



a Sysco company

Spring 2026

NEW PRODUCT GUIDE



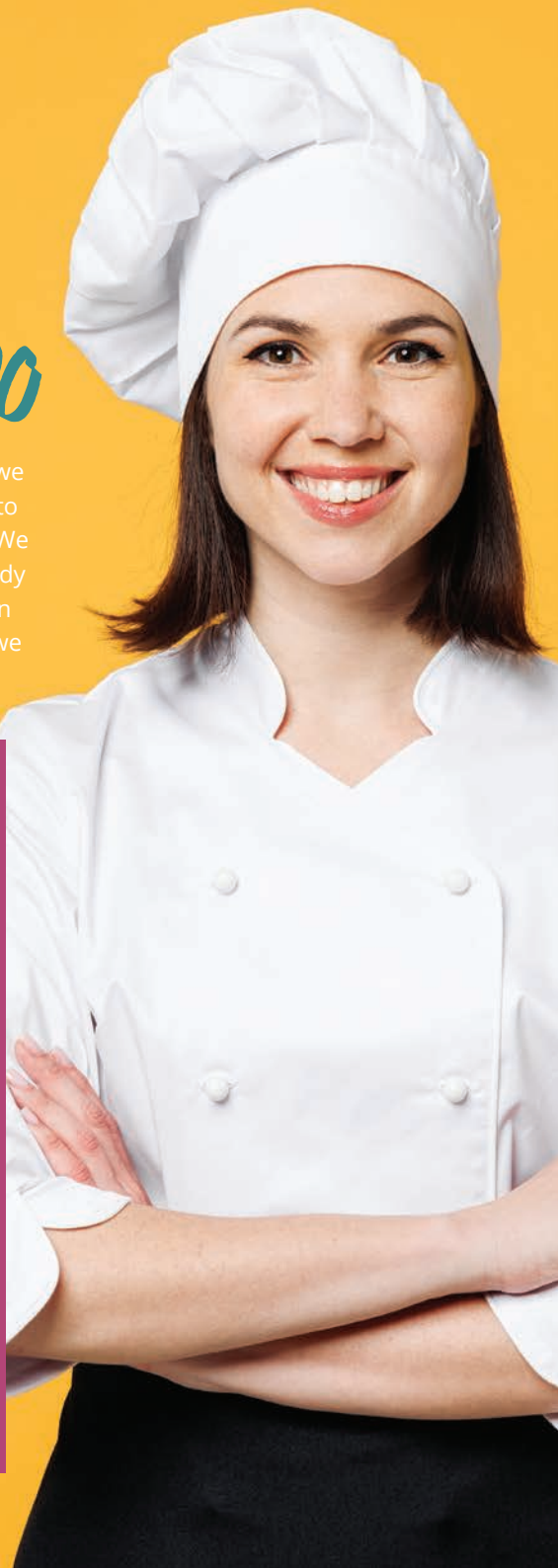
Over 150
NEW PRODUCTS
INSIDE!



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



*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.



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

CountryChoice

Supplying Caterers For Over 20 Years!

Country Choice is the UK's leading supplier of in-store bakery and retail foodservice products. In addition to a wide range of high quality frozen, chilled and ambient products, you will enjoy access to on-site training, equipment & concepts and marketing support. So, whether you're a bakery or café looking for new products, or a convenience store or forecourt needing advice on how to introduce a bakery or food-to-go counter, Country Choice can supply and support you with everything.



NEW RANGE *highlights*

LaBoulangerie

La Boulangerie Premium Bakery creates **award-winning breads, pastries, and cakes** inspired by global trends and traditional techniques, crafted for quality, convenience, and consistent performance in busy kitchens. With inventive flavours and formats, the range is designed to elevate menus throughout the day.

With every product Sysco 'Quality Assured', you can trust each item meets the highest levels of safety, consistency and quality. From flaky pastries to indulgent cakes, our sweet bakery delivers rich flavours and visual appeal!





Hip Pop is shaking up soft drinks. We make proper good pop - lightly sparkling, gut-friendly fizz that's big on real fruit, live cultures, and 100% natural ingredients. No fakery. No sweeteners. No shortcuts. Just a drink that feels as good as it tastes. Forget mindless mainstream pop. Hip Pop is the real deal - created for flavour seekers who want more from their fizz. Whether it's kombucha, soda, or something a bit different, every can is packed with real refreshment and bold, uncompromising flavour. Low in calories. Big on taste. Made to make you feel alive.



Back in 2015, Allison Ellsworth was ready to break up with soda. She didn't love how it made her feel, but the taste? Now that she couldn't quit. She knew there could be a better way and got to work in her Dallas kitchen, mixing fruit juices with prebiotics and sparkling water, she created the future of soda. She bottled her fizzy creation and took it to a local farmers' market, where a Whole Foods buyer stopped by, took one sip, and instantly knew a soda star was born.

With fruity and classic flavours, Poppi's here to give you the freedom to love soda again, one can at a time.

SIMPLY

IBC Simply have been creating and supplying quality products for over 25 years. A family run business, with father and son at the helm, supported by their fabulous team, working across two sites to deliver your food service needs when it comes to **beverages, baking, ice cream and desserts.**

Creating quality products is the result of our happy and motivated team working hard to source the right ingredients, develop the right recipe, and rigorously taste test our products before we bring them to market.



New Products

Fresh Produce	8
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New FRESH PRODUCE



074063

Fresh Fruit & Vegetables

Watercress
Fresh Direct
074063 | 75g



1083911

Star Fruit
Fresh Direct
1083911 | Each



5021285

Dairy

Halloumi Burger Slices
Yamas
5021285 | 8x200g

New FISH & SEAFOOD



5027382

Teriyaki Skinless Salmon Portions
(140-160g)
Pacific West
5027382 | 1.4kg

MSC Cod Fillets 170-200g
Portico
032608 | 15

MSC Cod Fillets 200-250g
Portico
052411 | 15



032608 & 052411

New MEAT & POULTRY

Beef

28 Day Aged 10oz Beef Ribeye Steaks
Birchstead
NEW CODE 136612 | 5x284g

British Whole Beef Featherblade
Birchstead
136627 | 2.5-3.5kg

Aberdeen Angus Beef Burgers
Birchstead
5020958 | 8x170g

Beef Topside Joint
Sysco Classic
136123 | 2.6-4kg

16% Fat Halal Beef Mince
Wilson's
5025619 | 2.5kg



136123

Lamb

Premium British Red Tractor Boneless Lamb Leg
5007131 | 1.4-1.8kg

Premium British Red Tractor Boneless Lamb Shoulder
5007132 | 1.5-2.2kg

D Cut Lamb Rumps
135638 | 10x180-220g

British Red Tractor Minced Lamb
5007142 | 2x1kg

British Red Tractor Diced Lamb Leg
5007140 | 2x1kg



5007131



5019061

Pork

British Red Tractor Pork Fillets
5019061 | 4x350-550g

Pork Leg (Rind On / Boneless)
072011 | 6-7.5kg

50% Pork Sausage 8s
Sysco Classic
074821 | 35x57g

50% Pork Cumberland Sausage 8s
Sysco Classic
074887 | 35x57g



074821

Poultry

Halal Chicken Drumsticks
135593 | 2.5kg

Chicken Breast Fillets
Sysco Essentials
591963 | 5kg

Cooked Meat

Sliced Honey Roast Ham
Sysco Classic
074736 | 454g

Cooked Sliced British Ham
Sysco Classic
074516 | 454g



New

FOOD CUPBOARD

Baking Mixes

Chocolate Flavour Muffin Mix
Sysco Classic
152986 | 3.5kg

Chocolate Flavour Sponge Mix
Sysco Classic
152987 | 3.5kg

Chocolate Fudge Brownie Mix
Sysco Classic
152988 | 3.5kg

Chocolate Cookie Mix
Sysco Classic
152984 | 3.5kg

Plain Muffin Mix
Sysco Classic
152999 | 3.5kg

Plain Cookie Mix
Sysco Classic
152998 | 3.5kg

Sponge Mix
Sysco Classic
152985 | 3.5kg

Seeds

Chia Seeds
132721 | 450g

Preserves & Spreads

Crunchy Peanut Butter
Duerrs
5021713 | 6x340g

Orange Marmalade
034023 | 100x20g





Cooking Ingredients & Sauces

Beef Bouillon Paste
Maggi Professional
5025530 | 1kg

Coconut Milk Powder (Bag)
Maggi
002144 | 1kg

Rich & Rustic Tomato Sauce
Maggi Professional
5008540 | 950g

Truffle Flavour Seasoning
Maggi Professional
5025127 | 600g

Peeled Plum Tomatoes
Sysco Classic
019838 | 800g

Gluten Free Breadcrumbs
Sysco Classic
NEW CODE 151647 | 1.5kg

Sauces & Condiments

Bourbon Glaze
151846 | 2.8kg

Yellow Mustard
French's
591213 | 8x397g

Pasta

Cannelloni
Reggia
5024814 | 12x250g



WE CHECKED... YOUR CUSTOMERS CAN TASTE THE DIFFERENCE.¹

67%
of chefs said that Heinz
Beanz flavour is recognisable
and customers can tell when
an alternative is used.¹



- ✓ 1 of your 5 a Day
- ✓ High Fibre
- ✓ Low Fat and Sugar
- ✓ Gluten-Free
- ✓ No Artificial Colours, Flavours, or Preservatives
- ✓ Suitable for Vegans

KraftHeinz
AWAY FROM HOME

¹: Craft Guild of Chefs product testing of Heinz Beanz, September 2024.

A BETTER BOTTLE FOR BUSY KITCHENS



NEW 1L BOTTLE - DESIGNED BY CHEFS, FOR CHEFS



**ERGONOMIC
GRIP DELIVERS
PRECISE CONTROL**



**SWAN NECK
DESIGN GETS MORE
SAUCE OUT OF
EVERY BOTTLE**



**COMPLEMENT
YOUR DISHES WITH
HEINZ ICONIC
FLAVOURS**



SEE THE FULL RANGE AT WWW.KRAFTHEINZAWAYFROMHOME.COM



Soups

Thick Vegetable Soup Mix
Sysco Essentials
136687 | 2.25kg

Mushroom Soup Mix
Sysco Essentials
136691 | 2.25kg

Chicken Soup Mix
Sysco Essentials
136688 | 2.25kg



Tomato Soup Mix
Sysco Essentials
136689 | 2.25kg

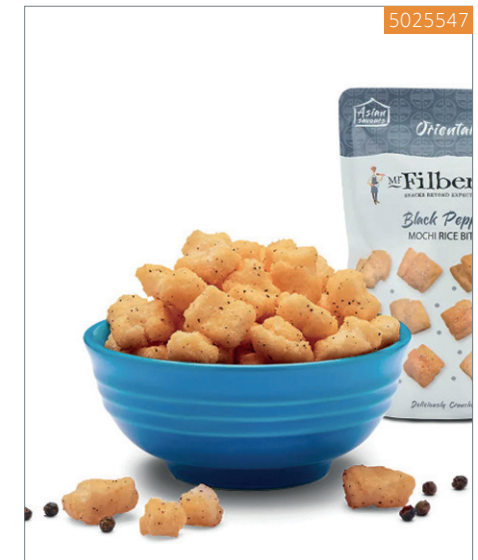
Leek & Potato Soup Mix
Sysco Essentials
136686 | 2.25kg



Snacks & Confectionery

Teriyaki Mochi Rice Crackers
Mr Filbert's
5025546 | 16x40g

Black Pepper Mochi Rice Crackers
Mr Filbert's
5025547 | 16x40g



Mr Filbert's
NATURALLY DELICIOUS



Brand NEW Asian Rice Crackers Available Now!



- ✓ Unbelievably crispy and crunchy
- ✓ 4 authentic Asian-style recipes
- ✓ Award-winning snacks



UK'S FASTEST GROWING SNACK BRAND



Product	Case Size
Barbecue Lentil PROPERCHIPS	30 x 31g
Sea Salt Lentil PROPERCHIPS	30 x 31g
Salt & Vinegar Lentil PROPERCHIPS	30 x 31g
NEW All the Cheese Lentil PROPERCHIPS	30 x 31g
NEW Prawn Cocktail Lentil PROPERCHIPS	30 x 30g
Katsu Curry Chickpea PROPERCHIPS	30 x 30g
Sweet & Salty PROPERCORN	24 x 30g
Lightly Sea Salted PROPERCORN	24 x 20g
NEW Mature Cheddar PROPERCORN	24 x 20g
Salted Caramel PROPERCORN	24 x 28g

- ✓ NATURAL FLAVOURING
- ✓ GLUTEN FREE
- ✓ B CORP



Eat real.

THE UK'S *FASTEST*
SELLING FREE FROM
SNACK BRAND*



*52Wk Nielsen total coverage w.e. 25.1.25

NO ARTIFICIAL INGREDIENTS

30% LESS FAT

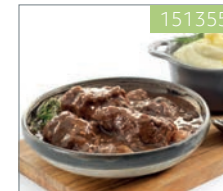
PRODUCT CODE	BASE + FLAVOUR	CASE SIZE
058993	Chilli & Lemon Lentil Chips	18x40g
058994	Creamy Dill Lentil Chips	18x40g
058995	Tomato & Basil Hummus Chips	18x45g
059409	Kids Veggie Straws with Kale, Tomato & Spinach	24x20g
059410	Sea Salt Veggie Straws	18x45g
5003010	Hummus Chips Italian Cheese & Black Pepper	18x45g
058992	Sour Cream & Chive Quinoa Chips	18x40g
5003007	Hummus Chips Caramelised Onion & Balsamic	18x45g



Love food? Eat Real.

Scan here to discover our full range of deliciously different chips made with pulses, grains and greens.

New FROZEN FOOD



Battered Chicken

Battered Chicken Breast Chunks
132534 | 1kg

Frozen Vegetables

RTE Diced Red Pepper (30mm)
Fresh Direct
107797 | 2.5kg

Sliced Spring Onions (2mm)
Fresh Direct
108373 | 2.5kg

Mixed Sliced Peppers
Fresh Direct
450668 | 1kg

Diced Onions (10mm)
Fresh Direct
629025 | 2.5kg

Potato Products

Supercrunch Thickcut 18mm Chips
Aviko
5025556 | 4x2.5kg

Prepared Meals

Slow Cooked Beef Featherblade
Bourguignon
Sysco Premium
151355 | 12x350g

Free Range Fold Plain Omelettes
The Great British Egg Company
NEW CODE 152417 | 24x100g

Starters & Buffet

Mozzarella Sticks
Aviko
NEW CODE 5028401 | 1kg

Breaded Anchovy Fillets
Pacific West
5027398 | 1kg

Fish Stuffed Olives
Pacific West
5027368 | 1kg

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5025894



117490



034331



034334



034333



034330



5009648



5009650



5009651



5009652



5024796

Pastry

Scotch Pie Shell Lids
Pie Sports
5024796 | 60

New BAKERY

Bread & Rolls

4" Double Cut Seeded Buns
Americana
5025894 | 6x8

Rye Bread
La Boulangerie
117490 | 10

Sweet Bakery

Belgian Triple Chocolate Chunk Cookies
La Boulangerie
034331 | 30x79g

Belgian White Chocolate Chunk &
Raspberry Cookies
La Boulangerie
034334 | 30x76g

Belgian Double Chocolate Chunk Cookies
La Boulangerie
034333 | 30x76g

Oat, Raisin & Sicilian Lemon Cookies
La Boulangerie
034330 | 30x76g

Milk Chocolate & Salted Caramel Stuffed
Cookies
La Boulangerie
5009648 | 24

Milk Chocolate & Pistachio Stuffed Cookies
La Boulangerie
5009650 | 24

Double Chocolate & Hazelnut Stuffed
Cookies
La Boulangerie
5009651 | 24

Double Chocolate & S'mores Stuffed
Cookies
La Boulangerie
5009652 | 24

New DESSERTS

Cakes & Desserts

Apple Pie
Patisserie Du Chef
134991 | 1.25kg

Lemon Roulade
Sysco Premium
5010450 | 2x10ptn



134991

Dessert Toppings & Sauces

Milk Chocolate Sauce
Simply
5021655 | 1kg

Strawberry Sauce
Simply
5021658 | 1kg

Toffee Sauce
Simply
5021660 | 1.2kg

Salted Caramel Sauce
Simply
5021661 | 1kg

White Chocolate with Hazelnut Sauce
Simply
5021662 | 1kg



5010450



5021658

5026336

Ice Cream & Sorbet

SCOOPING TUBS

Chocolate Guinness Cake Ice Cream
Jude's
5024978 | 4ltr

Blackcurrant Eton Mess Ice Cream
Jude's
5026320 | 4ltr

Raspberry Cheesecake Ice Cream
Yorvale
5026336 | 5ltr

Cappuccino Ice Cream
Yorvale
5026342 | 5ltr

Rich Chocolate Ice Cream
Yorvale
NEW CODE 5028223 | 5ltr

MINI TUBS

Mixed Box
Hackney Gelato
5027036 | 12x100ml

Chocolate Guinness Cake Ice Cream Tubs
Jude's
5026319 | 24x100ml

Cherries & Cream Ice Cream Tubs
Jude's
5026321 | 24x100ml

Mint Choc Chip Ice Cream Tubs
Yorvale
5026334 | 24x120ml

Raspberry Sorbet Tubs
Yorvale
5026335 | 24x120ml

IMPULSE

Cornetto Max Chocolate & Hazelnut
Walls
5024520 | 24

Minecraft Ice Cream Sticks
Walls
5024319 | 25x75ml



SIMPLY

The Complete

DESSERT & BEVERAGE SOLUTION



SIMPLY Vanilla Frappe Powder 5021663
SIMPLY Pistachio Syrup 5021510
SIMPLY Strawberry Syrup 5021512
SIMPLY Strawberry Sauce 5021658

SCAN 
TO SHOP



Syrups • Sauces • Frappe • Smoothies • Hot Chocolate



SLEEK IS THE NEW PREMIUM



DESIGNED TO SELL MORE

- Sleek design that signals quality
- Perfect for premium occasions

A MORE SUSTAINABLE CHOICE

- Fully recyclable aluminium
- Lower emissions than glass

EASY TO STOCK

- Light, tough, easy to handle
- Chills fast, stays cold longer

AVAILABLE NOW



Cold Beverages

CARBONATES

7up Zero Sleek Cans
5025229 | 24x330ml

Pepsi Max Cherry Sleek Cans
5025234 | 24x330ml

Lipton Iced Tea Peach Sleek Cans
5025239 | 24x330ml

Pepsi Sleek Cans
5025230 | 24x330ml

Pepsi Max Sleek Cans
5025232 | 24x330ml

Diet Pepsi Sleek Cans
5025227 | 24x330ml

Tango Orange Sleek Cans
5025235 | 24x330ml

Tango Zero Apple Sleek Cans
5025237 | 24x330ml

New DRINKS



PREMIUM DRINKS

Pink Grapefruit Living Soda
Hip Pop
5023916 | 12x330ml

Tropical Peach Living Soda
Hip Pop
5023918 | 12x330ml

Berries & Cherries Living Soda
Hip Pop
5023919 | 12x330ml

Apple & Elderflower Kombucha
Hip Pop
5023920 | 12x330ml

Ginger & Yuzu Kombucha
Hip Pop
5023921 | 12x330ml

Strawberry & Pineapple Kombucha
Hip Pop
5023923 | 12x330ml

Lemon & Lime
Poppi
5026653 | 24x330ml

Orange
Poppi
5026654 | 24x330ml

Raspberry & Rose
Poppi
5026656 | 24x330ml

Strawberry & Lemon
Poppi
5026658 | 24x330ml

Wild Berry
Poppi
5026659 | 24x330ml

SMOOTHIE MIXES & FRAPPE

Mango & Passionfruit Ice Blendable
Simply
5021667 | 1ltr

Strawberry & Banana Ice Blendable
Simply
5021668 | 1ltr

Vanilla Frappe Powder
Simply
5021663 | 1kg

5021667



discover the power of poppi



Better for drinkers. Better for sales.

A premium US breakout brand with built-in pulling power, poppi combines high fibre and low sugar with bold shelf standout – driving talkability, trade-up and stronger margins across your soft drinks range.



**2nd Fastest
Growing Brand in
US History¹**



**No.1
Functional
Soda²**



**High
Fibre**



**Low
Calorie**



**Low
Sugar**

1. Company Reports, Forbes, Internal Sources. 2. Total Poppi Retail Sales (SPINS, Circana-Costco, Stackline-Amazon).
For further information please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk.

NEW LOOK RANGE TO BOOST YOUR SALES

NUMBER 1
**ORANGE JUICE
DRINK**

IN THE UK*

NEW



**FUN
GAMES**

CapriSun

Hot Drinks

Chocolate Duster
Simply
NEW CODE 5003097 | 2x300g

Hot Chocolate Powder
Simply
5021665 | 1kg

Vanilla Syrup
Simply
NEW CODE 5021502 | 1ltr

Hazelnut Syrup
Simply
5021503 | 1ltr

Caramel Syrup
Simply
5021505 | 1ltr

Honeycomb Syrup
Simply
5021506 | 1ltr

Pistachio Syrup
Simply
5021510 | 1ltr

Strawberry Syrup
Simply
5021512 | 1ltr

Spiced Chai Syrup
Simply
5021529 | 1ltr

Sugar Free Vanilla Syrup
Simply
NEW CODE 5021651 | 1ltr

Sugar Free Caramel Syrup
Simply
5021653 | 1ltr

HEAD TO

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FOR OUR LATEST PROMOTIONS

5021665



New CATERING SUPPLIES



Drinks, Cups & Accessories

8oz Double Wall Hot Cups
Sysco Earth Plus
151887 | 20x25

12oz Double Wall Hot Cups
Sysco Earth Plus
151888 | 20x25

16oz Double Wall Hot Cups
Sysco Earth Plus
151889 | 20x25

8oz Single Wall Hot Cups
Sysco Earth Plus
151890 | 20x50

12oz Single Wall Hot Cups
Sysco Earth Plus
NEW CODE 151891 | 20x50

16oz Single Wall Hot Cups
Sysco Earth Plus
NEW CODE 151892 | 20x50

8oz Small Bagasse Lids
Sysco Earth Plus
NEW CODE 151893 | 10x50

12/16oz Medium/Large Bagasse Lids
Sysco Earth Plus
NEW CODE 151894 | 10x50

100% rPET Clear Cups 12oz (98mm)
Sysco Earth Plus
NEW CODE 151937 | 20x50

100% rPET Clear Cups 16oz (98mm)
Sysco Earth Plus
NEW CODE 151938 | 20x50

100% rPET Domed Lids 12/16oz (98mm)
Sysco Earth Plus
NEW CODE 151939 | 20x50

100% rPET Flat Lids 12/16oz (98mm)
Sysco Earth Plus
151940 | 20x50

Striped Paper Straws 200mm x 8mm
Sysco Earth Plus
NEW CODE 152506 | 250

Black Paper Straws 200mm x 8mm
Sysco Earth Plus
NEW CODE 152507 | 250

White Paper Straws 200mm x 8mm
Sysco Earth Plus
152508 | 250



Try Bagasse Disposables

An eco-friendly,
sturdy
alternative to
plastic

Takeaway Pots & Containers

300ml Open Food Boxes
Notpla
5021487 | 250

Small Food To Go Trays
Sysco Earth Plus
5002560 | 380

Medium Food To Go Trays
Sysco Earth Plus
5002559 | 270

Large Food To Go Trays
Sysco Earth Plus
5002557 | 200

Small Food to Go Boxes
Sysco Earth Plus
5002565 | 360

Medium Food To Go Boxes
Sysco Earth Plus
5002562 | 270

10" Kraft Pizza Boxes
Sysco Earth Plus
152393 | 100



a Sysco company

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Aylesford, Kent, ME20 7PP

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Customer Care: 0808 582 9798

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kff a Trading Division of Sysco GB Limited
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