer consistency of quality and presentation

Frozen Meals and Entrées can allow a caterer to offer a wider menu choice

Individual Entrées offer perfect portion and cost control

Clear nutritional messages are declared on packaging allowing caterers to make nutritional claims on their menus

Frozen Multi Portion Entrées offer the caterer flexibility to determine portion size

Freezing offers hugely extended shelf life

Freezing offers outstanding convenience and allows for 'back up' product to be kept frozen and not wasted

Frozen Meals and Entrées reduce waste for the caterer thereby protecting profits

Frozen Meals and Entrées allow the caterer to produce accurate pricing


Frozen Entrées allow the caterer to offer premium centre of plate options without the services of a highly skilled chef

Frozen Multi Portion Entrées can offer schools nutritionally balanced meals that meet the guidelines of the School Food Trust

Frozen Multi Portion Entrées offer the caterer easy control of portion & costs

High value Entrées are easy to have on standby when using frozen





Frozen Prepared Meals and Entrées allow the caterer to keep stock of low volume lines for last minute cooking, such as vegan or vegetarian options

As frozen individual ready meals can normally be cooked straight from the freezer to order, food wastage is minimised

Individual ready meals are a convenient solution to running a menu when demand is unpredictable, such as hotel room service menus or mid-week lunchtimes

Many Frozen Individual Ready Meals are pre-browned, so take on an oven baked appearance even when re-heated in the microwave

Frozen Multi Portion Ready Meals are a convenient option when catering for large groups of people as they require very little preparation

Frozen Individual Ready Meals and Multi Portions are easy to transfer to serving dishes and 'finish off'

Frozen multi portions can be used for different customers from nurseries to staff restaurants or care homes as they allow flexibility to serve portion sizes appropriate to the consumer

As Frozen Individual Ready Meals and Multi Portion Ready Meals are made in large batches, they offer great consistency and can be particularly useful for managing uniformity across chains and multiple sites

Some pre-prepared frozen products perform better than fresh as freezing and cooking from frozen ensures the integrity of the product e.g. Chicken Kiev encourages the filling to remain within the product

Sous-vide style Entrées can enable a caterer to easily offer dishes with long cook times, such as lamb shanks or beef on the bone. These can be cooked in a fraction of the time it would take to cook from scratch

Using Frozen Multi Portion Entrées or Frozen Prepared Entrées can make selection of healthy eating or specific allergy requirements available to even the smallest establishment on demand

Frozen Ready Meals are a benefit in vending operations for out of hours meal solutions



# Why buy **Frozen**



# Functions & Special Occasions?

Christmas, Mothers' Day, Valentine's Day, Easter...these are times when caterers are extremely busy. Using frozen products eases the workload, offers convenience and time savings, whilst allowing the caterer flexibility.

Allows the caterer to plan ahead to ensure guaranteed availability of menu items

Allows the caterer to cost a meal accurately well in advance

Frozen food allows the caterer to have a high volume turnover of meals in short periods of time

Frozen food helps relieve pressure in a busy kitchen at peak times

Enables caterers to serve a greater volume of meals from a small kitchen without the need for lots of preparation space

Using frozen food means seasonal lesser skilled staff can be employed to meet volume demand

Using frozen food helps the caterer to better meet customers quality and service expectations

Frozen food guarantees all year round availability of seasonal product

Frozen food helps with quick service at peak times

Using frozen food assists the caterer in offering a menu with all the trimmings

Frozen accompaniments are labour saving alternatives and offer terrific value

Frozen food helps the caterer to manage the peaks and troughs of function catering

Provides opportunities for tailor made menu selection for any occasion

Using frozen food (such as sorbets, pigs in blankets, stuffing balls) can allow a chef to manage large scale functions more easily



## Why buy **Frozen**?

- Products are 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



**British Frozen Food Federation**  
**Warwick House**  
**Unit 7**  
**Long Bennington Business Park**  
**Main Road**  
**Long Bennington**  
**Newark NG23 5JR**

**Tel: +44 1400 283090**  
**Fax: +44 1400 283098**  
**Web: [www.bfff.co.uk](http://www.bfff.co.uk)**