



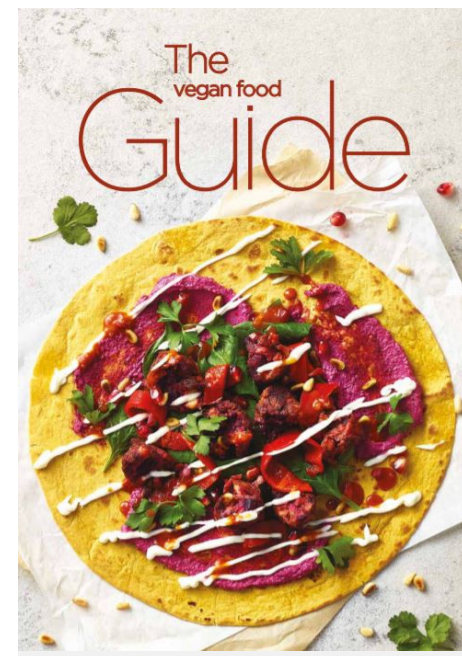
a Sysco company

MEDIA PACK

2021/22

OVERALL REACH

**TOTAL REACH
IN A YEAR
320,000**



OUR AUDIENCE



Contract Caterers



Event Caterers



Healthcare



Hotels



Leisure



Coffee Shops



Bakeries



Garden Centres



Education



Pubs



Restaurants



Retailers



Wholesalers

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.

THE ESSENTIAL FOOD GUIDE

Available...

Full Page Advert
Half Page Advert
Quarter Page Advert
Image Inclusion

AMBIENT



CHILLED



FROZEN



The essential food Guide

Welcome to
The Guide
from kff

kff
a Syco company

2020 | Product Guide

Features

- 4 Best of British
- 8 Purple Pineapple
- 10 'More than a filling'
- 14 Veganism explained
- 16 Online ordering made easy
- 16 Allergen and nutritional information

New Food

- 18 We've got it covered
- 20 Innovation: the key to success

Chilled

- 24 Dips & salads
- 24 Salads
- 24 Olives & speciality vegetables
- 26 Savoury fillings
- 28 Cheese
- 32 Dairy
- 34 Fresh meats
- 34 Cooked meats
- 35 Charcuterie
- 35 Fresh seafood
- 36 Smoked meats & fish
- 36 Cold cutting pies
- 36 Pasta
- 36 Pastry
- 36 Pâté
- 36 Soups
- 37 Chips
- 37 Fruit
- 37 Fruit juice
- 37 Vegetables

Frozen

- 40 Fruit
- 40 Fruit drinks
- 41 Vegetables & herbs
- 43 Potato products
- 44 Cheese & vegetable
- 47 Fish & seafood
- 48 Meat & poultry
- 49 Asian
- 50 Savoury canapés
- 51 Pastries & quiche
- 52 Sweet canapés

Starches & Batters

- 54 Fish & seafood
- 58 Poultry
- 60 Meat
- 62 Vegetarian main courses & accompaniments
- 64 Main courses
- 65 Savoury goods
- 66 Bread
- 72 Viennoiserie
- 74 Cookies & muffins
- 75 Cakes
- 75 Doughnuts
- 80 Desserts
- 84 Ice cream & sorbets
- 87 Impulse ice creams

Ambient

- 90 Herbs, spices & seasonings
- 92 Oils & vinegars
- 93 Stocks & bouillons
- 94 Cooking sauces
- 95 International cuisine ingredients
- 96 Rice, pasta & pulses
- 97 Sauces & condiments
- 101 Delicatessen
- 102 Tins & jars
- 103 Bakery
- 105 Dessert ingredients
- 108 Cakes & biscuits
- 109 Snacks & confectionery
- 113 Breakfast cereals
- 114 Preserves
- 116 Cold beverages
- 120 Hot beverages

Non-food

- 124 & 125 Washroom
- 124 & 125 Hand dishwash
- 124 & 125 Cleaning & food hygiene
- 124 & 125 Housekeeping
- 125 Laundry
- 125 & 126 Spray bottles & pumps
- 126 & 127 Janitorial
- 126 Mops, buckets & signs
- 126 & 127 Food preparation & storage
- 127 Disposables
- 127 Paper hygiene
- 127 Table service & display

TOTAL REACH
IN A YEAR

15,000

THE INNOVATIVE FOOD GUIDE

Available...

Full Page Advert
Half Page Advert
Social Media



Welcome to the
innovative food guide

4 BACK TO BUSINESS
Although our business has been affected during the pandemic, we have used the time to think about what we have everything you need when you return to work. But if you are not ready to return to work, we can help you to return to work.

6 NEW VEGWARE
Introducing our NEW range of plant-based, completely new products. We have a range of Vegware, perfect for any celebration, offering a delicious and healthy option.

8 NEW FRESH MEAT LAUNCH
We are happy to put our best foot forward, having introduced our new range of meat products. We have a range of meat products, perfect for any celebration, offering a delicious and healthy option.

9 FRESH FRUIT & VEGETABLES LAUNCH
Did you know we now offer a wide range of fresh fruit & vegetables that can be delivered straight to your door?

10 EASTER EGGSTRAVAGANZA
Our show-stopping Easter eggs are chocolate, with a range of fillings to suit all tastes. To celebrate Easter, we have a range of Easter eggs, perfect for any celebration, offering a delicious and healthy option.

13 FISH & SEAFOOD LAUNCH
We are happy to put our best foot forward, having introduced our new range of fish & seafood products. We have a range of fish & seafood products, perfect for any celebration, offering a delicious and healthy option.

14 NEW TO SPRING 2021
If you are looking for a new range of products, or simply looking to support your business, we have a range of products, perfect for any celebration, offering a delicious and healthy option.

18 IRRESISTIBLE ICE CREAM
With the summer months fast approaching, we have everything you need to keep your customers happy. Our new range of ice cream, perfect for any celebration, offering a delicious and healthy option.

20 PROMOTIONS
All of the latest offers, perfect for any celebration, offering a delicious and healthy option.

In these uncertain times help and support from your wholesaler is vital.
Whether you are already up and running or thinking of reopening, we can help! Due to our personable approach and flexibility we have been able to already help many customers during this period and have the systems in place that enable to give our customers the support they need during Covid-19.

P16 Vegware
P8 Fresh Meat Launch
P13 Fish & Seafood Launch
P18 Irresistible Ice Cream
P14 New to Spring 2021

kff
a Syco company

March & April
IDEAS - NEW PRODUCTS - SPECIAL OFFERS
www.kff.co.uk

TOTAL REACH
IN A YEAR
30,000

THE VEGAN FOOD GUIDE



Available...

Full Page Advert
Half Page Advert

**TOTAL REACH
IN A YEAR
5,000**

WALL PLANNER



LOGO PLACEMENT

kff

a Sysco company

Order Hot Line: 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						
NOV							1 <small>(Bank Holiday)</small>	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 <small>(Boxing Day)</small>	22	23	24	25 <small>(Christmas Eve)</small>	26 <small>(Christmas Day)</small>	27	28	29	30	31					
JAN					1 <small>(New Year's Day)</small>	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	29	30						
MAR	1 <small>(Monday Carnival)</small>	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 <small>(Good Friday)</small>	2 <small>(Easter Monday)</small>	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 <small>(Father's Day)</small>	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		
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 <small>(Day After Thanksgiving)</small>	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					

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

WEBSITE OPPORTUNITIES

Available...

Related Products
Section Banner
Main Scrolling Banner
Product Ranking
Brand Page
Recipe Inclusion

**LIMITED
SPACE
AVAILABLE**

**DRAMATIC
INCREASE IN WEB
SALES YOY**

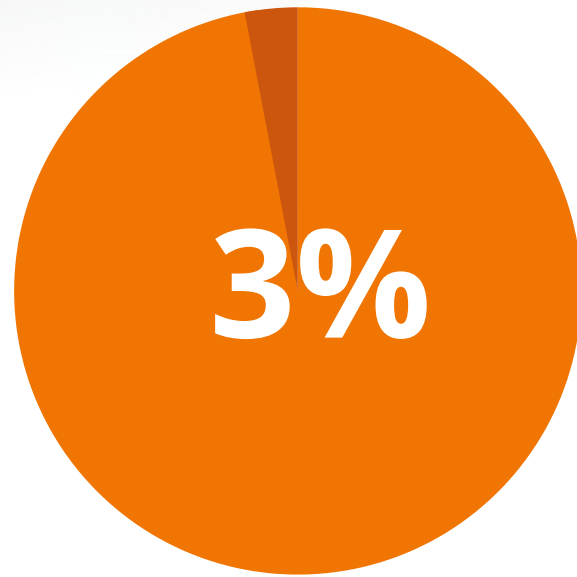


**IDEAL
OPPORTUNITY
TO PROMOTE
YOUR BRAND**

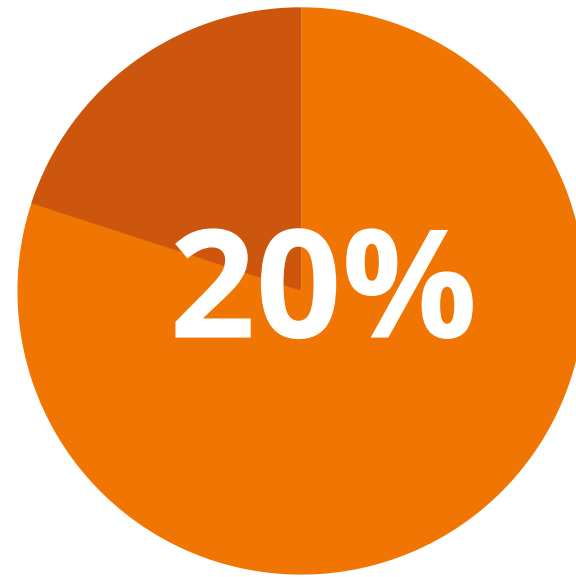


WEBSITE STATS

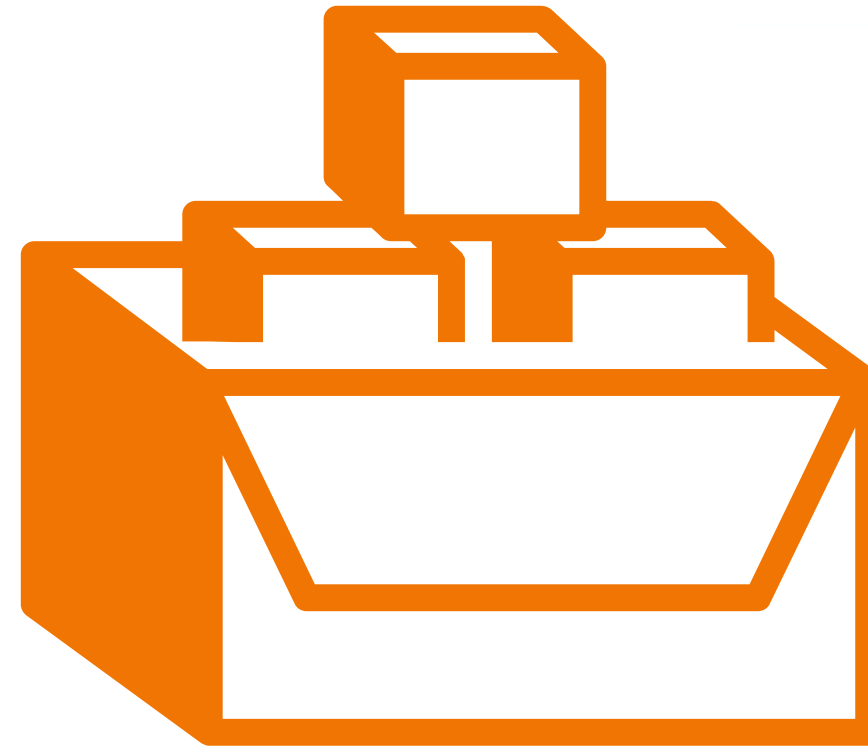
2018



2021



WEB SALES OF TOTAL BUSINESS



Page views



1,566,433

per year

68,000

**PRODUCTS
SOLD ONLINE
EVERY MONTH**

80,000

**USERS
PER YEAR**

WEBSITE OPPORTUNITIES

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:	332143
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-53038

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

ALMONDY Gluten
Free Tiramisu Cake

ALMONDY Gluten
Free Peanut &
Caramel Cake

HANDMADE CAKE
COMPANY Vegan &
Gluten Free
Blackcurrant
Crumble

WEBSITE OPPORTUNITIES

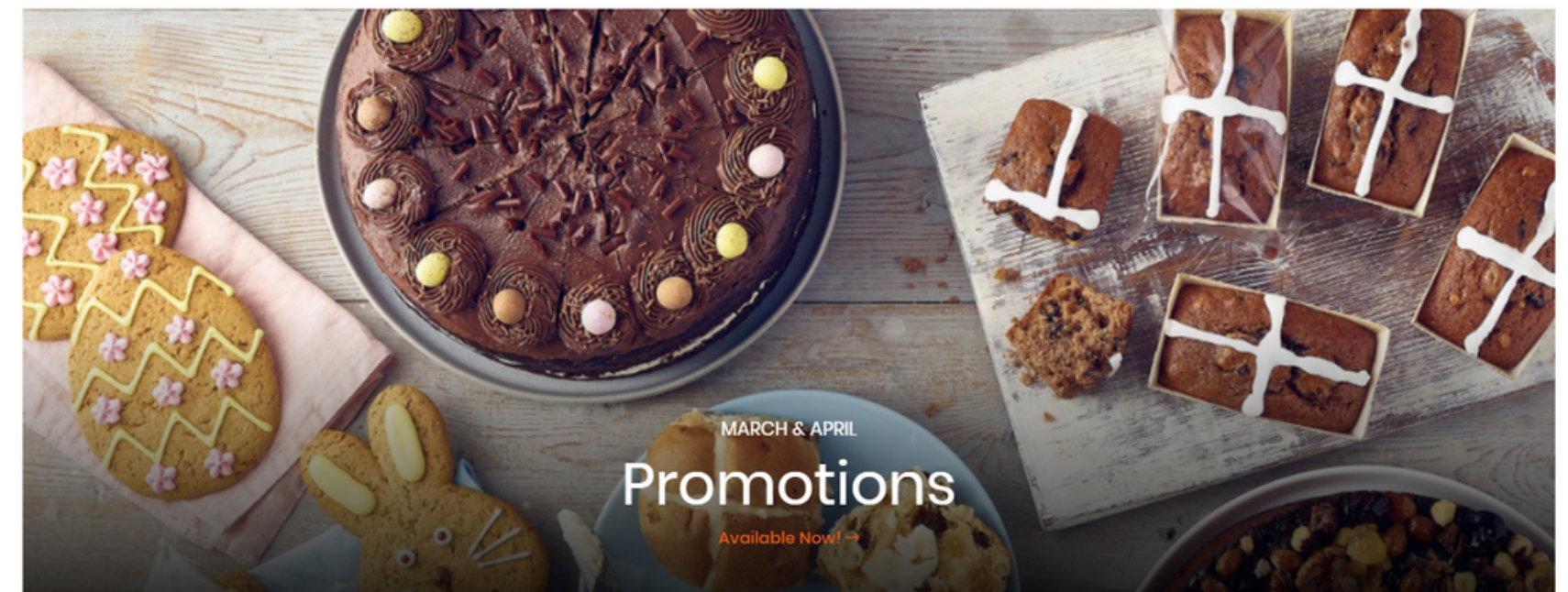
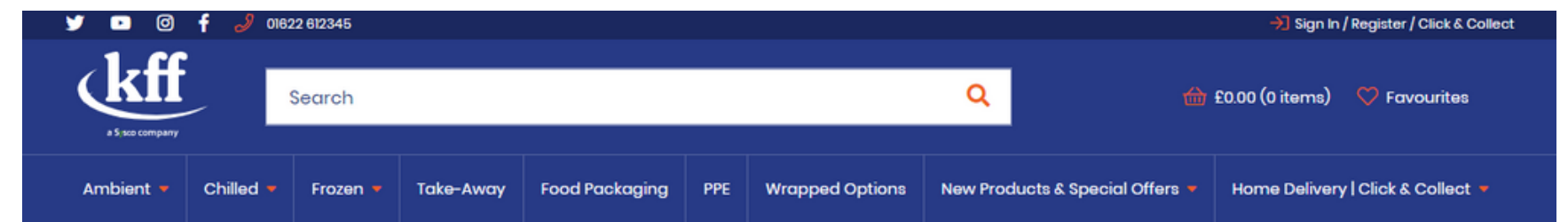
SECTION BANNER

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.



MAIN SCROLLING BANNER

You can also advertise your brand/ product on our homepage! This is the most prominent position held within the website.



Your local wholesaler

Our business hasn't changed! Although like everyone we have had to adapt we're still open for orders and if you're thinking about reopening, we can help!

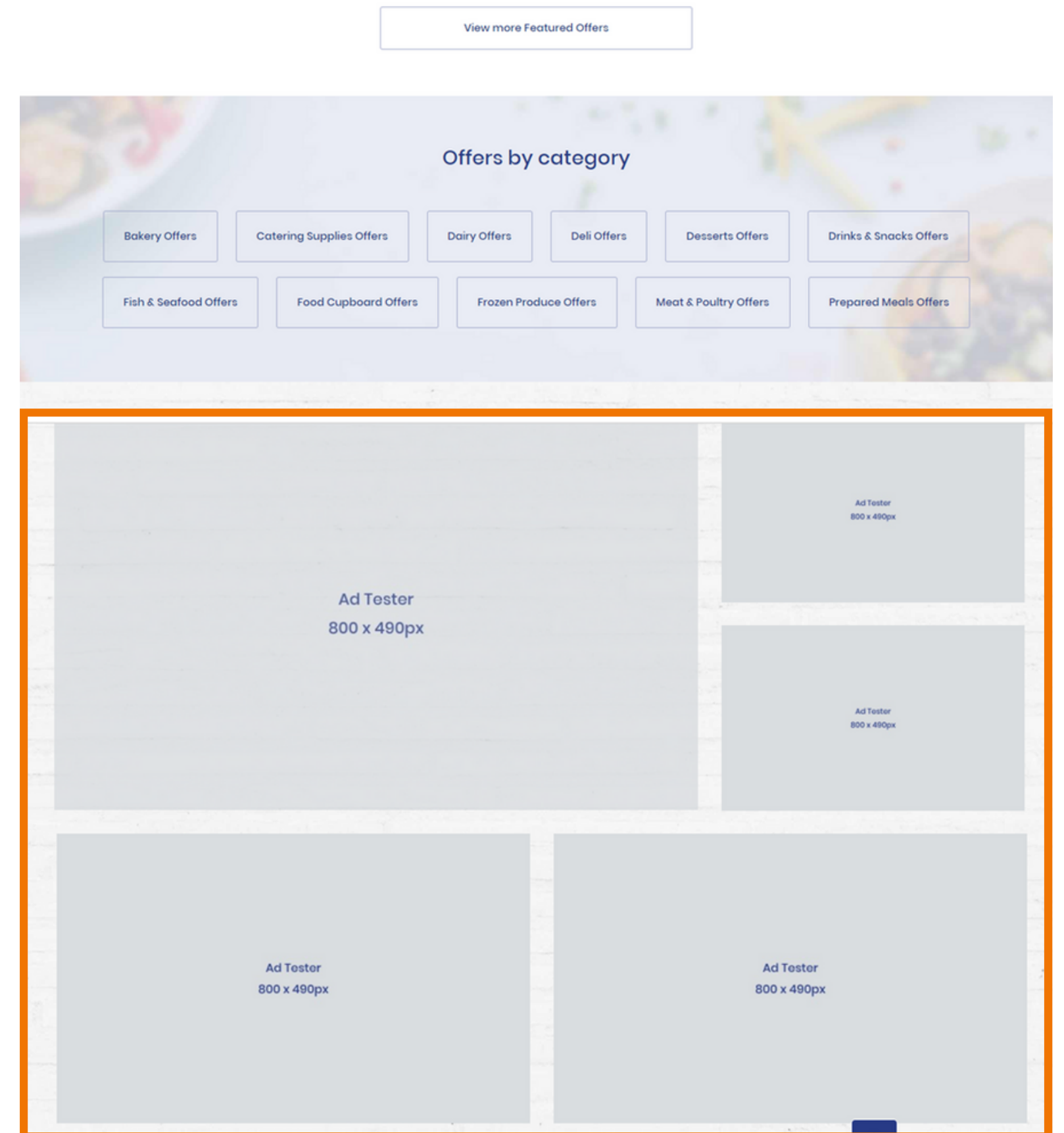
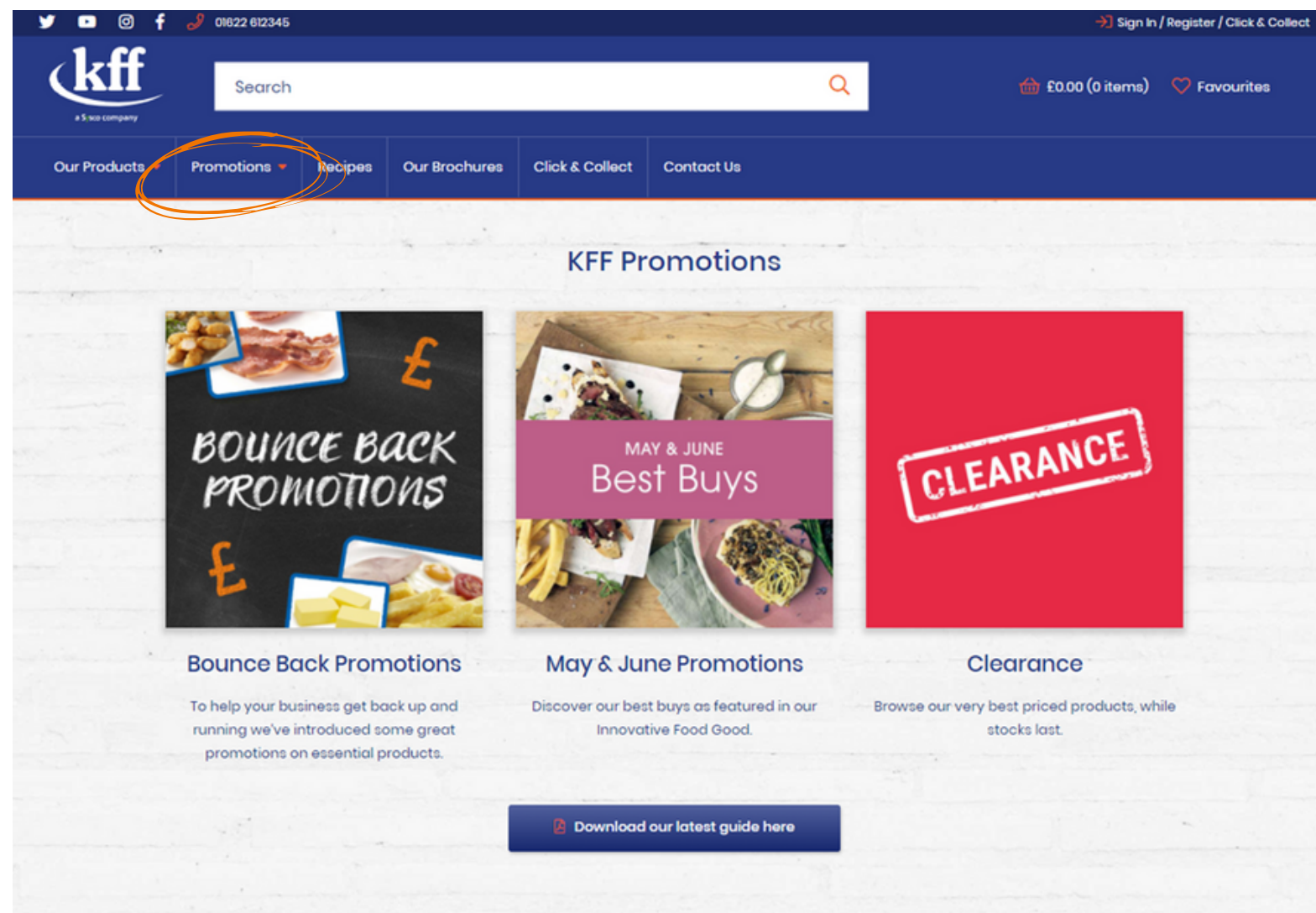
[Find out more →](#)

WEBSITE 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

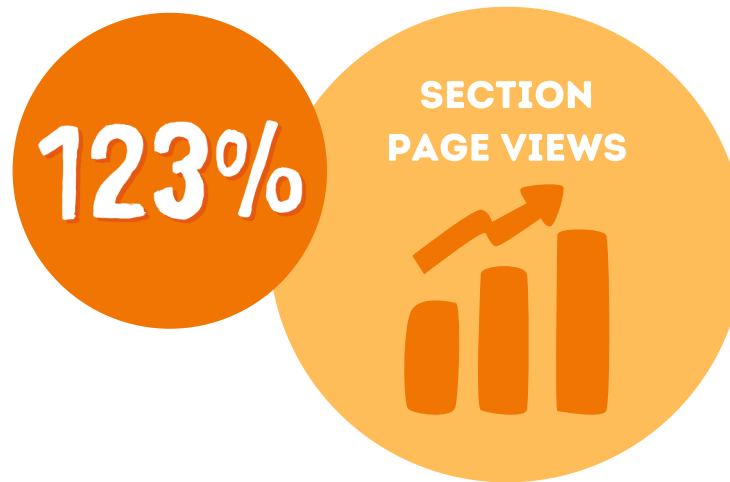


WEBSITE OPPORTUNITIES

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 5,000 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 5000 INDIVIDUAL CUSTOMERS PER YEAR!

The screenshot shows the 'Cold Beverages' section of the Dalstons website. At the top is a banner with the text 'REAL FRUIT, NOTHING WEIRD' and an image of a hand holding a can of Dalstons Cherryade. Below the banner is a navigation bar with 'Sort By' and 'View' options. The main content area displays three product cards: Dalstons Real Lemonade, Dalstons Real Orangeade, and Dalstons Cherryade. Each card includes a product image, the product name, and the product code and pack size.

Product	Product code	Pack size
DALSTONS Real Lemonade	055156	24x330ml
DALSTONS Real Orangeade	055157	24x330ml
DALSTONS Cherryade	055158	24x330ml

WEBSITE OPPORTUNITIES

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 AL'S
SIMPLIFY YOUR MENU TO
Simplify
YOUR PROCESSES
Check out our Promotions
WITH YOU
All the Way

Sort by

View   

Showing 1- 7 of 7 1




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](#)

WEBSITE OPPORTUNITIES

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

[View Recipe](#)



Vegan Chinese Clay Pot

[View Recipe](#)



Spicy Vegan Pilau

[View Recipe](#)



Spicy Vegan Pilau

Ingredients:

- > TILDA Brown & White Rice (035321)
- > PREP Premium Sunflower Oil (061005)
- > FOX'S Whole Cumin Seeds (052887)
- > CHEF WILLIAM Cinnamon Sticks (052793)
- > GREENS Chopped Diced Onions (208835)
- > LION Asian Ginger, Chilli & Garlic Sticky Sauce (061156)
- > GREENS Mixed Vegetables (202020)
- > Salt Sachets (052666)
- > CHEF WILLIAM Turmeric (052902)

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 vegetable 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 the boil.

Simmer on a 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.

Share this recipe [f](#) [t](#) [i](#)

EMAIL CAMPAIGNS

We have excellent click through and engagement rates with our emailers.

We currently email over 2000 customers. As a supplier you can link to purchase or shout about new products increasing sales and brand awareness.

TOTAL REACH
IN A YEAR

2,000

SUPPLIER FOCUS



When it comes to crisps, Pipers' award-winning, premium range is the benchmark for quality. With the addition of new **Atlas Mountains Wild Thyme & Rosemary** last year, their range is now bigger than ever, !

Win a Pipers Deckchair with Promotional Packs

As well as being passionate about crisps, Pipers also have a love for cricket, especially village cricket. As part of their proud sponsorship of the National Village Cup, they are giving you the chance to win one of 100 highly sought-after Pipers deckchairs – the ideal village cricket spectator's prize!

Simply purchase promotional packs of Pipers for your chance to win!



[Click for your chance to win a Pipers deckchair today!](#)

Meet Pipers!

The Pipers Crisps brand keeps going from strength to strength. In the last year they've launched a new flavour, won numerous awards and introduced an exciting on-pack promotion to help drive sales.

[Click here to read on...](#)



PROMOTIONS



NEW Award-Winning, Healthy Kids Options!

[Pip's NEW Fruity Waters](#) provide you with a hassle-free way to increase margins & achieve a distinct point of difference by satisfying the soaring number of health-conscious parents and their children!

Pip's Fruity Waters are:

- 100% organic fruit & spring water
- 1 of your 5 a day and richly hydrating
- No added sugar, sweeteners, additives, preservatives or concentrates
- **School compliant**
- Ambient & shelf-stable
- Ideal for retail, education, foodservice, travel & leisure sites

[Click here to get up to 45%* off Pip's Fruity Waters](#)

*45% discount based on kff list price vs September/October 2017 promotional price.

PERKIER
by nature!

DELICIOUS QUINOA BARS!

- Packed with superfoods
- Suitable for vegetarians & vegans
- Gluten, wheat & dairy free



PERKIER Quinoa Bars!

PERKIER is a young British company who make delicious and super healthy snack bars. Their name is a mash-up of their founders' surnames, Perkins and Turner...and that's how they want their consumers to feel, a little perkier every day!

[Get up to 47% off Perkier quinoa bars today!*](#)

Meet the range

Perkier Bars are available in 5 delicious varieties:

Goji & Cranberry, for a fruity hit & a nut free recipe



Go loco for coconuts with Coconut & Chia

Cacao & Cashew, for a healthy chocolate hit



A nutty one, Cashew, Chia & Pumpkin Seed

BRAND
AWARENESS

SOCIAL MEDIA PARTNERSHIP



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.



CONTACT US

We're happy to help....

JAMES MILLS

Marketing Manager

james.mills@kff.co.uk

RACHEL MEW

Marketing Co-ordinator

rachel.mew@kff.co.uk



RATE CARD 21/22

PRINT DISPLAY

Product Guides (Yearly)	Full Page	£750
	Half Page	£400
	Quarter Page	£250
	Image Inclusion	£100

Innovative Food Guide (Bi Monthly)	Full Page	£500
	Half Page	£350

Vegan Food Guide (Yearly)	Full Page	£500
	Half Page	£250

Wall Planner (Yearly)	£500
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Related Products (1 Year)	£400
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Main Scrolling Banner (2 Months)	£400
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Section Banner (2 Months)	£400
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Promo Page (2 Months)	Small £1500 Medium £1750 Large £2000
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Product Ranking (2 Months)	£400
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Brand Page (1 Year)	£400
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Recipe Inclusion (each)	£50
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Dedicated Social Media Posts (2 posts)	£150
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Dedicated Branded Emailers (1 Email)	£400
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Photography	POA
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WEBSITE



DISCOUNTED PACKAGES

GOLD PACKAGE



Full Page Advert in Product Guide	£750
Innovative Food Guide Advert	£500
Dedicated Branded Emailer	£400
Related Products (batch of 6)	£400
Section Banner	£400
Product Ranking (batch of 3)	£400
Brand Page	£400
Dedicated Branded Social Media Posts	£150
Standard Price	£3,400
Package Price	£3,000
Saving	£400

SILVER PACKAGE



Half Page Advert in Product Guide	£400
Half Page Innovative Food Guide Advert	£350
Related Products (batch of 6)	£400
Section Banner	£400
Product Ranking (batch of 3)	£400
Brand Page	£400
Dedicated Branded Social Media Post	£150
Standard Price	£2,500
Package Price	£2,250
Saving	£250

BRONZE PACKAGE



Related Products (batch of 6)	£400
Section Banner	£400
Main Scrolling Banner	£400
Brand Page	£400
Standard Price	£1,600
Package Price	£1,400
Saving	£200

ARTWORK & SPECIFICATIONS

PRODUCT GUIDE

1/2 Page Ad 267mm x 82mm

Full Page Ad 267mm x 175mm

1/4 Page Ad 135mm x 82mm

INNOVATION GUIDE

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

1/2 Page Ad 140mm x 150mm

DIGITAL (all jpeg format)

Section Banner & Brand Page Header - 945 x 250 pixels

Main Scrolling Banner - 1270 x 500 pixels (Web)

Main Scrolling Banner
768 x 768 pixels (Mobile)

Promo page advert- 1270 x 500 pixels (Web)