

The essential  
fish & seafood

# Guide

Now includes  
**FRESH FISH**



**kff**

a Sysco company

# WELCOME TO OUR FISH & SEAFOOD RANGE FROM YOUR LOCAL WHOLESALER – KFF

We're happy to put our trust with M&J seafood who have over 30 years experience. Our trusted partnership allows us to source the freshest fish in a sustainable way. Filleted in the best way (a way that saves you money).

Brought to your kitchen door in the fastest way by your trusted local wholesaler – kff.

## What can you expect from us...

- UK daily catch delivered straight to your door
- Your fish is filleted expertly, consistently to your specifications by local, award-winning fishmongers
- Comprehensive range of quality fresh and frozen seafood
- Expert advice from our buyers, fishmongers and sales staff
- Using suppliers that are leaders in sustainable fishing with the largest range of MSC-accredited products in UK foodservice



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## FRESH FISH

Here's a guide to the advantages of mixing both fresh and frozen on your menu boards:

### Fresh

- Perception of better quality
- Next day delivery still available
- Ideal when using as a center of plate item

### Frozen

- Less waste
- Lower cost so ideal if used as an ingredient
- Longer shelf life
- Fish is one of the many products that holds its quality once frozen

We now stock FRESH FISH as well as a comprehensive frozen range.

What can you expect from your delivery...



- ✓ Smaller 'convenient pack sizes' to suit all sites requirements
- ✓ Simple pack size format for easier site controls
- ✓ Split able packs (less product waste)
- ✓ Additional shelf life (\*D+4 WIP )
- ✓ Less packaging – easier to store & less space taken customers bins
- ✓ Environmentally the best solution & 100% recyclable



15 Prawns



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# SUSTAINABILITY & ITS IMPORTANCE

## What is sustainable fishing?

Sustainable fishing means leaving enough fish in the ocean, respecting habitats and ensuring people who depend on fishing can maintain their livelihoods.

This is why where we can we source fish from a sustainable source. Our range of filleted fish allows you to offer your customer the very highest quality fish with the reassurance and confidence in our supply chain.

## What's important to us?

### Sustainable fish stocks

We want to make sure fish stocks remain constant to enable us to offer our customers interrupted supply.



### Minimising our environmental influence

Ensuring we stock a wide range of accredited fish allows us to reduce our impact on the environment.



## Fresh Fish

### Cod

MJ0031	Cod Fillets Skin-on, Bone-in (110-140g)	12
MJ0013	Cod Fillets Skin-on, Bone-in (140-170g)	6
MJ0014	Cod Fillets Skin-on, Bone-in (170-230g)	6
MJ0015	Cod Loins Skinless, Boneless (140-170g)	6
MJ0037	Cod Supremes Skinless, Boneless (110-140g)	12
MJ0016	Cod Supremes Skinless, Boneless (140-170g)	6
MJ0041	Cod Tails, Skinned (170-230g)	6

### Haddock

MJ0032	Haddock Fillets Skin-on, Bone-in (110-140g)	12
MJ0017	Haddock Fillets Skin-on, Bone-in (140-170g)	6
MJ0018	Haddock Fillets Skin-on, Bone-in (170-230g)	6

### Sea Bass

MJ0010	Farmed Sea Bass Fillets Skin-on, Scaled, Bone-in (80-100g)	12
MJ0011	Farmed Sea Bass Fillets Skin-on, Scaled, Boneless (100-140g)	12
MJ0012	Farmed Sea Bass Fillets Skin-on, Scaled, Bone-in (140-180g)	12



MJ0022 Salmon Supremes Skinless, Boneless (170-200g)



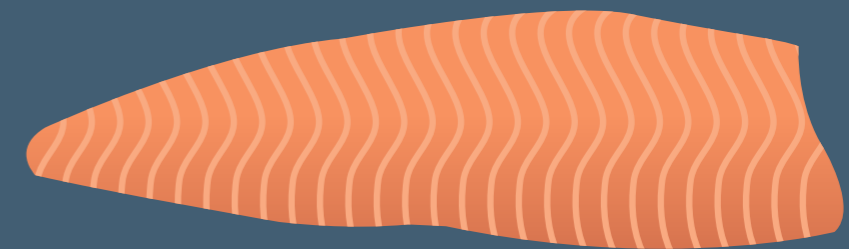
MJ0012 Farmed Sea Bass Fillets Skin-on, Scaled, Bone-in (140-180g)

### Salmon

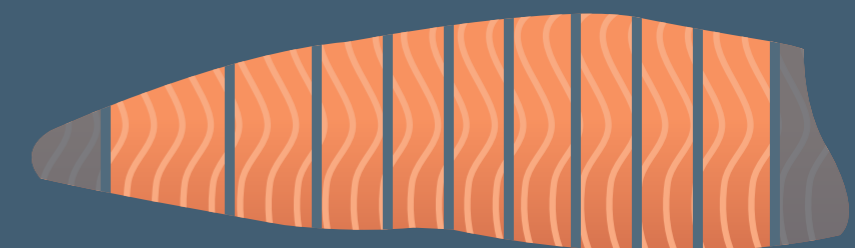
MJ0019	Salmon Supremes Skin-on, Boneless (140-170g)	8
MJ0020	Salmon Supremes Skin-on, Boneless (170-200g)	8
MJ0033	Salmon Supremes Skinless, Boneless (80-110g)	12
MJ0021	Salmon Supremes Skinless, Boneless (140-170g)	8
MJ0022	Salmon Supremes Skinless, Boneless (170-200g)	8
MJ0043	Salmon Keta Caviar	100g

## SALMON CUTS EXPLAINED

Whole fillet



Supremes



# TYPES OF CRAB MEAT

## A Claw meat

The most premium meat, usually hand-picked.

## B Purse meat

This is where half of the white meat is, tricky to remove so may contain small bits of shell.

## C Brown meat

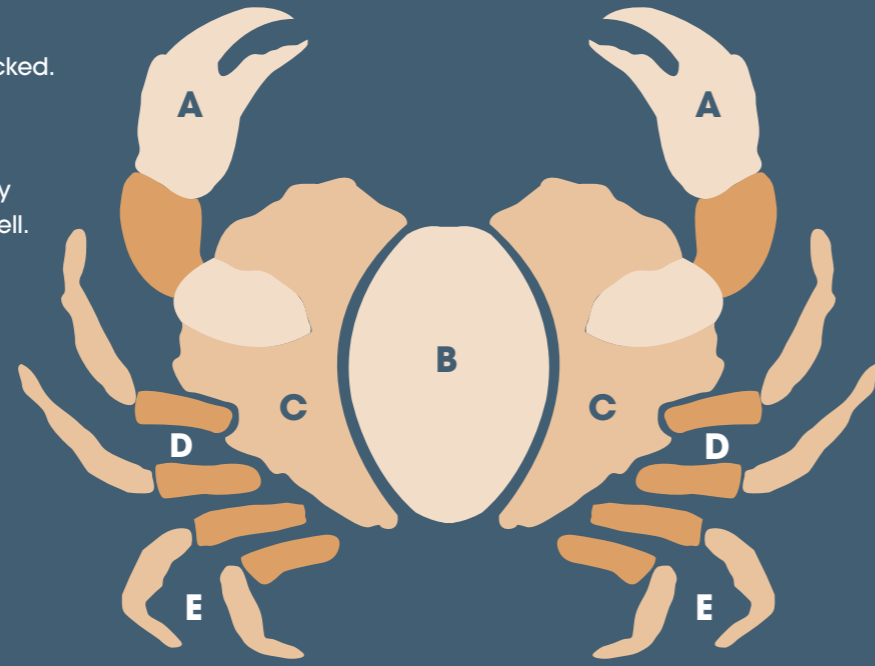
With a distinctive rich flavour and soft texture (pâté-like), usually cheaper than white meat, changes between seasons - female meat may look and taste different in autumn (richer and firmer than male).

## D Leg meat

Blown from each leg so keeping chunky texture.

## E Toe meat

With a unique taste comparing to other meats, pinkish colour.



## White meat

Found in the claws, legs and main body, lower in fat than brown meat and high in protein, sweet and more delicate in flavour than brown meat and it has a moist, meaty, flaky texture.



MJ0024 Fresh White Crab Meat



Shellfish		
MJ0023	Rope-grown Scottish Mussels	2kg
MJ0045	Fresh Crab Meat (50/50)	454g
MJ0024	Fresh White Crab Meat	454g
MJ0025	Fresh Scallop Meat	1kg
MJ0044	Crayfish Tails In Brine (900g drain weight)	1kg

Speciality		
MJ0035	Hake Supremes Skin-on, Scaled, Boneless (80-110g)	12
MJ0038	Hake Supremes Skin-on, Scaled, Boneless (110-140g)	12
MJ0026	Hake Supremes Skin-on, Scaled, Boneless (140-170g)	8
MJ0027	Hake Supremes Skin-on, Scaled, Boneless (170-200g)	8
MJ0028	Monkfish Portions Skinless, Boneless (140-170g)	8
MJ0029	Farmed Halibut Supremes Skin-on, Boneless (170-200g)	8
MJ0034	Mackerel Fillets Skin-on (90-110g)	12
MJ0036	Bream Fillets Skin-on, Boneless (100-140g)	12
MJ0042	Trout Fillets (110-130g)	12
MJ0040	Coley Supremes Skin-on, Boneless (110-140g)	12
MJ0039	Coley Supremes Skin-on, Boneless (140-170g)	12
MJ0030	Fresh Fish Pie Mix Skinless, Boneless	1kg



MJ0025 Fresh Scallop Meat



MJ0029 Farmed Halibut Supreme Skin-on, Boneless (170-200g)

# GET IN SEASON

Good availability  
 Varying availability  
 Difficult availability

Q Best quality (Species without any Qs are good all year round)

Species	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Alternatives	When pricing is normally at its best
BLACK BREAM													Sea Bream, Gilt Head Bream	June - August
COD							Q	Q					Coley, Haddock, Hake, Pollack, Whiting	February or October - November
COLEY													Cod, Haddock, Hake, Pollack, Whiting	May - June, December - January
CRAB						Q	Q	Q	Q	Q			Brown, Spider, Blue, Blue Swimming	April - October
HADDOCK		Q	Q	Q			Q	Q					Cod, Coley, Hake, Pollack, Whiting	February - March, May although fish is soft so cannot look at skinless, July
HAKE			Q	Q	Q			Q	Q	Q			Cod, Coley, Haddock, Pollack, Whiting	March - May, Possibly again in September
HALIBUT - FARMED													Brill, Turbot	Steady throughout the year
LOBSTER						Q	Q	Q	Q				Crawfish, Crayfish	Very volatile - in the native season June - September
MACKEREL							Q	Q	Q	Q			Herrings	February - September
MONKFISH	Q	Q	Q	Q						Q	Q	Q		February - September
MUSSELS	Q	Q	Q	Q						Q	Q	Q	Clams, Cockles	Steady throughout the year
MUSSELS - HEBRIDEAN													Mussels	August - March
POLLACK						Q	Q	Q					Cod, Coley, Haddock, Hake, Whiting	March - August
SALMON - FARMED													Sea Trout, Rainbow Trout, Pacific Salmon	August - October normally when at best price
SCALLOPS									Q	Q				April - September
SEA BASS - FARMED													Wild Sea Bass, Sea Bream, Gilt Head Bream, Grey Mullet	Steady throughout the year
WILD SEA BASS				Q	Q	Q	Q	Q					Sea Bass, Sea Bream, Gilt Head Bream, Grey Mullet	April - August
SEA TROUT						Q	Q	Q					Sea Trout, Rainbow Trout, Pacific Salmon	June - August
RAINBOW TROUT - FARMED													Sea Trout, Salmon, Pacific Salmon	Steady throughout the year
TUNA													Swordfish	October - May





### HAKE

A summertime favourite, best from **March through to May** and later in the year from **August to October**. Caught in the **North Sea** and by an MSC certified fishery in **Cornwall**.



### MONKFISH

Best in late winter and early spring but available for most of the year. Caught in the North Sea as well as the South West where the fish has firmer flesh and higher yield.



### HADDOCK

Best February to April and July to September, difficult in December and January. Small landings in the South West but mainly caught in the North Sea.



### LOBSTER

Available all year round and pot-caught all around the coastline. The best Lobsters can be found in the warmer inshore waters throughout the summer months from June to September.



### BROWN CRAB

Pot-caught all around the coastline, with most coming from well-managed fisheries in Devon and Cromer in Norfolk. At their best from June to October, difficult from November to January.



### POLLACK

Mainly rod and line caught or netted in Cornwall, the North East & Scotland. A superb quality fish best from June to September. Still very much an under-rated fish.



### MACKEREL

Caught in the South West, North East & Scotland. Choose line-caught for a sustainable menu option. Larger fish are landed in Scotland with the best being found between July and October.



### COD

Caught in the English Channel & North Sea. Our British North Sea Cod is now MSC Certified and is best between July and October. Some great alternatives include Haddock, Hake & Pollack.



### SCALLOPS

Landed all around the UK coastline. The best can be found in September and October but in general available from April. 90% are sold as cut meats but hand-dived Scallops in shell are also available.

# BEST OF BRITISH

Getting seasonal British fish and seafood on your menu is easy. We follow the catch as it migrates around the coastline and know exactly when and where to be to get the very best of the catch. Here's our guide to some of our favourite native species and when they're at their best.

# Your Local Fishmonger

## Cod Fillets

350045	MSC Cod Fillets Skin-on, Pin Bone In (110-140g)	3.63kg
350058	MSC Cod Fillets Skin-on, Pin Bone In (140-170g)	3.63kg
350068	MSC Cod Fillets Skin-on, Pin Bone In (170-200g)	3.63kg
350069	MSC Cod Fillets Skin-on, Pin Bone In (200-230g)	3.63kg
350070	MSC Cod Fillets Skin-on, Pin Bone In (230-290g)	3.63kg
350081	MSC Cod Fillets Skin-on, Boneless (136-160g)	20
350082	MSC Cod Fillets Skin-on, Boneless (160-184g)	18
350083	MSC Cod Fillets Skin-on, Boneless (184-232g)	15

## Cod Loins

350084	MSC Cod Loins Skinless, Boneless (112-136g)	10
350087	MSC Cod Loins Skinless, Boneless (136-160g)	10
350088	MSC Cod Loins Skin-on, Boneless (140-170g)	10

## Haddock Fillets

350156	MSC Haddock Fillets Skin-on, Boneless (140-170g)	3.63kg
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## Smoked Haddock Fillets

350149	MSC Smoked Haddock (Undyed) Skin-on, Boneless (100-130g)	24
350151	MSC Smoked Haddock (Dyed) Skin-on, Boneless (100-130g)	24



350081 MSC Cod Fillets Skin-on, Boneless (136-160g)



350070 MSC Cod Fillets Skin-on, Pin Bone In (230-290g)



350151 MSC Smoked Haddock (Dyed) Skin-on, Boneless (100-130g)



350110 Sea Bass Fillets Skin-on, Boneless (110-140g)

## Salmon Portions

357355	Scottish Salmon Portions Skinless, Boneless (140-160g)	1kg
357364	Salmon Portions Skinless, Boneless (140-170g)	10
357366	Salmon Portions Skinless, Boneless (200-230g)	10

## Basa & Pollock Fillets

350103	Basa Fillets Skinless, Boneless (126-153g)	30
350104	Basa Fillets Skinless, Boneless (153-180g)	20
350059	White Fish (Basa) Skinless, Boneless (170-230g)	800g
350099	MSC Alaskan Pollock Fillets Skinless, Boneless (115-140g)	25
350101	MSC Alaskan Pollock Fillets Skinless, Boneless (140-170g)	20

## Hake, Sea Bass & Tuna

350102	MSC Hake Fillets Skinless, Bone In (115-140g)	25
350110	Sea Bass Fillets Skin-on, Boneless (110-140g)	2kg
350111	Sea Bass Fillets Skin-on, Boneless (110-140g)	800g
356203	Tuna Supremes (140-170g)	12

## Fish Mixes

350013	MSC Fish Pie Mix Skinless, Boneless	1kg
360400	Mediterranean Seafood Cocktail	900g



357355 Scottish Salmon Portions Skinless, Boneless (140-160g)



Natural Mussels

# Seafood & Shellfish



360190 Raw Squid Tubes (30% Glaze)



390229 Salt & Pepper Squid (Battered)

## Lobster & Crab

360168	Whole Raw Lobster (Hyperfresh) (450-550g)	4
360169	Devon Crab Meat 50/50	454g
360174	Devon White Crab Meat	454g
354112	Blue Swimming Crab Claw Meat	454g
360172	Crab Flavour Fish Flakes	1kg

## Seafood & Shellfish

360166	MSC Scallop Meat (Dry) 20/40	1kg
372091	Crayfish Tails	800g
360050	Natural Mussels	1kg

## Squid & Calamari

360190	Raw Squid Tubes (30% Glaze)	700g
390225	Dusted Squid Strips	1kg
390229	Salt & Pepper Squid (Battered)	1kg
390220	Squid Rings (Battered)	454g
360167	Lightly Dusted Calamari with Tentacles	1kg



360166 MSC Scallop Meat (Dry) 20/40



360168 Whole Raw Lobster (Hyperfresh) (450-550g)



Dressed Crab

# Prawns



373045 King Prawns Peeled & Deveined 16/20

## Whole Raw Prawns

373050	Whole King Prawns 16/20	600g
370345	Whole King Prawns 21/30	600g
373040	King Prawns Peeled & Deveined 26/30	700g
373045	King Prawns Peeled & Deveined 16/20	700g
373042	King Prawns Peeled & Deveined 21/25	700g
373043	Cooked & Peeled King Prawn 90/100	450g

## Whole Cooked Prawns

370325	Crevettes 20/30	1kg
370326	Crevettes Head-on, Shell-on 30/40	1.8kg

## Cold Water Prawns

370042	Large Cold Water Prawns 100/200	1.5kg
370311	North Atlantic Cold Water Prawns 250/350	1.76kg
370035	High Glazed Cold Water Prawns 150/250	1.2kg
354111	MSC Prawns in Brine 150/250	900g

## Prawn Guide



## Coated Prawns

373003	Tempura King Prawns	900g
372135	Panko Breaded Torpedo King Prawns	500g

373050 Whole King Prawns 16/20





# THE WEALD SMOKERY STORY

WEALD SMOKERY  
FINE FOOD EXPERIENCE

The Weald Smokery has been a family-run business for **35 years**.

The Weald Smokery offers our customers truly authentic smokery, with an absolute passion for authenticity, taste and perfection. They strive to always put quality above quantity and understand that the true pleasure in food lies in savouring something properly crafted and full of flavour which is why they are a perfect partner for kff.



## Hot Smoked

Hot smoking involves a combination of heat and smoke used in a controlled manner to create food that is full-flavoured and ready to eat.

## Cold Smoked

Cold smoking food involves less heat than hot smoking, which is very much determined by the seasons and the ambient temperatures the great British weather dictates. This not only works to prevent the product from drying out, but also imparts a delicately differing taste each time, while preserving that mouth-watering smokey flavour.

## Smoked Fish



CAMPBELL & NEILL  
Smoked Salmon



035515 THE WEALD SMOKERY  
Smoked Salmon (Long Sliced)



035500 THE WEALD SMOKERY Hot Roast Salmon Unsliced Side (Fully Trimmed)

Haddock		
350149	MSC Smoked Haddock (Undyed) Skin-on, Boneless (100-130g)	24
350151	MSC Smoked Haddock (Dyed) Skin-on, Boneless (100-130g)	24

Salmon		
035500	THE WEALD SMOKERY Hot Roast Salmon Unsliced Side (Fully Trimmed)	1kg
035515	THE WEALD SMOKERY Smoked Salmon (Long Sliced)	1kg
354121	CAMPBELL & NEILL Smoked Salmon (D Cut)	1kg
354131	CAMPBELL & NEILL Smoked Salmon (Long Sliced)	454g
354113	CAMPBELL & NEILL Smoked Salmon (Long Sliced)	228g
354143	CAMPBELL & NEILL Smoked Salmon (D Cut)	454g
354142	CAMPBELL & NEILL Smoked Salmon (Bagel Sliced)	454g
357353	Roasted Smoked Salmon Flakes	1kg

Trout & Mackerel		
035505	THE WEALD SMOKERY Smoked Rainbow Trout Fillets (75g)	4
355552	Smoked Mackerel Fillets (70-120g)	2.54kg



354131 CAMPBELL & NEILL Smoked Salmon (Long Sliced)

035505 THE WEALD SMOKERY  
Smoked Rainbow Trout Fillets (75g)





352013 MSC Battered Pollock Fillets (90-110g)



380086 WHITBY Breaded Resolution Scampi (Whole Tail)

# Battered & Breaded Fish



351046 MSC Breaded Cod Fillets (110-140g)



352145 MSC Battered Haddock Fillets (110-140g)

## Haddock – Battered

352145	MSC Battered Haddock Fillets (110-140g)	24
352167	MSC Battered Haddock Fillets (170-200g)	18

## Haddock – Breaded

351150	MSC Breaded Haddock Fillets (80-110g)	36
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## Plaice – Breaded

351269	Breaded Plaice Fillets (170-200g)	18
351282	Breaded Plaice Fillets (230-290g)	15



390550 Luxury Salmon & Dill Fishcakes



390520 Lincolnshire Fishcakes

## Cod & Pollock – Battered

352101	MSC Battered Cod Fillets (140-170g)	24
352106	MSC Battered Cod Fillets (170-200g)	18
352081	MSC Battered Cod Fillets (200-230g)	15
352091	MSC Battered Cod Fillets (290-340g)	12
352111	MSC Battered Cod Fillets (230-290g)	15
352010	MSC Fish Shop Battered Cod (145g)	24
352011	MSC Fish Shop Battered Cod (175g)	18
352013	MSC Battered Pollock Fillets (90-110g)	30

## Cod & Pollock – Breaded

351152	MSC Breaded Cod Portions (114g)	1.37kg
351046	MSC Breaded Cod Fillets (110-140g)	24
351058	MSC Breaded Cod Fillets (140-170g)	24
351032	MSC Breaded Cod Fillets (80-110g)	30



380085 WHITBY Endeavour Breaded Whole-tail Scampi (Multi Scampi Tails)

## Scampi

380086	WHITBY Breaded Resolution Scampi (Whole Tail)	450g
382635	Breaded Reformed Scampi (White Fish/Scampi)	450g
380085	WHITBY Endeavour Breaded Whole-tail Scampi (Multi Scampi Tails)	450g
380022	WHITBY Breaded Whole-tail Scampi (Whole Langoustine Tails)	450g
382550	Breaded Whole-tail Scampi (Scampi Tails with Added Water)	450g

## Fishcakes

254050	Spicy Breaded British Crab Cakes	48x30g
254010	Authentic Thai Fishcakes	30
390550	Luxury Salmon & Dill Fishcakes	24x114g
390521	MSC Salmon Fishcakes	50x56g
390570	Luxury Smoked Haddock Fishcakes	24x114g
390560	Luxury Thai Cod & Prawn Fishcakes	24x114g
390500	Lincolnshire Fishcakes	60x50g
390520	Lincolnshire Fishcakes	24x113g



a Sysco company

**kff**

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**Visit [www.kff.co.uk](http://www.kff.co.uk)**



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**Issue 2: July 2021**

