



a Sysco company

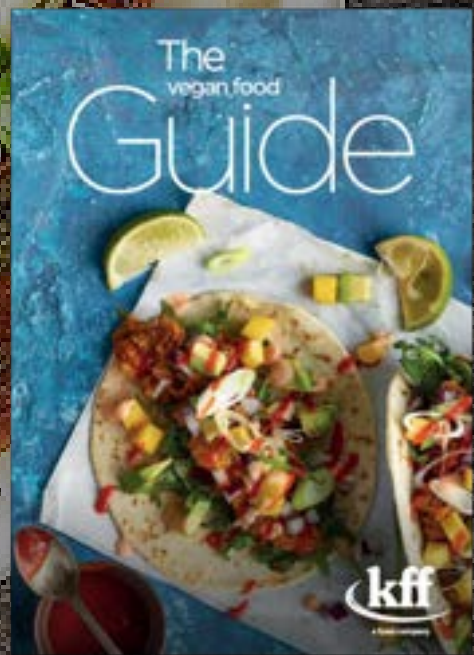
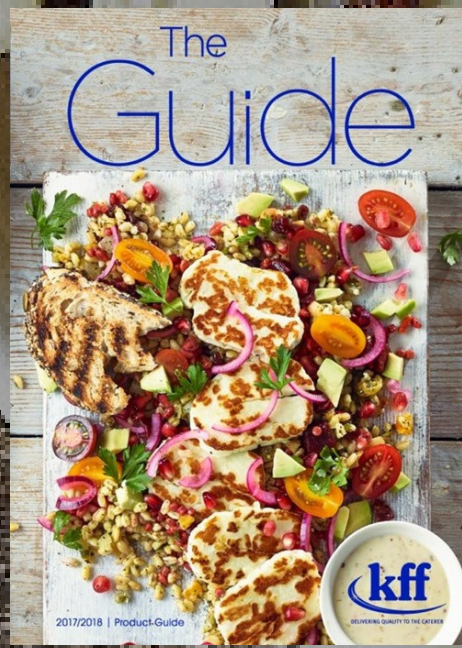
MEDIA PACK

2022/23



OVERALL REACH

TOTAL VIEWS
IN A YEAR
600,000



NEW APP
NOW AVAILABLE



OUR AUDIENCE

WHY CHOOSE KFF..

At kff, our experience, expertise and knowledge of the industry allows us to provide your business with the personable service that can only be provided by a local wholesaler.



Contract Caterers



Event Caterers



Healthcare



Hotels



Leisure



Coffee Shops



Bakeries



Garden Centres



Education



Pubs



Restaurants



Retailers



Wholesalers

THE ESSENTIAL FOOD GUIDE

AVAILABLE...

- Full Page Advert
- Half Page Advert
- Quarter Page Advert
- Image Inclusion

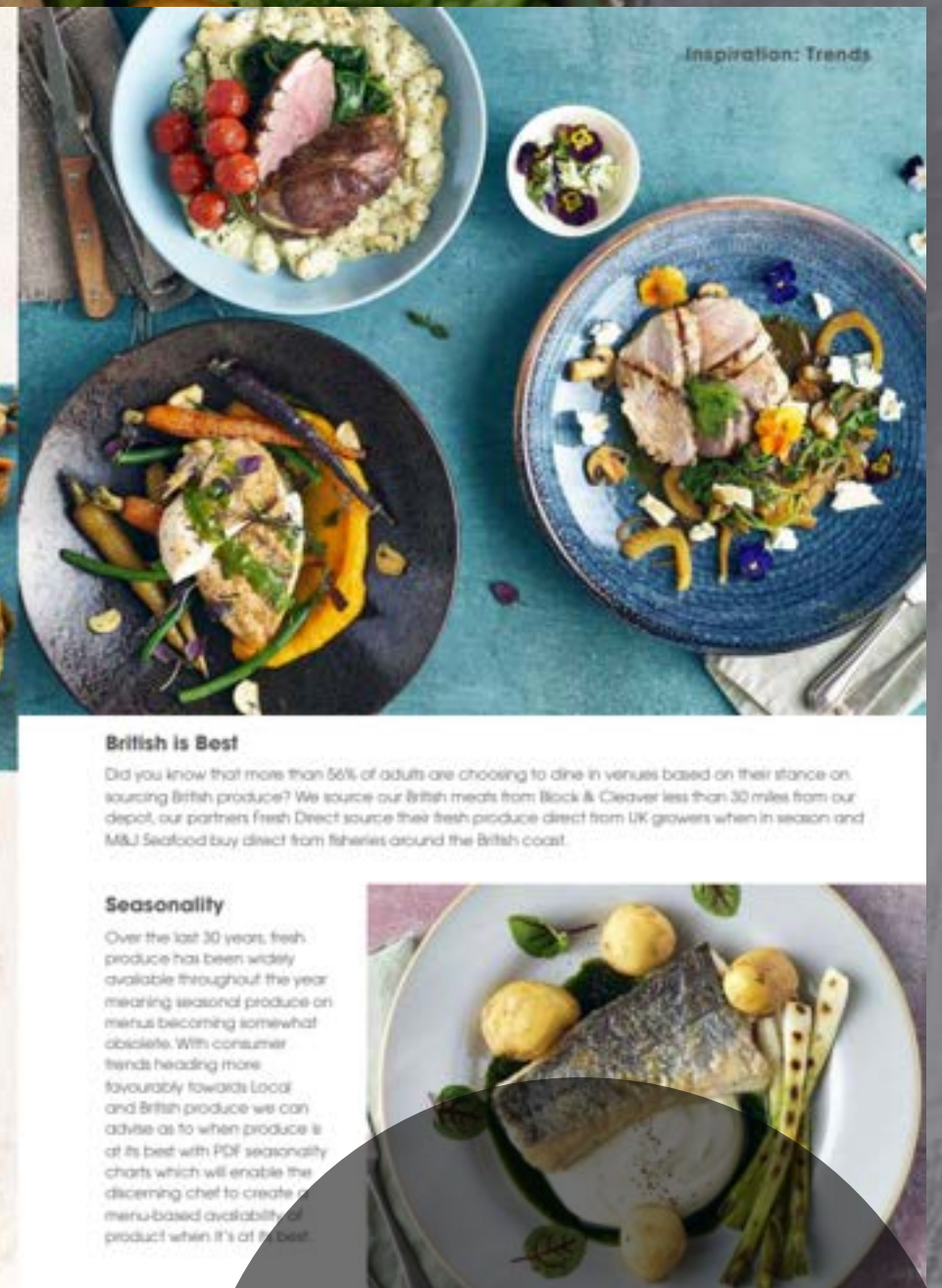
AMBIENT



CHILLED



FROZEN



**TOTAL REACH
IN A YEAR
25,000**

THE INNOVATIVE FOOD GUIDE

AVAILABLE...

Full Page Advert
Half Page Advert
Social Media

The innovative food Guide
March & April
IDEAS - NEW PRODUCTS - SPECIAL OFFERS
www.kff.co.uk

Contents

- 4 **BRITISH PE WEEK** Celebrate the great British pie of your establishment with The British & Home Chefs and the best British pie recipe.
- 6 **BLOCK & CHEESE** We have teamed up with Block & Cheese and our customers' premier fish shop and poultry supplier to create a deliciously rich and hearty recipe thought to star in.
- 8 **MOTHER'S DAY** Increase traffic at your establishment this Mother's Day with our recipe suggestions. We have everything you need to make your menu offering.
- 10 **SPECIALITY INGREDIENTS** We have partnered with the leading fish food specialist, which has led to offer you a range of premium, specialist ingredients including a variety of the best fish, shellfish and vegetables in a special range of high quality, organic, locally sourced products.
- 12 **TAPER TOES** An essential for your menu this March & April is our special recipe for Taper Toes, a delicious and healthy snack.
- 14 **PERFECT ROASTS** The humble roast dinner is at the heart of British food and our customers love it. We have teamed up with our customers' premier fish shop and poultry supplier to create a deliciously rich and hearty recipe thought to star in.
- 16 **EASTER EGGSBRAWGANDA** We have teamed up with the leading fish food specialist, which has led to offer you a range of premium, specialist ingredients including a variety of the best fish, shellfish and vegetables in a special range of high quality, organic, locally sourced products.
- 18 **THE COFFEE SHOP** Increase traffic at your establishment this Mother's Day with our recipe suggestions. We have everything you need to make your menu offering.
- 20 **SWEET FOOD FEAST** Bring the flavour of the world to your establishment with our Sweet Food Feast recipe. These recipes and ingredients are all sourced from our customers' premier fish shop and poultry supplier to create a delicious and healthy snack.
- 22 **FRESH FISH & SEAFOOD** We have partnered with one of the leading fish food specialists to offer you a range of high quality, organic, locally sourced products.
- 26 **PROMOCIONS** Increase traffic at your establishment this Mother's Day with our recipe suggestions. We have everything you need to make your menu offering.

**TOTAL REACH
IN A YEAR**

60,000

THE VEGAN FOOD GUIDE



AVAILABLE...
Full Page Advert
Half Page Advert

**TOTAL REACH
IN A YEAR
15,000**

WALL PLANNER



LOGO
PLACEMENT



Telephone Sales: 01622 612345 Customer Care: 0808 582 9798 www.kff.co.uk



	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE						
JAN						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
FEB	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28								
MAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
APR					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
MAY						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JUN		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
JUL					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
AUG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
SEP				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
OCT						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
NOV	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
DEC		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				

BURTON'S BISCUIT CO
FOODSERVICE



DISTRIBUTED TO...
TOP CUSTOMERS
ALL SALES STAFF
DIRECTORS
MANAGERS

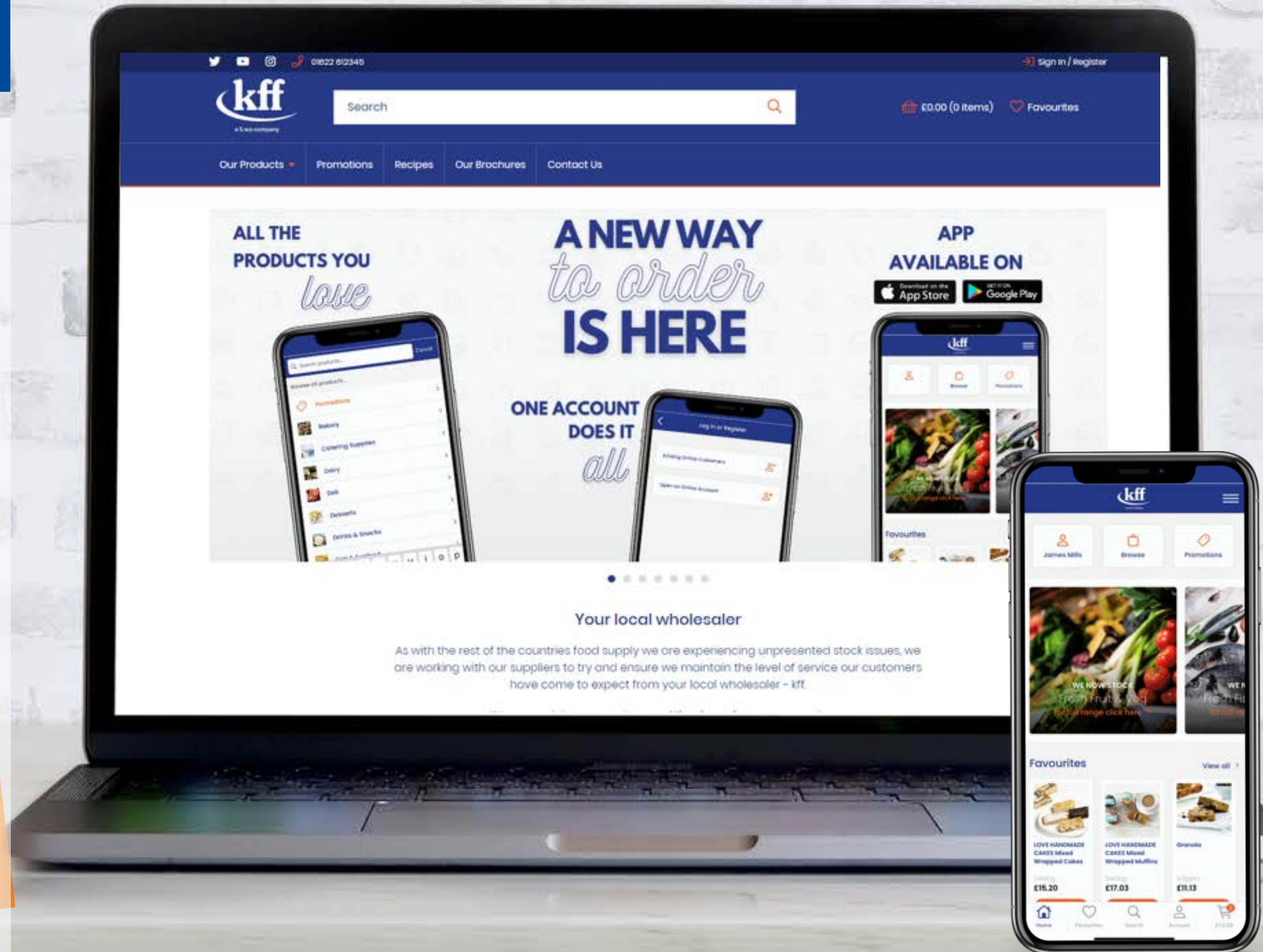
ORIGINAL OAT LY!

NEW APP AND WEBSITE

APP FUNCTIONALITY

- ✓ Our app has been built as an extension of our successful website.
- ✓ Customers can navigate from one to the other seamlessly.
- ✓ All content is available across both platforms!

ALL ONLINE OPPORTUNITIES
ARE VISIBLE ON BOTH OUR
WEBSITE & APP



ONLINE OPPORTUNITIES

SPACE AVAILABLE...

- Homepage Banner
- Main Scrolling Banner
- Promotions Page
- Related Products
- Section Banner
- Section Adverts
- Product Ranking
- Brand Page
- Recipe Page
- Email Campaigns
- Favorites (NEW)
- Push Notification (NEW)

ALL ONLINE SPACE AVAILABLE IS
ACROSS BOTH WEBSITE AND APP

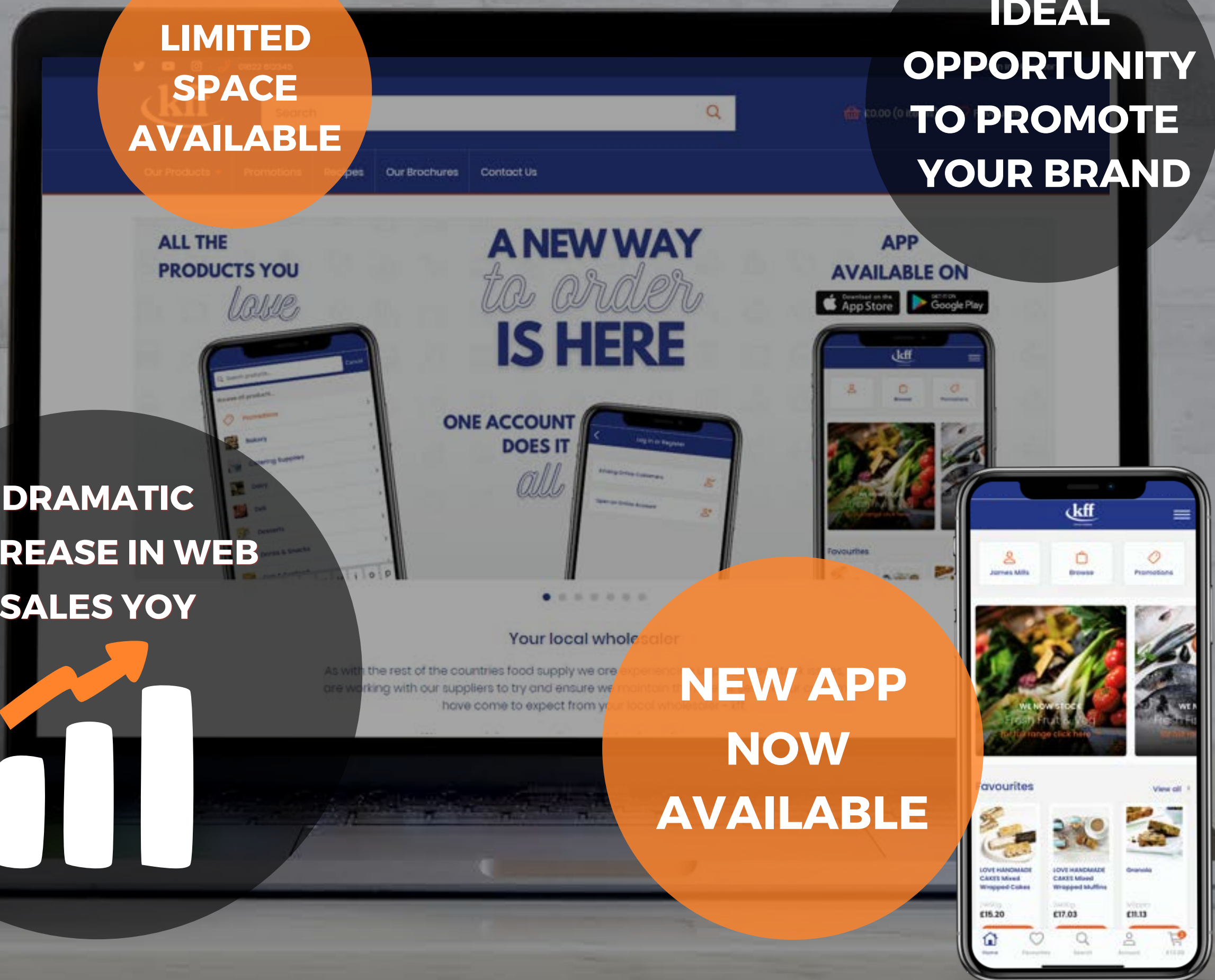
LIMITED
SPACE
AVAILABLE

IDEAL
OPPORTUNITY
TO PROMOTE
YOUR BRAND

DRAMATIC
INCREASE IN WEB
SALES YOY



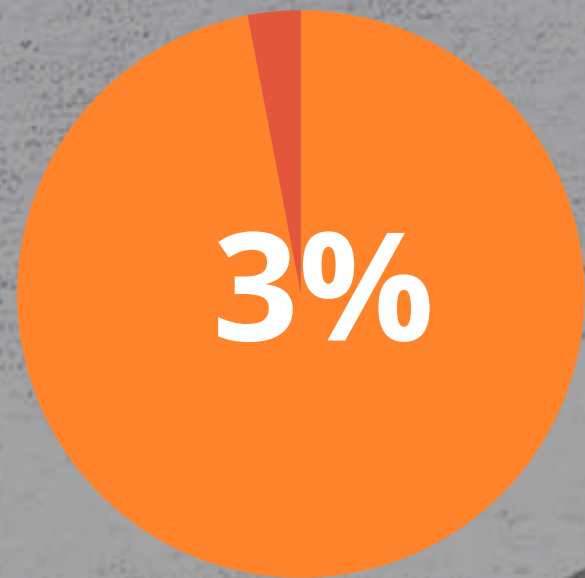
NEW APP
NOW
AVAILABLE



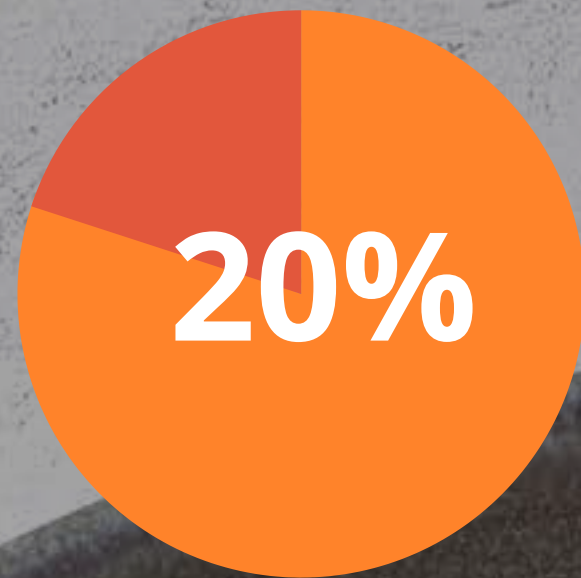
ONLINE STATS

Both
Website & App

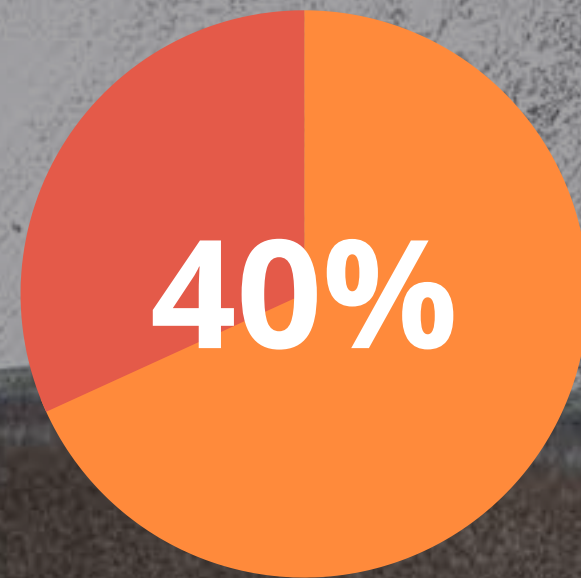
2018



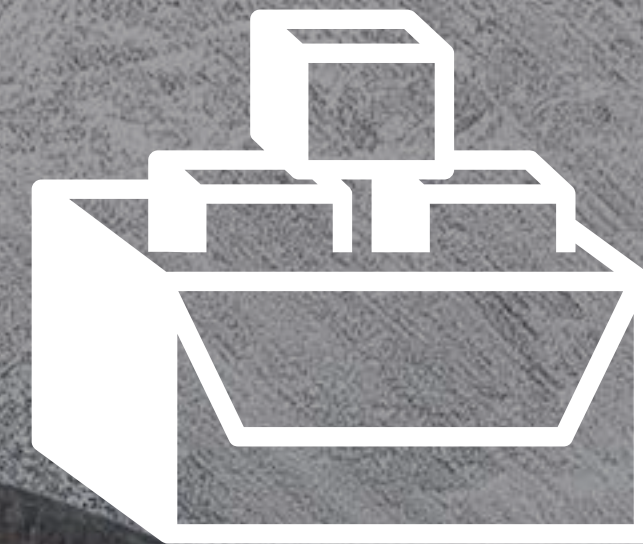
2021



2022



ONLINE SALES OF TOTAL BUSINESS



1,200,302

50,000

PRODUCTS
SOLD ONLINE
EVERY YEAR

ONLINE
ORDERS
PER YEAR

Page views

6,000,000

per year



ONLINE OPPORTUNITIES

Both Website & App

RELATED PRODUCTS

Related products allow us to link any of your product(s) with any other product within our range. A good example can be found below which highlights the potential of cross selling opportunities available.

Related Products



LAMB WESTON
Connoisseur Skin Off
Chips (16x18mm)
£45.50



SARSONS Malt
Vinegar Table
Bottles (Glass)
£20.45



Mushy Peas
£5.35



MSC Battered Haddock Fillets (4/5oz)
1x24

Please login to see prices

Share this product

Product code:	352145
Directions For Use	Cook From Frozen : Always ensure the product core temperature reaches 72°C Deep Fry: Deep fry in hot oil at 180°C for approximately 5-6 minutes. Oven Bake at 220°C/ Gas Mark 7 For approximately 14 Minutes. Cook thoroughly until piping hot throughout. Warning: May contain bones. Allergy advice: For allergens including Cereals containing gluten see ingredients in BOLD
Storage Instructions	Store Frozen at -18°C or below. Do not refreeze once defrosted
Certification	BRC Certified Production Marine Stewardship

We believe the information provided is correct at the time of issue, we give no warranty either actual or implied and no guarantee that the information provided is accurate. To ensure that you have the most up to date information please check the label on delivery

Description Ingredients Dietary & Allergen Info Nutritional Info

Skinless Boneless Formed Haddock Fillets. Coated In a Crispy Batter MSC-C-5303B

Related Products



Mushy Peas
£5.35



SARSONS Malt
Vinegar Table
Bottles (Glass)
£20.45



LAMB WESTON
Connoisseur Skin Off
Chips (16x18mm)
£45.50

Other people also viewed



ALMONDLY Gluten
Free Tabletop Cake



ALMONDLY Gluten
Free Peanut &
Caramel Cake



HANDMADE CAKE
COMPANY Vegan &
Gluten Free
Blackcurrant
Crumble

ONLINE OPPORTUNITIES

SECTION BANNERS AND ADVERTS


Within every category there is an image header. There is an option available to include an advert with your brand/ product of choice within this section. There is also a NEW opportunity to have dedicated advert space throughout a section of your choice which is highly visible when scrolling.



FROM HOT AND SPICY TO COOL AND CREAMY LION HAS IT ALL

LION
ESTD. 1831

- PREMIUM FLAVOUR
- SAUCE SPECIALIST
- CONSTANT INNOVATION
- MULTI-MENU VERSATILITY

Sort by View    Showing 1- 4 of 4 1

Both Website & App



Fun Cime Fruits The perfect snack for little monkeys!

sort by View    Showing 1- 12 of 411 1 2 3 4 Next →




LOVE HANDMADE CAKES
Mixed Wrapped Cakes



LOVE HANDMADE CAKES
Mixed Wrapped Muffins



LOVE HANDMADE CAKES
Mixed Wrapped Flapjacks



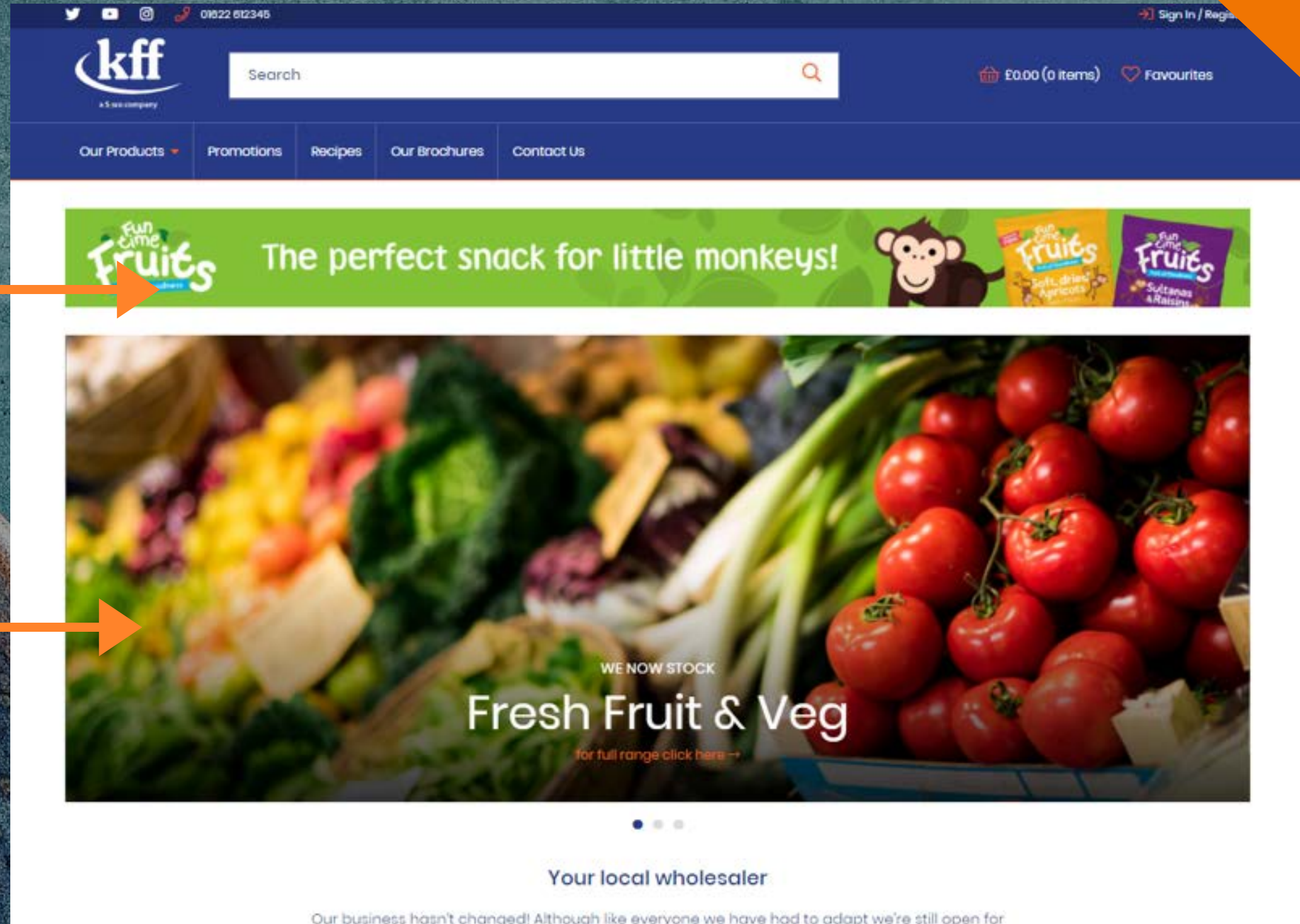
Fun Cime Fruits The perfect snack for little monkeys!

ONLINE OPPORTUNITIES

Both
Website & App

HOMEPAGE BANNER

You can also advertise your brand/ product on our homepage! This is the most prominent position held within the website. This space is only available for a two month period and we only have 6 slots available for the year.



MAIN SCROLLING BANNER

The scrolling banner unlike our homepage banner rotates every 5 seconds, this movement means that a users attention is taken to the space making it a great way of getting any new or promoted products or range in front of our customers.

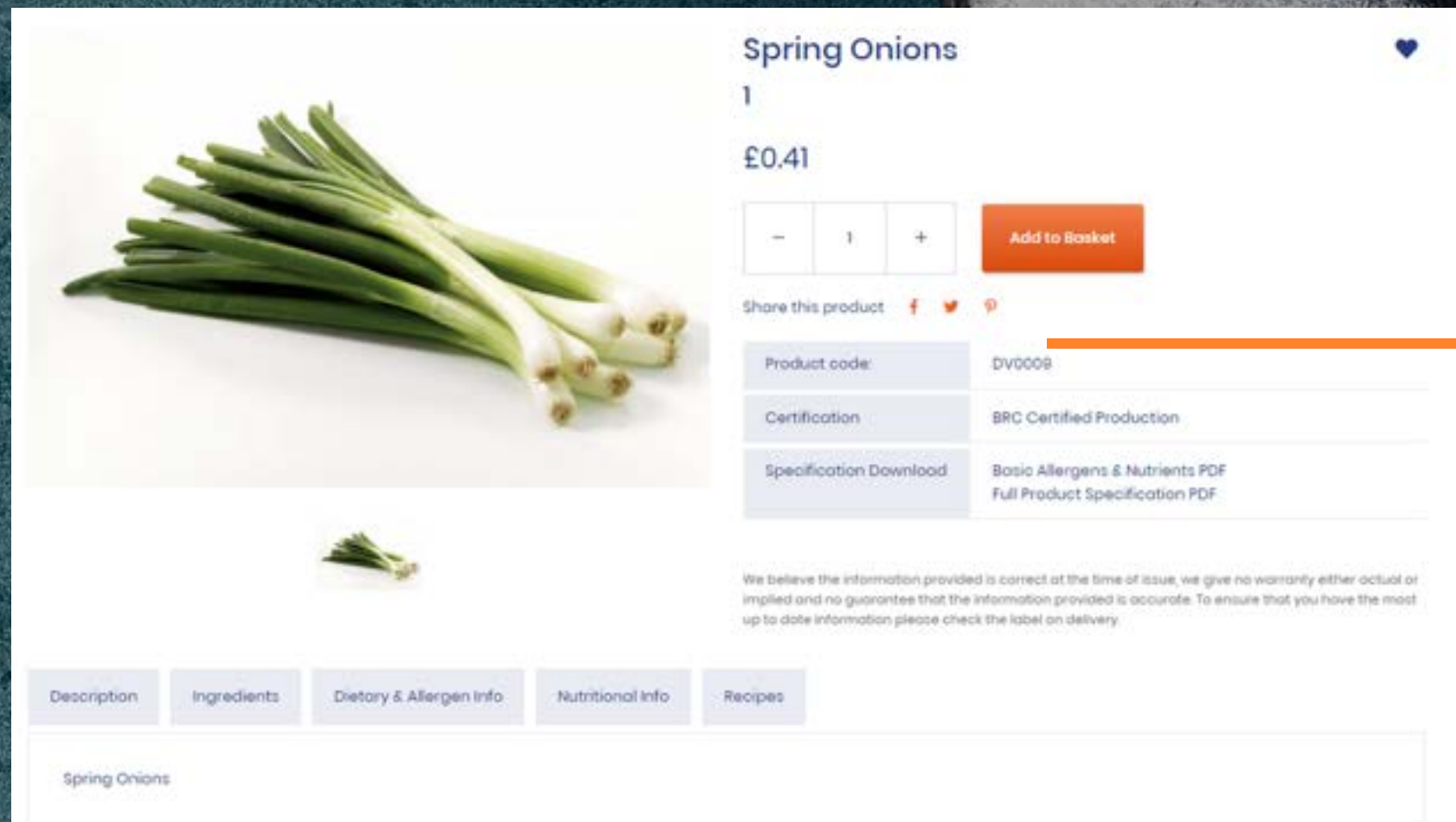
ONLINE OPPORTUNITIES


CUSTOMER FAVOURITES

All customers can maintain their favourite products either by clicking on the heart in the product or section page, they automatically then filter into their favourites.

We have the ability of adding your products to this section page increasing the visibility and chance of purchase

Both
Website & App






Spring Onions 

1

£0.41

- 1 + [Add to Basket](#)

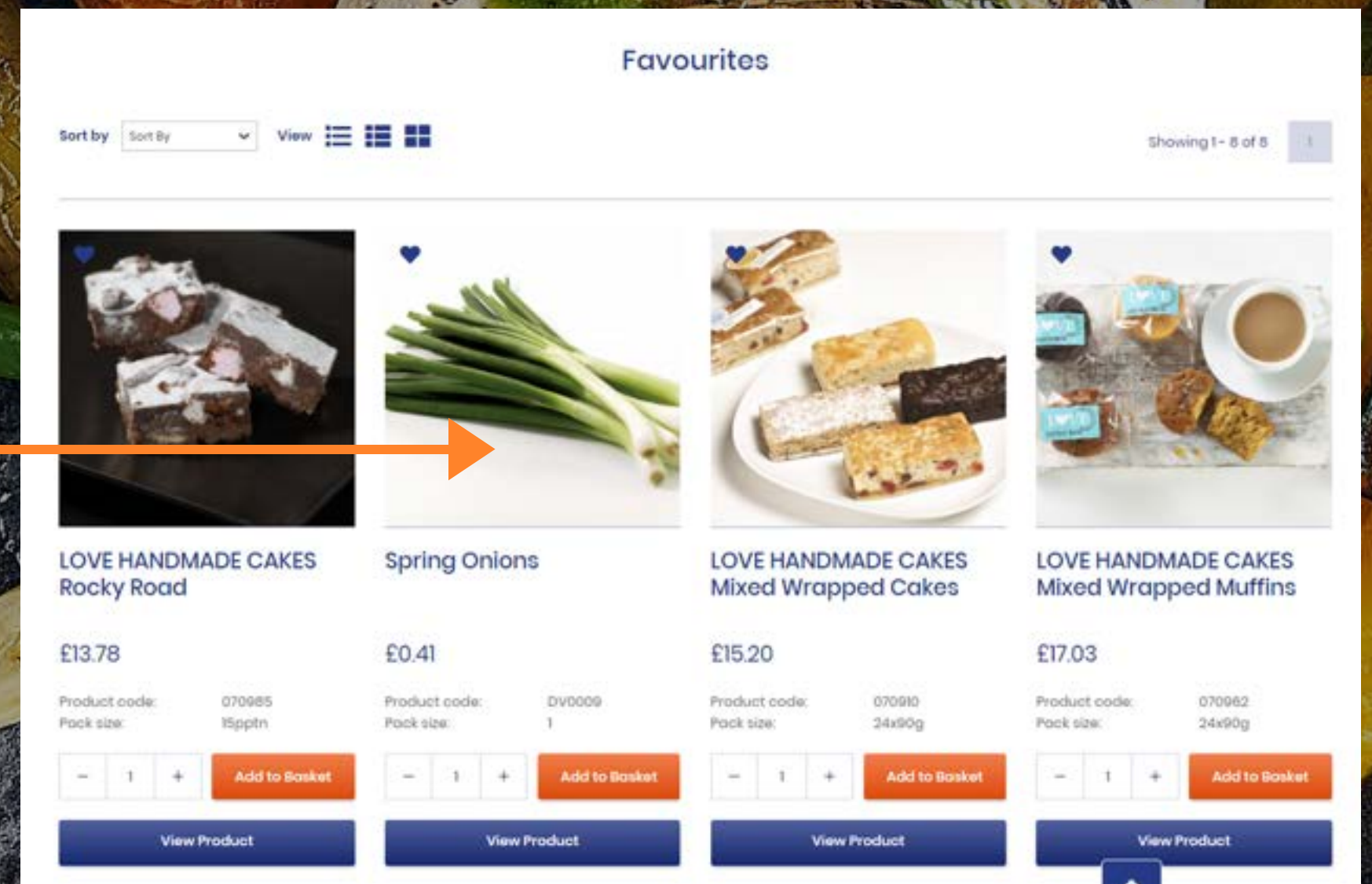
Share this product   

Product code:	DV0009
Certification	BRC Certified Production
Specification Download	Basic Allergens & Nutrients PDF Full Product Specification PDF




We believe the information provided is correct at the time of issue, we give no warranty either actual or implied and no guarantee that the information provided is accurate. To ensure that you have the most up to date information please check the label on delivery.





[Description](#) [Ingredients](#) [Dietary & Allergen Info](#) [Nutritional Info](#) [Recipes](#)

Spring Onions



Favourites

Sort by View    Showing 1- 8 of 8

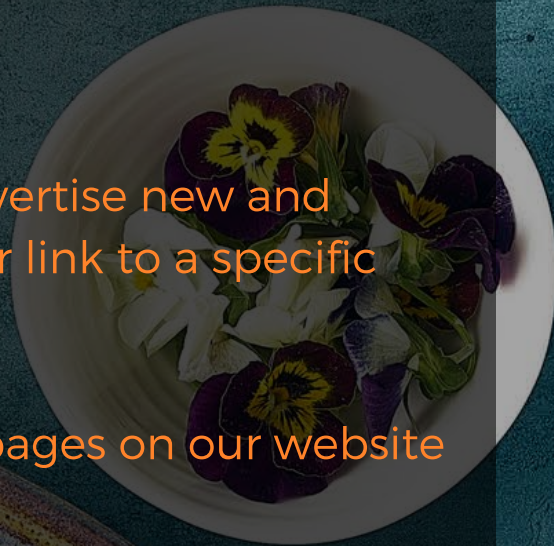
 LOVE HANDMADE CAKES Rocky Road £13.78 Product code: 070985 Pack size: 15pptn - 1 + Add to Basket View Product	 Spring Onions £0.41 Product code: DV0009 Pack size: 1 - 1 + Add to Basket View Product	 LOVE HANDMADE CAKES Mixed Wrapped Cakes £15.20 Product code: 070910 Pack size: 24x90g - 1 + Add to Basket View Product	 LOVE HANDMADE CAKES Mixed Wrapped Muffins £17.03 Product code: 070962 Pack size: 24x90g - 1 + Add to Basket View Product
---	--	--	--

ONLINE OPPORTUNITIES

PROMOTIONS PAGE

Our promotions page is the ideal opportunity to advertise new and existing ranges to our customer base. You can either link to a specific product, recipe or your own brand page.

Our promotions page is one of the highest viewed pages on our website



01022 012345 Sign In / Register

kff a Sainsbury's company

Search

£0.00 (Items) Favourites

Our Products Promotions Recipes Our Brochures Contact Us

Fun Time Fruits The perfect snack for little monkeys!

KFF Promotions

July & August BEST BUYS

CLEARANCE

NEW

July & August Promotions Discover our best buys as featured in our Innovative Food Good.

Clearance Browse our very best priced products, while stocks last.

New Discover all our latest new products.

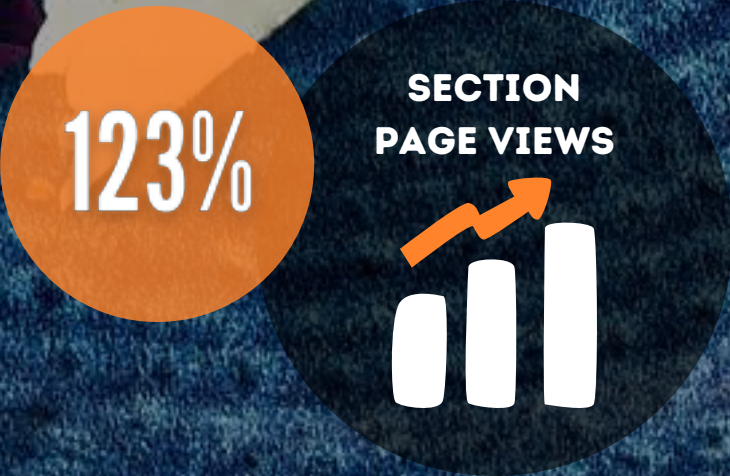
Both Website & App

ONLINE OPPORTUNITIES

PRODUCT RANKING

Within every category there is the opportunity to have your products ranked so they appear at the top of that section.

Some of our high profile sections are the most visible on our website. In fact in some cases views are up over 120% from the previous year.



In a year a top category section can be viewed by over 3,000 individual kff customers. Being at the top of the list and on page 1 is one of the most effective ways of increasing online sales.

OVER 3000 INDIVIDUAL CUSTOMERS PER YEAR!

Both Website & App

REAL FRUIT, NOTHING WEIRD

Cold Beverages

REAL FRUIT LESS SUGAR NO ARTIFICIAL SWEETENERS VEGAN FRIENDLY

Sort by: Sort By View: Showing 1- 12 of 176

DALSTONS Real Lemonade
Product code: 055156
Pack size: 24x330ml

DALSTONS Real Orangeade
Product code: 055157
Pack size: 24x330ml

DALSTONS Cherryade
Product code: 055158
Pack size: 24x330ml

ONLINE OPPORTUNITIES

Both
Website & App

BRAND PAGE

As a supplier we can create your own dedicated page including a branded header and products of your choice. This will be visible either via the top navigation or set up as a keyword in the search tool. You can also link from the section image to a product, range or recipe!

Campaign or story behind the brand or product?

We also have a news blog section which is great if you want to get a specific message to our customer base. Contact us to find out more....



Big Als....



The screenshot displays the Big Al's brand page. At the top is a banner with the Big Al's logo and the text "SIMPLIFY YOUR MENU TO Simplify YOUR PROCESSES" and "Check out our Promotions". Below the banner is a navigation bar with "Sort by" (Sort By), "View" (list, grid, and icon views), and "Showing 1- 7 of 7". The main content area features three product listings, each with an "OFFER" tag:

- BIG AL'S Flame Cooked Big Eat Burgers (6oz)**
Product code: 400756
Pack size: 16x170g
Please login to see prices.
[View Product](#)
- BIG AL'S Flame Cooked Quarter Pounders**
Product code: 400755
Pack size: 24x90g
Please login to see prices.
[View Product](#)
- BIG AL'S Flame Cooked Mesquite Chicken Wings**
Product code: 400758
Pack size: 1x2.5kg
Please login to see prices.
[View Product](#)

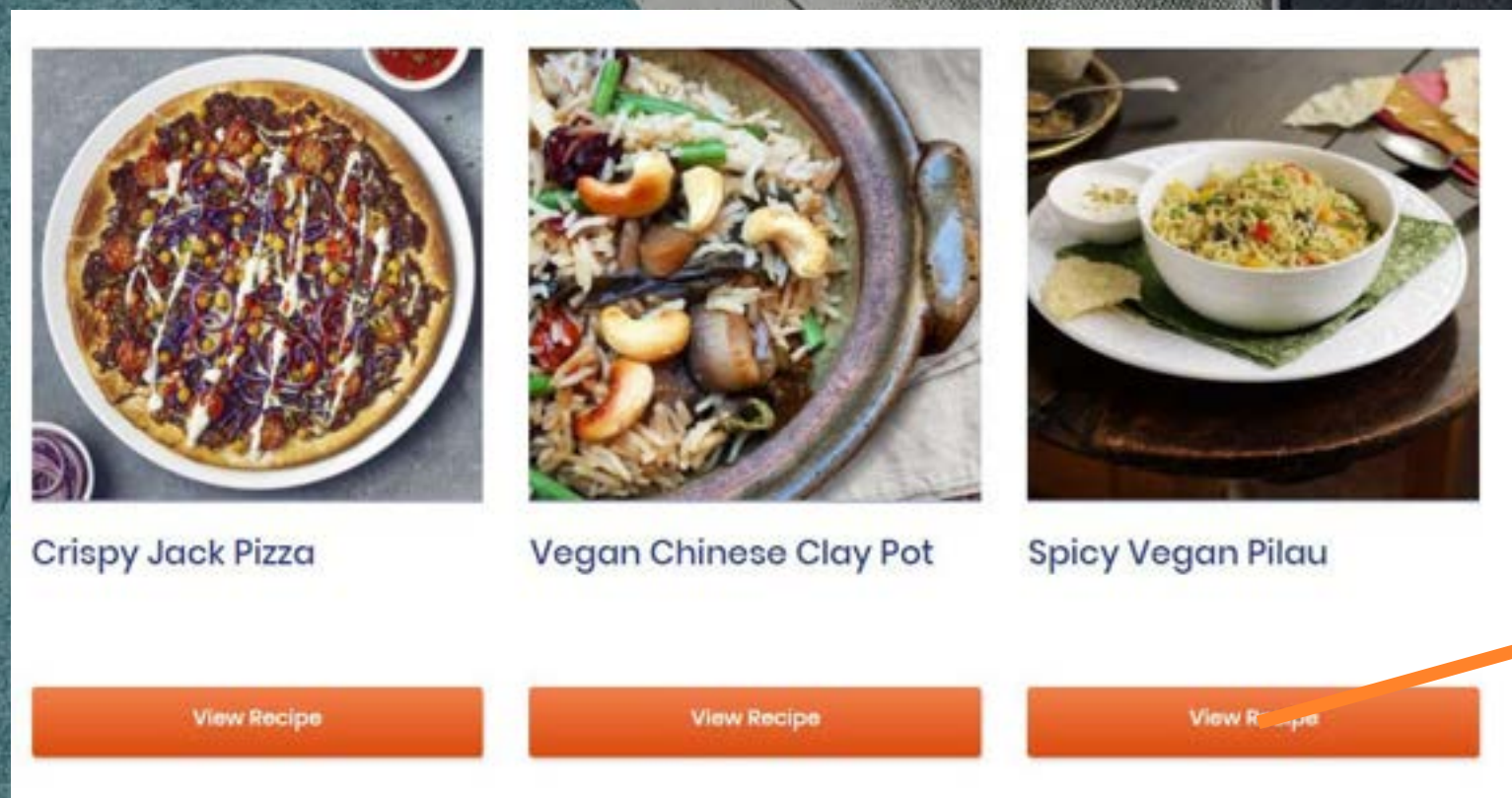
ONLINE OPPORTUNITIES

Both Website & App

RECIPE PAGE

Simply provide us with an image, list of ingredients that we stock at kff and directions on how to create the recipe and we'll do the rest. We have also created an easy add to basket option when customers are signed in which will help boost sales of products featured in the ingredients section.

ADD TO BASKET FUNCTION STRAIGHT FROM INGREDIENTS LIST..



Crispy Jack Pizza

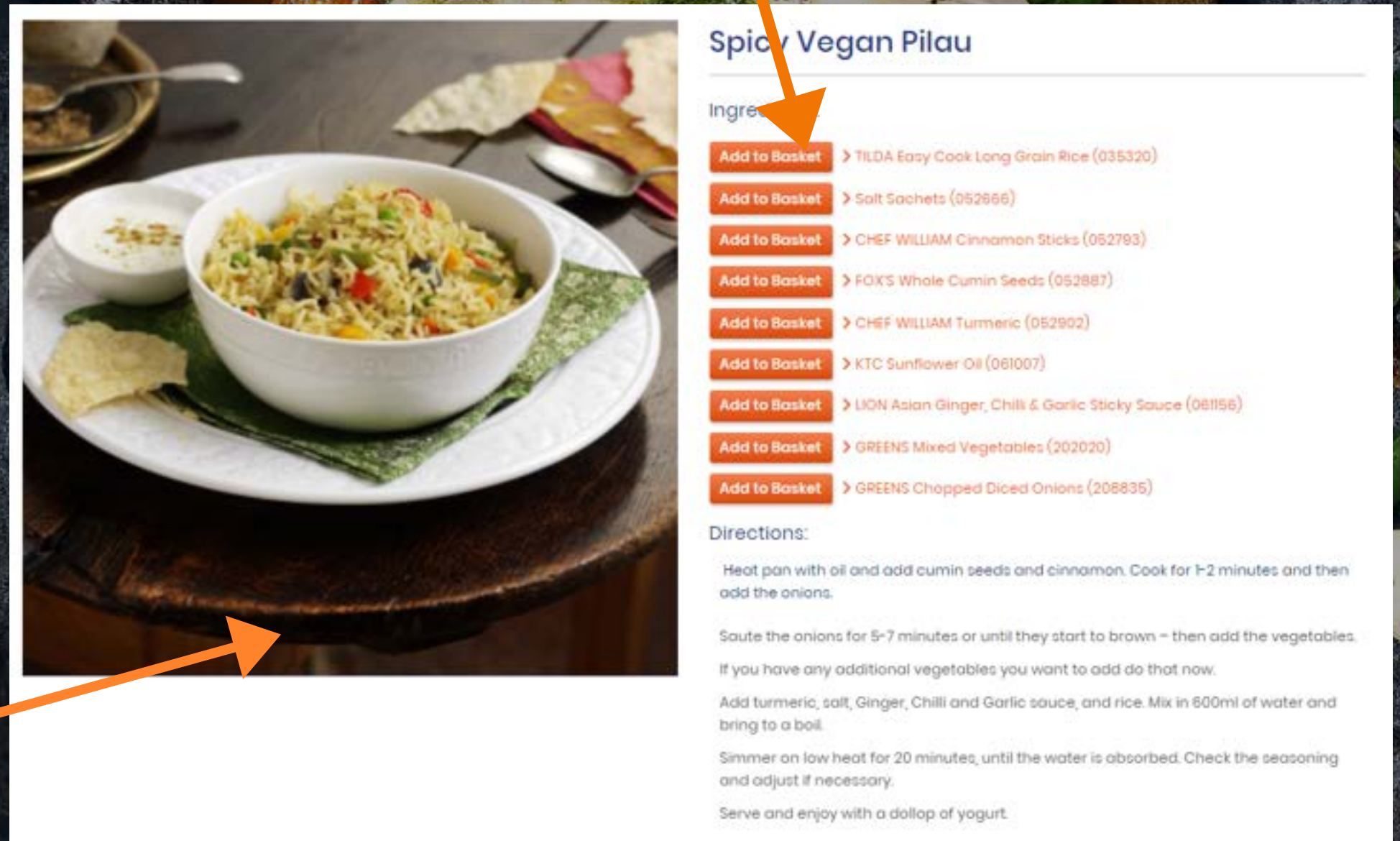
Vegan Chinese Clay Pot

Spicy Vegan Pilau

View Recipe

View Recipe

View Recipe



Spicy Vegan Pilau

Ingredients:

- Add to Basket > TILDA Easy Cook Long Grain Rice (035320)
- Add to Basket > Salt Sachets (052866)
- Add to Basket > CHEF WILLIAM Cinnamon Sticks (052793)
- Add to Basket > FOX'S Whole Cumin Seeds (052887)
- Add to Basket > CHEF WILLIAM Turmeric (052902)
- Add to Basket > KTC Sunflower Oil (061007)
- Add to Basket > LION Asian Ginger, Chilli & Garlic Sticky Sauce (081156)
- Add to Basket > GREENS Mixed Vegetables (202020)
- Add to Basket > GREENS Chopped Diced Onions (208835)

Directions:

Heat pan with oil and add cumin seeds and cinnamon. Cook for 1-2 minutes and then add the onions.

Saute the onions for 5-7 minutes or until they start to brown - then add the vegetables. If you have any additional vegetables you want to add do that now.

Add turmeric, salt, Ginger, Chilli and Garlic sauce, and rice. Mix in 600ml of water and bring to a boil.

Simmer on low heat for 20 minutes, until the water is absorbed. Check the seasoning and adjust if necessary.

Serve and enjoy with a dollop of yogurt.

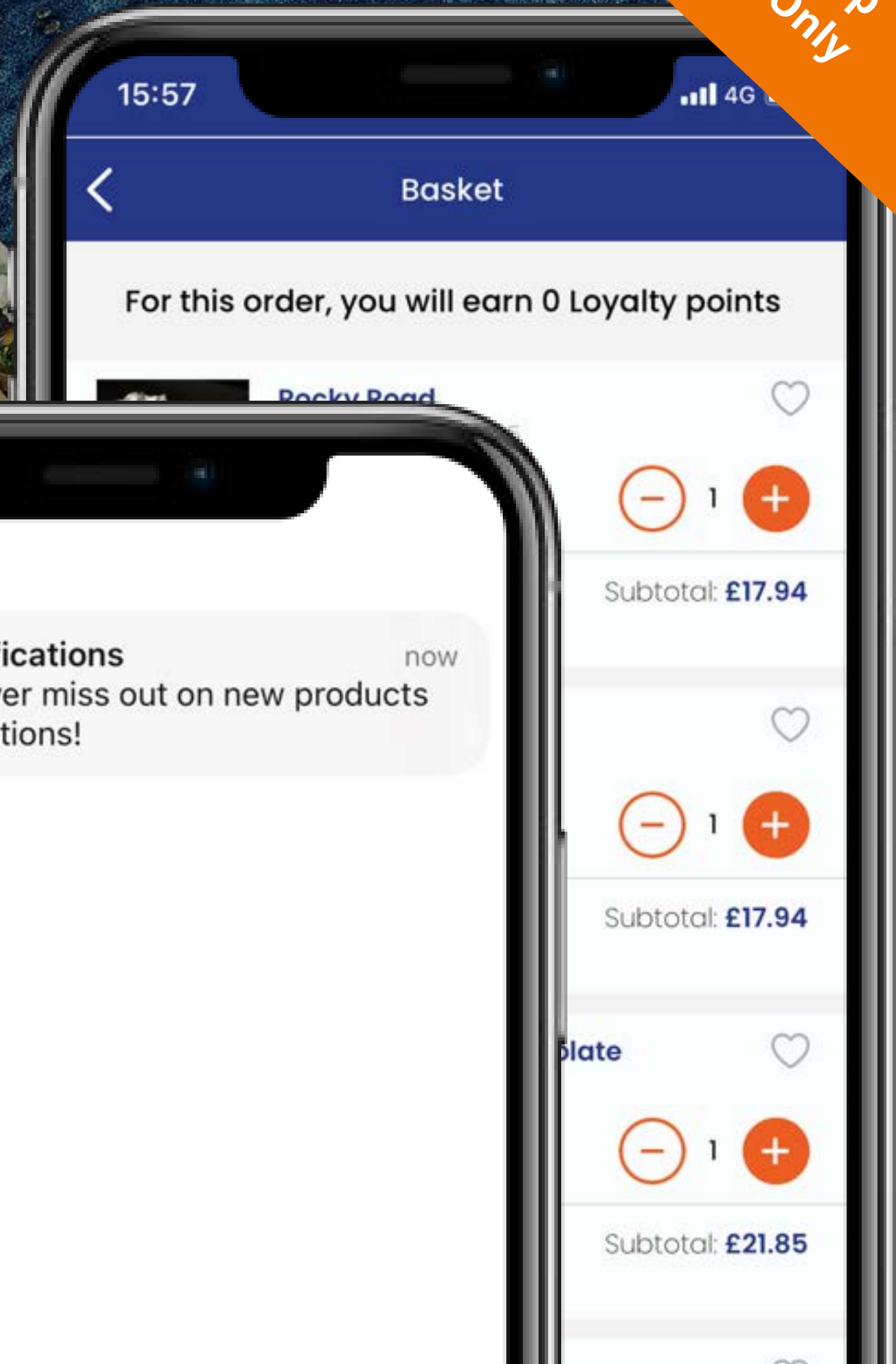
ONLINE OPPORTUNITIES

PUSH NOTIFICATIONS

Due to the launch of the kff app we are now able to send push notifications to customers to prompt product and promotion awareness.

Push notification are a great way of contacting customers and delivering your message as they have a favorable view rate.

App Only



ONLINE OPPORTUNITIES

EMAIL CAMPAIGNS

We have excellent click through and engagement rate with our email campaigns

We currently email over 2500 customers.

As a supplier you can link to purchase or shout about new products increasing sales and brand awareness.

TOTAL REACH
IN A YEAR

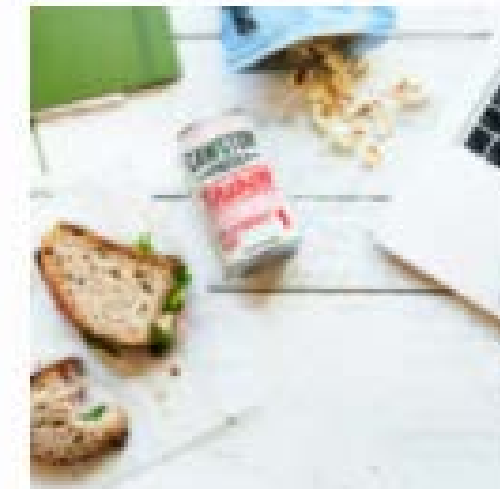
2,500

PERFECT FOR...
PROMOTIONS
PRODUCT LAUNCHES
BRAND AWARENESS AMONGST OUR CUSTOMER BASE



Meet Cawston Press

They think glass half full, like sunshine on a rainy day. Their delicious drinks are made from real ingredients, just like you'd make at home. Each recipe inspired by the kitchen garden - no added sugar, no sweeteners, no concentrates, no shortcuts. Doing things properly, always made from pressed fruit & no jiggery pokery.



Their 330ml cans offer the perfect refreshment on their own, or even as a mixer for your favourite tipple. Whilst their fruit water cartons are loved by kids, parents, and school approved!

Get 20% off the full Cawston Press range now!



SOCIAL MEDIA



SEE RATE
CARD FOR
FREQUENCY

WHY SHOULD YOU GET INVOLVED?

- ✓ **Increase Brand Awareness**
Being part of the communication on our social media platform will allow you to increase brand and product recognition amongst our customers.
- ✓ **Improve statistics**
Retweets, followers and engagement can all be increased with planned collaborative campaigns.
- ✓ **Something to shout about**
If you have NEW products/ ranges or company news worth highlighting, why not use our social media platform to get it out to a wider audience.
- ✓ **Increase sales**
With our NEW website up and running it's now even easier to link your product to our ordering platform

PHOTOGRAPHY

DON'T HAVE YOUR OWN PHOTOGRAPHY?

We can provide you with a pack image or recipe shot when we take our photography.



ARTWORK & SPECIFICATIONS

PRODUCT GUIDE

Full Page Ad 267mm x 175mm

1/4 Page Ad 135mm x 82mm

1/2 Page Ad 267mm x 82mm

INNOVATIVE GUIDE

Full Page Ad 270mm x 190mm + 3mm bleed

1/2 Page Ad 140mm x 150mm

DIGITAL (all jpeg format)

Main Scrolling Banner - 1270 x 500 pixels (Web)

Main Scrolling Banner
768 x 768 pixels (Mobile)

Section Banner & Brand Page Header - 945 x 250 pixels

Main Scrolling Banner - Sections - Promotion Page
2400x 200 pixels

Promo page advert-
1270 x 500 pixels

RATE CARD

PRINT DISPLAY

Product Guides (Yearly)	Full Page	£2500
	Half Page	£1500
	Quarter Page	£1000
	Image Inclusion	£100
Innovative Food Guide (Bi Monthly)	Full Page	£1000
	Half Page	£500
Vegan Food Guide (Yearly)	Full Page	£2000
	Half Page	£750
Wall Planner (Yearly)		£1000

ONLINE

Homepage Banner (2 Months) <i>Static</i>	£2000
Main Scrolling Banner (2 Months)	£1500
Section Banner (2 Months)	£1000
Related Products (1 Year)	£1000
Promo Page (2 Months) <i>Small</i> £1250 <i>Medium</i> £1750 <i>Large</i> £2000	
Product Ranking (2 Months)	£1000
Brand Page (1 Year)	£1000
Recipe Inclusion (each)	£50
Push Notifications (app only)	£2000
Added to favourites list per line	£1000
Dedicated Social Media Posts (4 posts)	£500
Dedicated Branded Emailers (1 Email)	£1000
Photography	POA

**ALL ONLINE OPPORTUNITIES ARE VISIBLE
ON BOTH OUR WEBSITE & APP**

DISCOUNTED PACKAGES

GOLD PACKAGE

Full Page Advert in Product Guide	£2500
Innovative Food Guide Advert	£1000
Dedicated Branded Emailer	£1000
Related Products (batch of 6)	£1000
Section Banner	£1000
Product Ranking (batch of 3)	£1000
Brand Page	£1000
Branded Social Media Posts	£500

Standard Price **£9,000**

Package Price **£7,500**

Saving **£1500**

SILVER PACKAGE

Half Page Advert in Product Guide	£1500
Half Page Innovative Food Guide Advert	£500
Related Products (batch of 6)	£1000
Section Banner	£1000
Product Ranking (batch of 3)	£1000
Brand Page	£1000
Branded Social Media Post	£500

Standard Price **£6,500**

Package Price **£5,500**

Saving **£1000**

BRONZE PACKAGE

Related Products (batch of 6)	£1000
Section Banner	£1000
Scrolling Banner	£1500
Brand Page	£1000

Standard Price **£4,500**

Package Price **£4,000**

Saving **£500**