



a Sysco company

# Autumn 2025

## NEW PRODUCT GUIDE



Over 100  
NEW PRODUCTS  
INSIDE!



a Sysco company

## What We Do

Having over 60 years experience means we understand our customers which is vital to growing mutually profitable businesses. We recognise that a strong, exciting and trendy food offering is a vital part of providing an overall service. This insight and support we give to our customers is invaluable when developing new menu ideas.

**FRESH PRODUCE**

**FOOD CUPBOARD**

**BAKERY**

**PREPARED MEALS**

**DRINKS & SNACKS**

**DESSERTS**

**DELI**

**DAIRY**

**MEAT & POULTRY**

**FISH & SEAFOOD**

**FROZEN PRODUCE**

**CATERING SUPPLIES**



## SERVING YOU *inspiration*

At kff, we know that menu development is important for our customers, which is why we are continually looking for new, innovative products and range extensions.

We are mindful that our customers are extremely diverse in the types of foods they look for, whether it is added value products, ingredients or inspiration which is why we have created our [New Product Guide](#).

We've got a host of new products to elevate your offering and support your business needs.

*Start exploring today!*



## OUR BRANDS **Sysco**

*The World's Global Foodservice Leader*

We are pleased to share with you that we have launched our own brand range called Sysco. Sysco is the world's global foodservice leader, which means with the support of experts, we have developed a three-tier range to offer you, that will continue to build and grow.

**Sysco Essentials** An easy, everyday way to control costs with our lowest everyday prices, without compromises.

**Sysco Classic** A range that offers you more for the price, with quality equal to or better than other national leading brands.

**Sysco Premium** A range that offers you exacting specifications, quality ingredients, premium performance, and exceptional value.

All backed by the Sysco Quality Assurance standard, ensuring industry-leading quality and food safety.



## OUR BRANDS

*M&J*

*Quality Seasonal Fish & Seafood*

We have partnered with one of the industry's leading fish suppliers to offer you a range of fresh fish, as well as a comprehensive frozen range. Our partnership means getting quality seasonal British fish and seafood onto your menu boards couldn't be easier. M&J Seafood 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.

## OUR BRANDS

*freshdirect™*

*British & Globally Sourced Fruit & Veg*

For over 50 years Fresh Direct have worked day and night, 364 days a year, to deliver British and globally sourced fruit and veg to dedicated chefs across the country, it's easy to see why they are called produce fanatics! You'll find everything you need from the core essentials to more seasonal produce, perfectly packaged to protect the product and maintain freshness!



## OUR BRANDS



*Supplying Caterers  
For Over 20 Years!*

Created in response to a shortage of quality fillings, Purple Pineapple has been supplying caterers with superior fillings for over 20 years, using the same principles as when it was first founded! Our fillings are only ever mixed by hand, so the more delicate ingredients are kept intact whilst the finished product looks more handmade than machine blended alternatives. What's more, our fillings are extremely versatile; use as a jacket potato topper, a pie filling or as part of a sharing platter... the possibilities are endless.



# NEW RANGE *highlights*

**CURD & CURE**

SPECIALITY FINE CHEESE & ARTISAN FOOD WHOLESALE

Curd & Cure are an independently owned and run speciality food and drink wholesaler operating out of the heart of Kent. Working closely with producers both locally and across the globe they offer an extensive range of carefully selected artisan food & drink products.

*Exceptional food isn't just their drive, it's their passion!*

They carefully select and only work with companies who share the same ethos. They believe this love and passion will always be reflected in the quality of their products. With over 30 years' experience they offer their customers a point of difference and a service which helps your business grow.



At Citavo, we know every cup matters. Whether it's a morning pick-me-up or a shared moment with friends, our range of tea, coffee, and hot chocolate is made to be enjoyed.

We focus on quality at every step - sourcing the **finest ingredients**, working with **expert roasters**, and delivering consistently **great-tasting products**.

Whether you run a café, hotel, or restaurant, Citavo is here to support you with exceptional drinks and dependable service - backed by the Sysco Quality Assurance standard for industry-leading quality and food safety.







imaginative cuisine

Imaginative Cuisine was established in 2003 to create and supply fresh and exciting new products.

Their products, all of which are vegan, have been delighting millions of people for the last 16 years, and they are committed to continually inspiring lovers of fine food around the globe for many years to come. Their multi-award-winning range has been created by professionals for professionals and is used by the world's best chefs as well as those passionate about their every-day food - ensuring a good dish is great by perfectly complementing whatever is being created.

Timesaving, always of the highest quality and with a taste profile that delights, Imaginative Cuisine's range is rightfully seen as **leading the way by all those committed to producing the very best cuisine.**



Wessex Country Gammons was established in 1987 by Richard Isaacs, founder and Managing Director. Richard learned his butchery skills in a traditional butcher's shop in East Street in his hometown of Wimborne Minster, Dorset. He remains local to this day, maintaining his local butchery craftsmanship and traditions. And his exhaustive passion for butchery specialisation has led to his perfection of Dorset Cured Ham.

For the past 36 years Wessex Country Gammons have continued to develop and grow into a successful business who manufactures and wholesales premium cooked meats. They constantly strive to deliver the best customer service and product range to their customers using their best kept traditional recipes and techniques!

## New Products

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# New DAIRY

## Cheese

Sliced Chilli Cheese  
*Extons*  
152421 | 1x1kg

Waterloo Semi-Soft British  
Cheese  
*Curd & Cure / Village Maid*  
5007057 | 1x750g

Wigmore Semi-Soft British  
Cheese  
*Curd & Cure / Village Maid*  
5007061 | 1x750g

Barkham Blue British Cheese  
*Curd & Cure / Village Maid*  
5007064 | 1x1.1kg

Heckfield Semi-Hard British  
Cheese  
*Curd & Cure / Village Maid*  
5007065 | 1x1.5kg

Galbani Burrata  
*Fresh Direct*  
591388 | 6x150g

Farmhouse (Vegan)  
*Curd & Cure / Kinda Co.*  
5007105 | 1x120g

Spirulina Blue (Vegan)  
*Curd & Cure / Kinda Co.*  
5007106 | 1x120g

Smoked (Vegan)  
*Curd & Cure / Kinda Co.*  
5007108 | 1x120g

Old Winchester  
*Curd & Cure / Lyburn Farm*  
5007096 | 1x1.25kg

Scrumpy Sussex  
*Curd & Cure*  
5007097 | 1x2.3kg

Burwash Rose  
*Curd & Cure*  
5007098 | 1x700g

Wookey Hole Cave Aged  
Cheddar  
*Curd & Cure*  
5007099 | 1x1.7kg

Rosary Ash Goats Cheese  
*Curd & Cure*  
5007100 | 1x275g

Beemster Truffle Gouda  
*Curd & Cure*  
5007103 | 1x1.25kg

Cambozola  
*Curd & Cure*  
5007104 | 1x2kg

Parmesan Reggiano (16 months)  
*Curd & Cure*  
5007767 | 1x1kg

Cottage Cheese  
*Green Valley*  
018419 | 1x2kg

Emmental Slices  
*Extons*  
152187 | 1x1kg

White Mild Cheddar Slices  
*Extons*  
152188 | 1x1kg

White Mature Cheddar Slices  
*Extons*  
152189 | 1x1kg

Camembert  
*Futura*  
5006043 | 12x150g

Free Range Liquid White  
-  
135575 | 1x1kg

Free Range Liquid Yolk  
-  
135576 | 1x1kg

## Eggs

Free Range Liquid Egg  
-  
074521 | 1x1kg

# Party with Purple Pineapple

Our own range of sandwich fillings and toppers are great for the festive season, all hand mixed in Kent, a range of classic and innovative flavours, plus some limited edition flavours for Christmas!



Our classic fillings work perfectly for buffets and canapé toppers!

## Limited Edition Christmas Fillings:

013426P **Christmas New Yorker Filling** 1kg  
012184P **Brie, Chestnut and Cranberry Filling** 1kg  
012187P **Turkey, Stuffing & Cranberry Coleslaw Filling** 1kg  
013310P **Full Monty Filling** 1kg  
013430P **Ham Hock & Piccalilli Filling** 1kg



SCAN TO  
VIEW THE  
RANGE



# New

## FISH & SEAFOOD



152221



666810



006621

### Breaded Fish

MSC Lemon Sourdough Fish Goujons (35-55g)  
Pacific West  
152221 | 1x1kg

### Cod & Pollock

MSC Pacific Portico Cod Fillets (Skinless/Boneless, 115-140g)  
-  
032606 | 1x25

MSC Pacific Portico Cod Fillets (Skinless/Boneless, 140-170g)  
-  
032607 | 1x20

MSC Cod Fillets (Skin-On / Boneless, 170-200g)  
-  
122957 | 1x4.54kg

MSC Cod Fillets (Skin-On / Boneless, 200-230g)  
-  
122958 | 1x4.54kg

MSC Cod Fillets (Skinless / Boneless, 230-290g)  
-  
114182 | 1x4.54kg

### Shellfish

Live Lobster Halves  
M&J Seafoods  
006621 | 1x650-800g

MSC Medium Fresh In Shell Mussels  
M&J Seafoods  
666810 | 1x2kg

### Speciality Fish

Whole Fresh Farmed Turbot  
M&J Seafoods  
006799 | 1x2-2.5kg

Portico Premium Seabass Fillets (Skin-On / Boneless, 140-170g)  
M&J Seafoods  
056653 | 1x30

# New

## MEAT

### Cooked Meat

Wessex Cured Plain Ham  
Wessex Country Gammons  
5008561 | 1x500g

Wiltshire Cured Plain Ham  
Wessex Country Gammons  
5008562 | 1x500g

Wiltshire Honey Ham  
Wessex Country Gammons  
5008563 | 1x500g

Wiltshire Smoked Ham  
Wessex Country Gammons  
5008565 | 1x500g

Traditional Kettle Boiled Ham  
Wessex Country Gammons  
5008566 | 1x500g

Wiltshire Cured Plain Half Ham  
Wessex Country Gammons  
5008567 | 1x3kg

Wiltshire Cured Honey Glazed Ham  
Wessex Country Gammons  
5008568 | 1x3kg

100% Cooked Topside Beef  
Wessex Country Gammons  
5008569 | 1x500g

### Cured Meat

British Meat Selection  
Curd & Cure  
5003929 | 1x80g

### Fresh Meat

Red Tractor British Pork Mince (20% Fat)  
-  
591858 | 1x2.5kg



149970

# New

## VEGETARIAN

Simply Plant-Based Meatballs  
Sysco  
149970 | 120x20g

Simply Plant-Based Burgers  
Sysco  
149969 | 24x113g



**Order up to 3:30pm  
for next day delivery**

Quality fresh produce delivered  
with the rest of your kff order.



SCAN TO VIEW OUR  
FRESH FRUIT AND  
VEGETABLE RANGE



# New FRESH PRODUCE

## Fruit

Medium Peaches  
*Fresh Direct*  
591329 | 1x6

Large Limes  
*Fresh Direct*  
152479 | 1x4kg

Pineapple Fingers  
*Fresh Direct*  
152643 | 1x900g

Mango Fingers  
*Fresh Direct*  
152644 | 1x900g

## Herbs

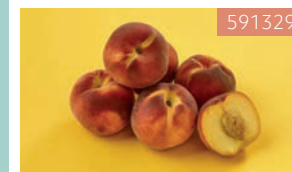
Fresh Curry Leaves  
*Fresh Direct*  
152694 | 1x50g

Whole Black Garlic Bulb  
*Fresh Direct*  
153003 | 1x1

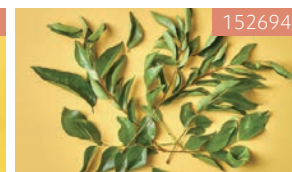
## Potato Products

Potato Waffle  
*Traiteur De Paris*  
412530 | 1x48

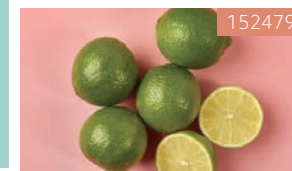
Potato Waffles  
*Birds Eye*  
149767 | 6x1.02kg



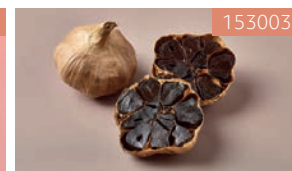
591329



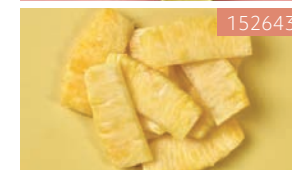
152694



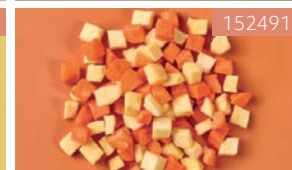
152479



153003



152643



152491



152644



152921

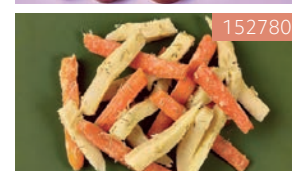
## Vegetables

Diced Carrot and Swede  
(15mm)  
*Fresh Direct*  
152491 | 1x1kg



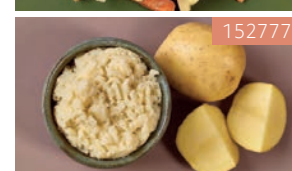
152782

Round Courgette  
*Fresh Direct*  
152921 | 1x1



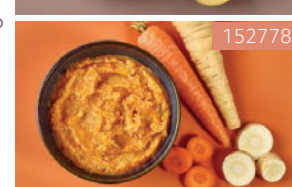
152780

Purple Sweet Potato  
*Fresh Direct*  
152782 | 1x1kg



152777

Honey & Rosemary Carrot &  
Parsnip Strips (Par Cooked)  
*Fresh Direct*  
152780 | 1x2kg



152778

Cooked Chilled Mashed Potato  
*Fresh Direct*  
152777 | 1x2kg

Carrot & Parsnip Mash  
*Fresh Direct*  
152778 | 1x2kg

# New BAKERY & DESSERTS

## Buns

Brioche Burger Buns  
(Vegan)  
*La Boulangerie*  
125668 | 45x80g



## Dough Balls

Pizza Dough Ball  
*Millennium Dough Company*  
5004286 | 20x600g



## Desserts

Strawberry Gateau  
*Mademoiselle Desserts*  
5005482 | 1x18ptn



## Viennoiserie

Vanilla & Hazelnut Crown (Vegan)  
*Bridor*  
135231 | 48x90g

Orange & Hazelnut Crown (Vegan)  
*Bridor*  
135232 | 48x90g

Cherry & Flaxseed Crown (Vegan)  
*Bridor*  
135233 | 48x90g

Pain au Chocolat (Vegan)  
*Bridor*  
5007196 | 60x80g

Croissant (Vegan)  
*Bridor*  
5007197 | 60x70g

Mini Croissant (Vegan)  
*Bridor*  
5008300 | 195x30g

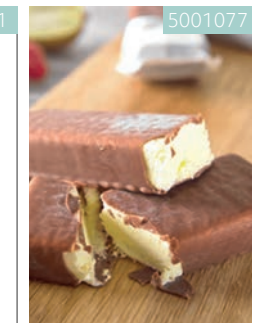
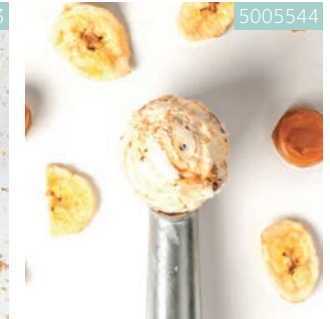
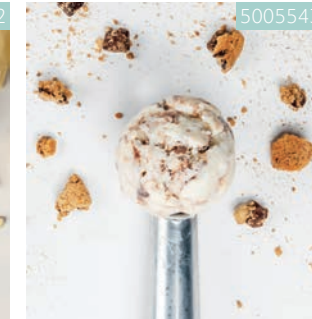
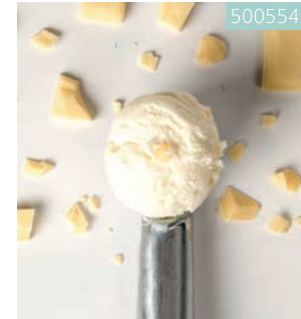
Mini Pain au Chocolat (Vegan)  
*Bridor*  
5008303 | 240x32g

Pain au Chocolat (Gluten Free)  
*Dr. Schär*  
5006025 | 32x65g

Filled Blueberry Croissants (Vegan)  
*Delifrance*  
5007799 | 48x100g



# New ICE CREAM



## Ice Cream

White Chocolate Chunk  
*Yorvale*  
5005542 | 1x5ltr

Cookie Dough  
*Yorvale*  
5005543 | 1x5ltr

Banoffee  
*Yorvale*  
5005544 | 1x5ltr

## Impulse

Passionfruit and Mango Mochi  
*Little Moons*  
130497 | 10x6

Cornetto Ice Cream Sandwich  
*Walls*  
133784 | 33x110ml

Magnum Double Gold Caramel Billionaire  
*Walls*  
133691 | 20x85ml

Milk Chocolate Ices  
*Cheshire Creameries*  
5001077 | 48x70ml



# Christmas

## MAKE IT MAGIC

We're here to support you this Christmas - we have curated the perfect festive range, showcasing quality cuts of meat, our own range of limited-edition sandwich fillings, local and artisan products from Kent and surrounding areas plus the latest, trending cakes and desserts.



**DOWNLOAD OUR  
CHRISTMAS  
BROCHURE**

## Starters, Buffet & Party

Whether you're hosting contemporary party buffets or looking for no-fuss, quick and easy multi-cover starter options, our range of crowd-pleasing canapés, savoury nibbles and indulgent starters will help you create the perfect first impression.



## DIETARY & ALLERGEN SOLUTIONS

It's important to us to provide you with solutions for vegan and vegetarian diets for your Christmas menus this year, as well as gluten-free alternatives for your festive staples.

**Please do get in touch if you require support from our Development Chef on catering for dietary and allergens.**

## LOCAL & ARTISAN PRODUCTS

We're proud to stock a range of **NEW** local cheeses from Kent and beyond. Provenance is increasingly important to customers - check out our full range of local products online.



VISIT OUR  
WEBSITE FOR MORE  
*inspiration*



## Something Sweet

End the festive feast on a high note with our irresistible collection of desserts and puddings, where tradition meets temptation. We have everything you need from full cakes to individual puddings, plus the accompaniments to go with them.



## The Main Event

From succulent, hand-prepared turkeys to tender beef joints we've got everything you need to make the main event unforgettable.

Sourced from trusted producers and prepared to the highest standards. Not forgetting all the trimmings, an extensive range of prepped vegetables, pigs in blankets and all the condiments!

**ORDER QUALITY, SEASONAL PRODUCE  
ALONGSIDE THE REST OF YOUR ORDER  
UP UNTIL 3:30pm**





## Cooking Ingredients

Soy Freshburst Pearls  
*Imaginative Cuisine*  
5007789 | 1x200g

Fish Sauce  
*Blue Dragon*  
028355 | 1x1ltr

Garnishing Oil  
*Imaginative Cuisine*  
Lemon 5008443 | 1x200ml  
Basil 5008969 | 1x200ml  
Chilli 5008970 | 1x200ml  
Mint 5008971 | 1x200ml  
Chive 5008972 | 1x200ml  
Watercress 5008981 | 1x200ml

Spirit Vinegar (White)  
*RW Foods*  
5008442 | 1x5ltr

## Pasta

Wholewheat Fusilli  
*Sysco Classic*  
146181 | 1x5kg

Wholewheat Penne  
*Sysco Classic*  
146176 | 1x5kg

## Sauces & Condiments

Classic BBQ Sauce-O-Mat  
*Heinz*  
591200 | 3x2.15ltr

Mayonnaise  
*Heinz*  
5003226 | 1x10ltr

Daddies Favourite Brown Sauce  
*Heinz*  
150177 | 1x4ltr

HP Room Service Mini Jar  
*Heinz*  
150747 | 80x33ml

Buttermilk Ranch Dressing  
*Lion*  
5005800 | 1x2.27ltr

# New FOOD CUPBOARD

## Biscuits

Digestives  
*Hills Biscuits*  
5006026 | 24x300g

## Tinned Fruit

Pineapple Slices in Juice  
*Fontinella*  
151998 | 1x825g

## Baking Ingredients

Baking Powder  
*Sysco Classic*  
591833 | 1x800g

# New DRINKS

## Hot Beverages

Cocoa Powder  
*Citavo*  
089938 | 1x1kg

Classic Tea Bags  
*Citavo*  
151946 | 1x1,100

Classic Roast Ground Coffee  
*Citavo*  
151282 | 20x170g

Classic Roast and Ground Coffee  
*Citavo*  
151283 | 50x60g

Classic Freeze Dried Coffee Sticks  
*Citavo*  
033574 | 1x500

Rich Roast Instant Coffee Granules  
*Citavo*  
088549 | 1x750g

House Whole Espresso Coffee Beans  
*Presto Coffee*  
5007161 | 1x1kg

House Instant Espresso Coffee  
*Presto Coffee*  
5007733 | 1x500g





a Sysco company

Kent House, Priory Park, Mills Road,  
Aylesford, Kent, ME20 7PP

Sales: 01622 612345

Customer Care: 0808 582 9798

[kff.co.uk](http://kff.co.uk)

kff a Trading Division of Sysco GB Limited  
(registered in England No: 02035315)  
Registered office at Enterprise House,  
Eureka Business Park, Ashford, Kent, TN25 4AG