



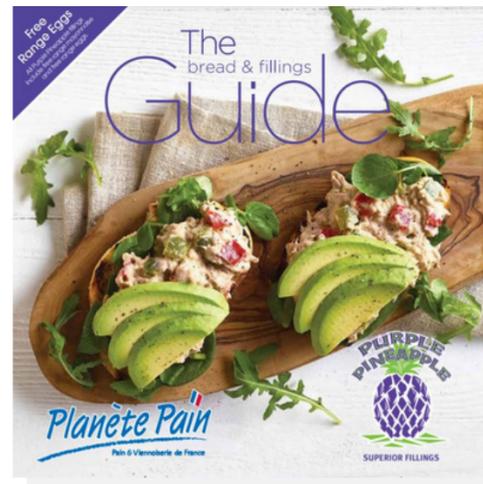
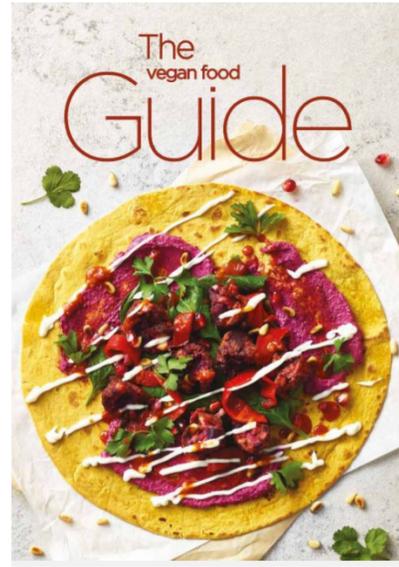
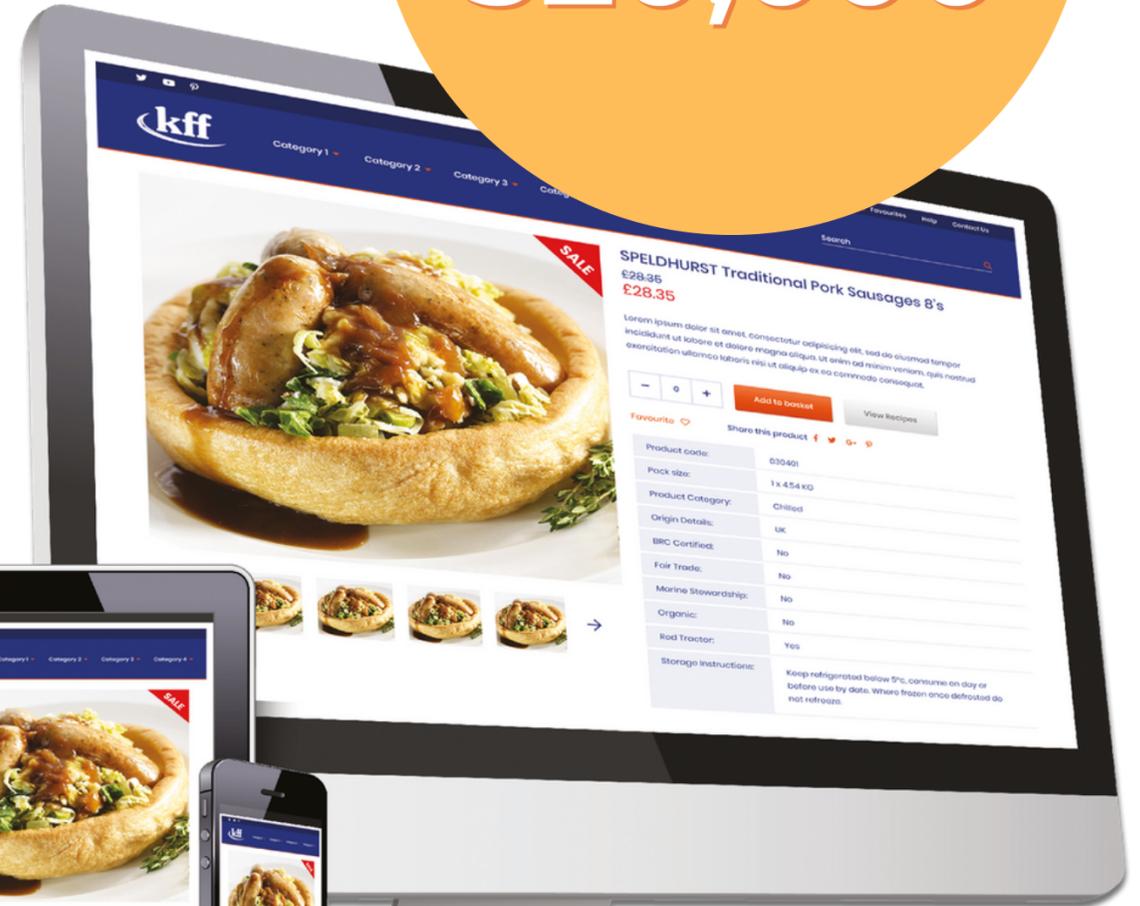
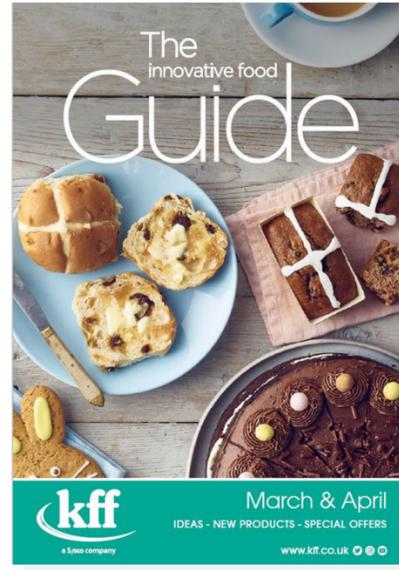
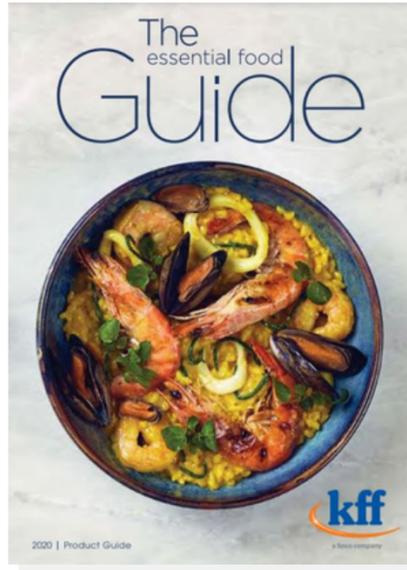
a Sysco company

MEDIA PACK

2021/22

OVERALL REACH

TOTAL REACH
IN A YEAR
320,000



OUR AUDIENCE



Contract Caterers



Event Caterers



Healthcare



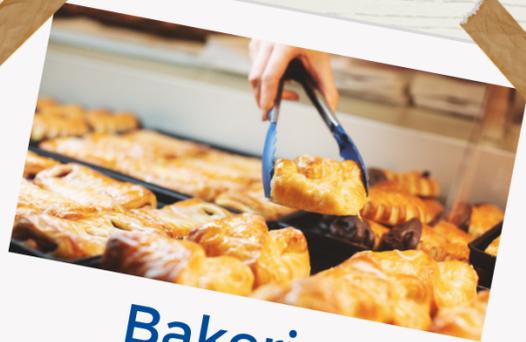
Hotels



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



Welcome to
The Guide
from kff

Features	Frozen	Ambient
4 Best of British	40 Fruit	90 Herbs, spices & seasonings
8 Purple Pineapple	40 Fruit drinks	92 Oils & vinegars
10 'More than a filling'	41 Vegetables & herbs	93 Stocks & bouillons
14 Veganism explained	43 Potato products	94 Cooking sauces
16 Online ordering made easy		95 International cuisine ingredients
16 Allergen and nutritional information		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**

- AMBIENT
- CHILLED
- FROZEN

THE INNOVATIVE FOOD GUIDE

Available...

Full Page Advert
Half Page Advert
Social Media

The innovative food Guide
March & April
kff a 5pco company
IDEAS - NEW PRODUCTS - SPECIAL OFFERS
www.kff.co.uk

Welcome to the innovative food guide

4 BACK TO BUSINESS
Although our business offers in the hospitality sector have been affected during the pandemic, we have used the time to think and we have everything you need when you return to work. And of course we can help your business in March & April.

6 NEW VEGWARE
Introducing our NEW range of plant-based, compostable food products to help Vegware, perfect for any establishment offering a takeaway or delivery service.

8 NEW FRESH MEAT LAUNCH
As we have always been on quality and our staff have worked hard to ensure we have the best meat for our customers, we have now launched our new range of fresh meat products. All our meat is sourced from the best suppliers and we have a dedicated team to ensure you get the best quality meat straight to your door.

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 have been specially made to help you celebrate Easter with your customers and help you get started on a successful start to the year!

13 FISH & SEAFOOD LAUNCH
We are happy to get our staff back to work and we have a dedicated team to ensure you get the best quality fish and seafood products.

14 NEW TO SPRING 2021
If you are looking to boost your sales in the spring, or simply looking to add new products to your range, we have a wide range of products to help you get started on a successful start to the year!

18 IRRESISTIBLE ICE CREAM
With the warmer months fast approaching, we have everything you need to keep your customers cool. Our new range of ice cream is made to help you get started on a successful start to the year!

20 PROMOTIONS
All of our latest offers include our full range of offers, seasonal and special products.

4 - Bakery & Baking
6 - Meat & Poultry
8 - Dairy
10 - Confectionery
12 - Non-food

Promotions valid for deliveries between 2nd March and 3rd May 2021.

P6 Vegware
P8 Fresh Meat Launch
P9 Fresh Fruit & Vegetables Launch
P13 Fish & Seafood Launch
P14 New to Spring 2021
P18 Irresistible Ice Cream

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**

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

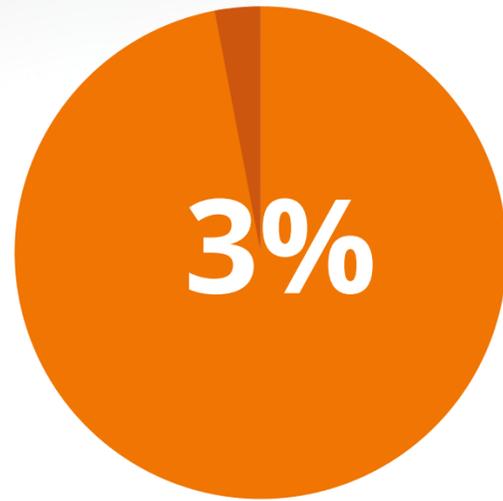


IDEAL
OPPORTUNITY
TO PROMOTE
YOUR BRAND

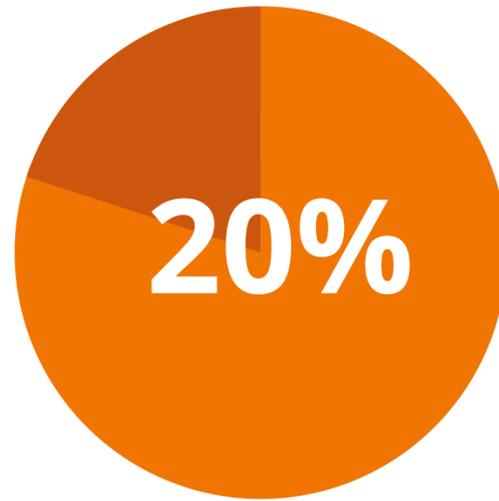


WEBSITE STATS

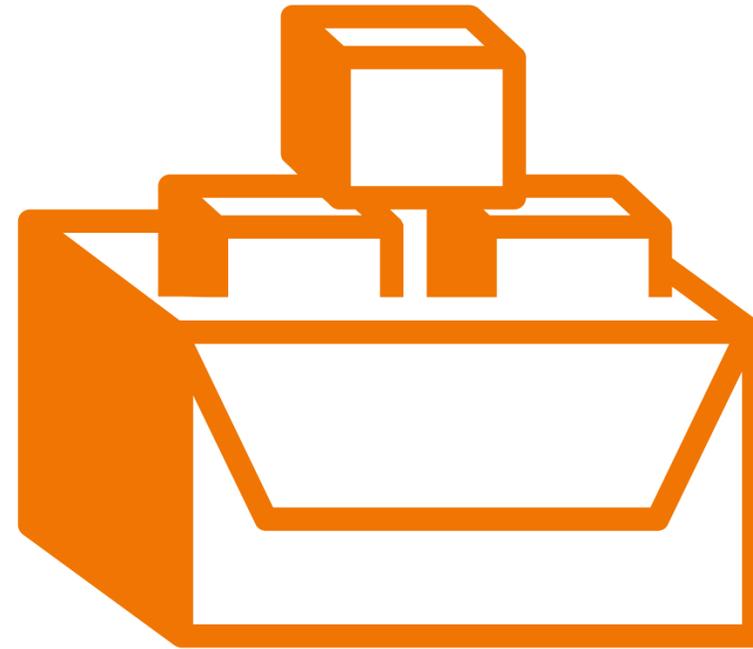
2018



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:	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 3-5 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

ALMONDY Gluten Free Tablerone Cake	ALMONDY Gluten Free Peanut & Caramel Cake	HANDMADE CAKE COMPANY Vegan & Gluten Free Blackcurrant Crumble

WEBSITE OPPORTUNITIES

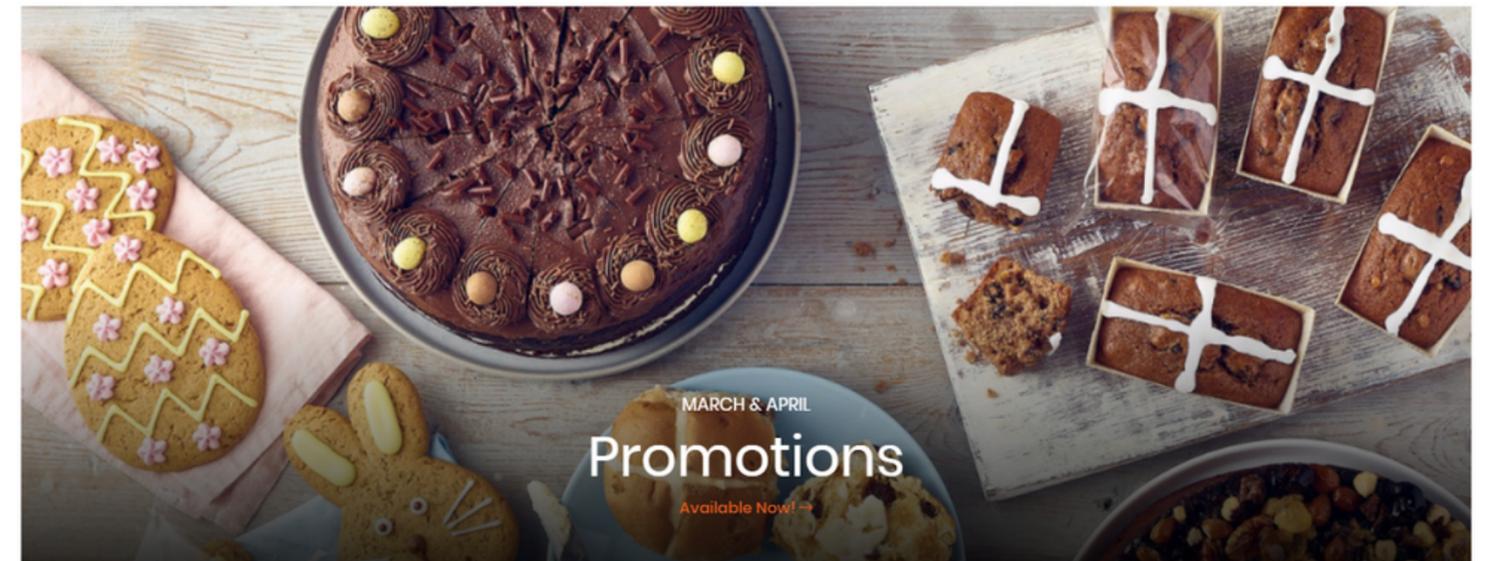
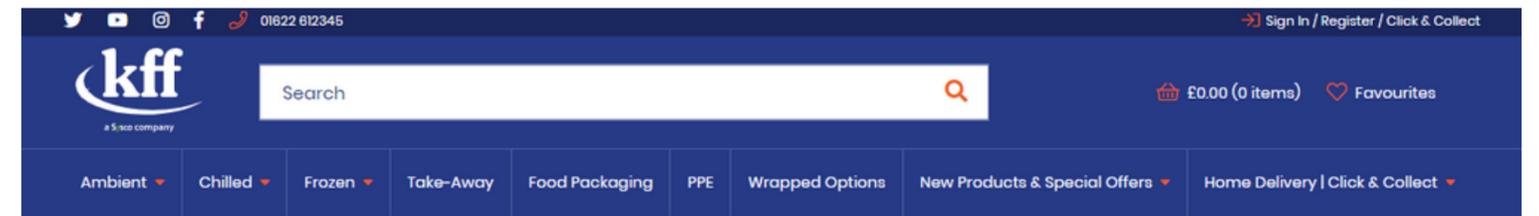
SECTION BANNER

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!

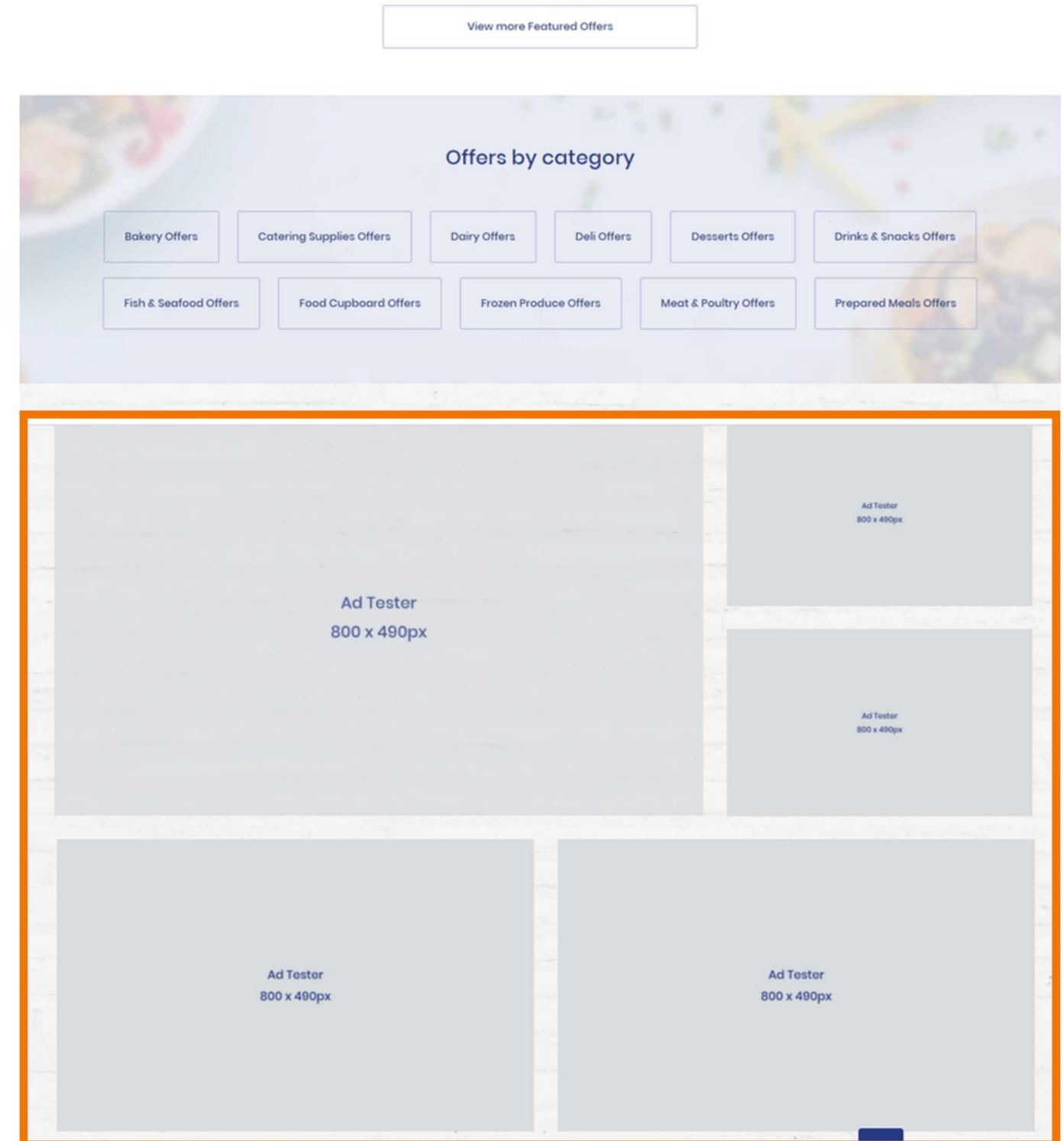
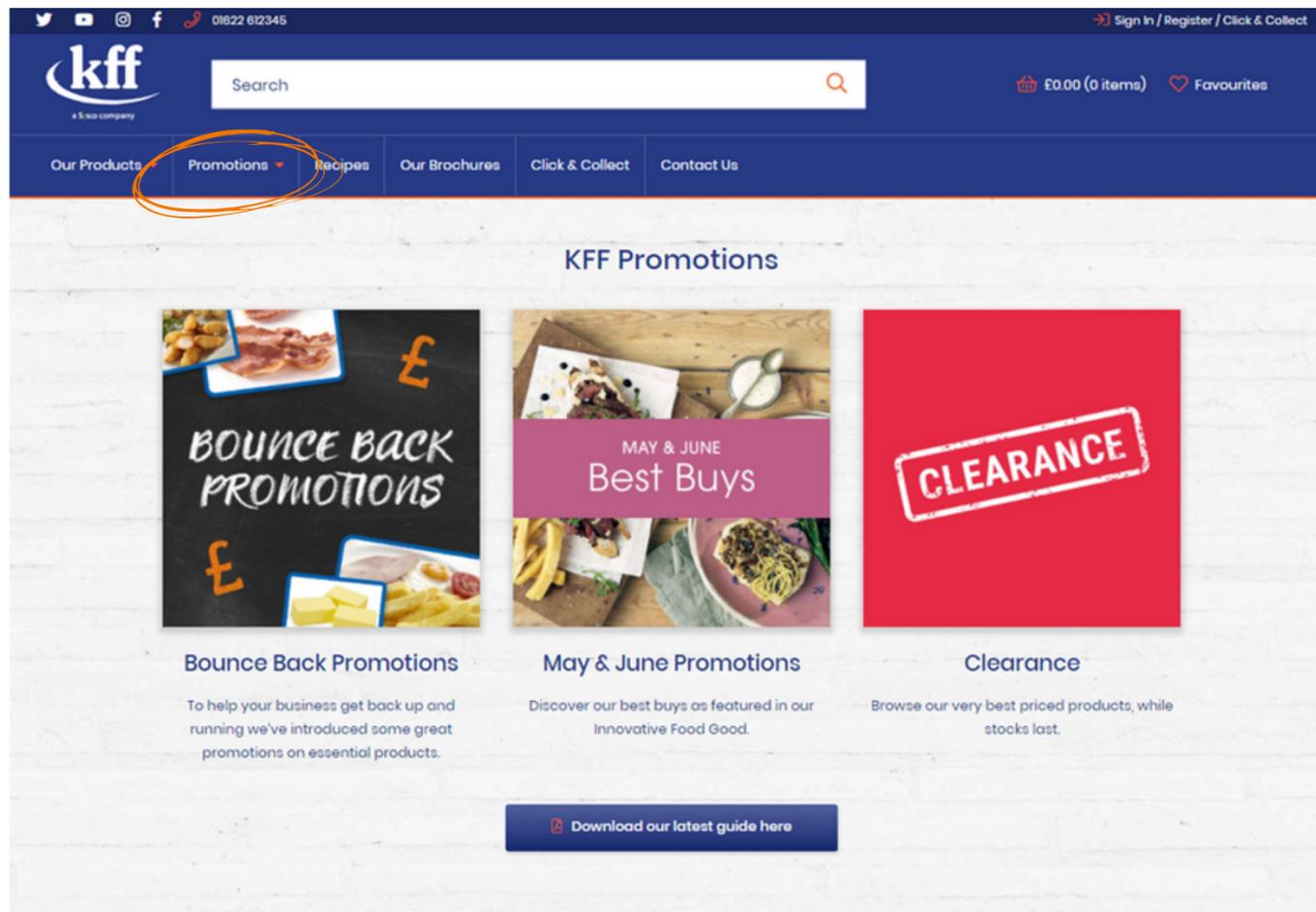
[Find out more →](#)

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

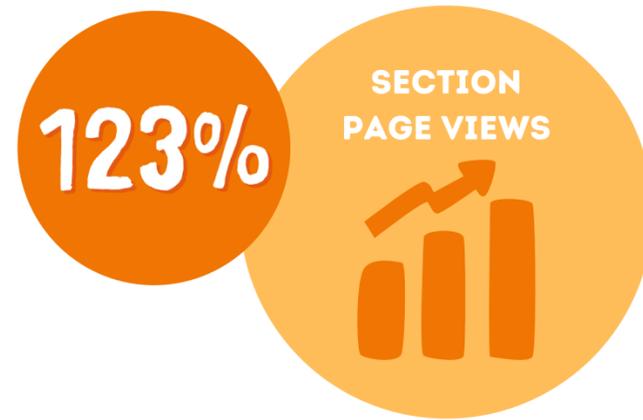


WEBSITE OPPORTUNITIES

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 a product listing for 'Cold Beverages'. At the top is a banner with the text 'REAL FRUIT, NOTHING WEIRD' and an image of a hand holding a pink can of Dalstons Cherryade. Below the banner are navigation options: 'Sort By' (dropdown), 'View' (grid icons), and 'Showing 1-12 of 176'. The products are listed in a grid:

Product Name	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....



The screenshot shows a website interface for Big Al's. At the top is a promotional banner with the Big Al's logo and the text "SIMPLIFY YOUR MENU TO Simplify YOUR PROCESSES Check out our Promotions" and "WITH YOU All the Way". Below the banner are navigation options: "Sort by" (Sort By), "View" (list, grid, and icon views), and "Showing 1- 7 of 7". The main content area displays 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

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](#) [@](#)

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



PIPERS CRISP CO
MADE BY FARMERS

Crisps as they should taste.

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...](#)



Supplier Focus

PROMOTIONS



pip organic

NEW Kids Fruity Waters

Get up to **45% off**

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.

BRAND AWARENESS



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



SOCIAL MEDIA PARTNERSHIP



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.



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

1

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

2

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

3

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)