

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?**

The potato (*Solanum tuberosum*) originated in the Andes of South America 8000 years ago.

Today, potatoes are grown on an estimated 19,500,000 hectares around the world.

The word 'potato' known in Spanish as 'patata' is derived from the word 'batata'.

Asia and Europe are the world's major potato producing regions, accounting for more than 80% of world production in 2006. Harvests in Africa and Latin America were far smaller, but production was at record levels. North America was the clear leader in yields, at more than 40 tonnes per hectare.

China is now the biggest potato producer, and almost a third of all potatoes are harvested in China and India alone.

Asia consumes almost half the world's potato supply, but its huge population means that consumption per person was a modest 25kg in 2005. The heartiest potato eaters are Europeans.

Potatoes are so rich in starch that it ranks as the world's fourth most important food crop, after maize, wheat and rice.

The potato started being grown in London in 1597, and soon became popular in Ireland and Scotland.

Popularity for the potato came during the Industrial Revolution when demand was created for cheap, energy rich, non cereal foods.

By 1948, production in England and Wales was peaking with almost 400,000 hectares under potato.

The UK is the 11th largest potato producing country.

In Britain we consume 94kg of potatoes per person per year.

The Chinese are on record as having eaten pasta as early as 5,000 BC.

There are more than 600 pasta shapes produced worldwide.

One billion pounds of pasta is about 212,595 miles of 16oz packages of spaghetti stacked end to end – enough to circle the earth's equator nearly nine times.

Cooked al dente (al-DEN-tay) literally means 'to the tooth'.

The word 'pasta' shares its origins with the word 'paste', meaning 'dough', 'pasta' or 'pastry' as in 'small cake'. When Italians emigrated, they brought pasta with them.

Read on for more facts about FROZEN FOOD

Why buy Frozen Potato Products?

Potato products are on every menu and popular with all ages, key products are jackets, roasts, chips, mash, hash browns and waffles. Frozen potato products offer flexibility in cooking, are great time savers and give consistent product quality every time with little effort.

Frozen Chips are one of the key catering products, convenient, easy to use, cost-effective and a must for any catering kitchen. They are an excellent source of vitamin C (ascorbic acid) and complex carbohydrates in the form of starch. They also provide us with protein, fibre, iron and other vitamins, including folate, potassium and vitamin B6. Oven chips contain fewer calories than low fat chocolate – typical portion of chips at 162 calories compared to 297 calories in a bar of low fat chocolate. Thick cut chips are healthier than ‘skinny’ or crinkle cut chips because they have a smaller surface area and therefore they absorb less oil during cooking.

Frozen potato products are generally used straight from the freezer, offering great convenience and no wastage

Frozen fries are generally par-fried so have a very quick cook time, enabling caterers to serve large volumes quickly

Frozen fries are available in all manners of shapes and sizes, with the skin on or off, coated or uncoated offering enormous variety

Frozen hash browns are widely used, convenient and labour saving at breakfast time

Frozen potato products are less likely to fluctuate in price than raw potatoes allowing caterers to manage profit margins more effectively

Frozen chips are a great back up for chefs who want to make their own

Frozen potato options are available using no oil whatsoever. These are perfect for schools as they can be used five days a week under School Food Trust guidelines, such as boiled, jacket, mash etc...



Shaped potato products such as spiral or lattice fries can only be economically and sensibly provided frozen

Frozen potato products require no peeling, chopping or blanching, freeing up time in the kitchen

Frozen mashed potato pellets enable chefs to produce a very good quality mash to order and offer perfect portion control

Frozen jacket potatoes offer great consistency of size and quality and can be cooked to order from frozen in minutes

Frozen potato products are a great way of ensuring consistency across multiple sites

Many frozen potato options are low in fat and salt, enabling caterers to offer a healthier alternative and make positive claims on menus (Potato Marketing Board)

Frozen potato products offer a great opportunity to make higher than average profit margins

Frozen potato products offer more assured supply and year round availability

Frozen roast potatoes offer the benefit of freeing up oven space by reducing cooking times

Frozen roast potatoes allow the caterer to use as much or as little as he wants thereby reducing waste

Frozen potato ranges allow the caterer to offer Best Of British all year round regardless of seasonality

You can get a third of your daily vitamin C from a portion of chips. A 100g helping of oven chips contains 12mg of vitamin C – double the amount of vitamin C in an apple weighing the same

A 100g portion of oven chips has just 4.2g of fat – less fat than a small pot of natural yoghurt at 4.5g fat, just ten peanuts at 5.99g fat or a serving of Caesar salad (without croutons) at 23.4g fat



Why buy Frozen Pasta, Pizza and Rice?

Frozen pasta, rice and pizzas are convenient and quick to cook. They can be used as an excellent base for caterers to personalise with additional ingredients and sauces. Popular with all ages, pizza and pasta can be used for snacks and starters, as well as main courses.

Frozen pasta has a much greater shelf life than fresh pasta ensuring minimal waste

Frozen pasta can be cooked straight from the freezer so can be cooked to order

Frozen pasta enables the caterer to use as much or as little as he wants

Frozen rice involves less handling, whereas cooking rice from scratch requires a degree of skill

When cooking to order, frozen rice can be a safer alternative to reheating pre-cooked rice

Frozen rice is simple to cook and requires little preparation

Frozen rice offers consistent quality time after time

Frozen rice is available in many different varieties and flavours

When speed of service is important, frozen rice is a great option as the cook time greatly reduces

Using frozen pizza bases is labour saving

Using frozen pizza bases allows a lesser skilled chef to prepare pizza



Using frozen pizza bases allows a caterer to produce a wide range of varieties quickly tailored to their customer base

Adding frozen pasta to a mix whilst still frozen reduces pasta breakage for a higher quality end product

Frozen pasta reduces the risk of microbiological contamination

Frozen rice requires less handling and storage between cooking and use – simply open the bag, reheat and serve

Frozen pasta and rice generally costs less than fresh, can be stored for much longer and offers brilliant flexibility for meal planning, thereby reducing wastage

Frozen Pasta tastes as good as chilled pasta and saves wastage

Frozen rice takes the guessing out of cooking e.g. how much water to rice ratio

Frozen rice is available pre-portioned offering perfect portion and cost control



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



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