



Innovative by Name
INNOVATIVE BY NATURE
BUTCHERS' INGREDIENTS

A NEW, SPECIALLY SELECTED RANGE OF RETAIL AND FESTIVE PRODUCTS FOR AUTUMN & WINTER 20/21

Supporting Butchers, Farm Shops & Delis





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 BUTCHERS' INGREDIENTS



FINEST QUALITY Munns Goose Fat

FOR PERFECT ROAST POTATOES & MUCH MORE...

We source the finest quality free-range goose fat from Munns & Son, Westmoor Farm, part of the Cambridgeshire County Farm Estate in the heart of The Fens.

- ✓ Retail Sales Opportunity
- ✓ **Healthy Margins** & Healthy Product!
- ✓ **Rich & Silky Texture** With a Fine Savoury Taste
- ✓ Cook At A **High Temperature**, Without Burning
- ✓ For the **Perfect Roasties**, Vegetables, Sauté Potatoes & Pastry
- ✓ Proven **Health Benefits** - 'Heart healthy' ❤️ & Can Play A Part In Lowering Blood Cholesterol



Pack	Wholesale Cost per Case	Suggested RRP Per Jar	Retail Margin %
18 x 150g	£29.11	£2.31	30.00%



MAKE EVERY MEAL
Special

ATKINS & POTTS

Why Not Offer

A Tasty Bit On The Side?



Condiment Sauces

WINNING PARTNERS FOR MEAT & MUCH MORE...

A carefully selected range of the finest condiment sauces from the food lovers... Atkins & Potts

Classic Horseradish Sauce

The traditional accompaniment for roast beef, prepared with care from the finest ingredients. Delicately creamy at the outset, with the warm glow of fresh horseradish. It's also excellent with smoked fish, in mashed potatoes and with eggs.

Mint Sauce With English Mint

This classic sauce is made with fresh mint grown in Middlesex by the Williams family. The traditional accompaniment to roast lamb, it can also be used to add flavour to gravy, soups, yogurt dips, Moroccan tagines and Middle Eastern dishes.

Honeyed Cranberry Sauce

A deliciously fruity cranberry sauce mellowed with smooth golden honey. A perfect partner for festive turkey, or spread over a chicken breast, topped with a slice of Camembert and wrapped in filo. It's also excellent with ice cream or in a smoothie.

Classic Bearnaise Sauce

A classic of French cuisine made with tarragon, chervil and shallots. Traditionally served with steak, this creamy sauce is also excellent over smoked fish, with cold meats or in potato salad with tuna or smoked ham.

Pack

Wholesale Cost per Case

Suggested
RRP Per Jar

Retail Margin %

6 Jars

£11.94

£2.85

30.18%



ATKINS & POTTS

Stock Up & Save
Look At The Back Page
for Great Savings

CHEF-INSPIRED Finishing Sauces

QUICK, EASY TO USE & INSPIRED BY CHEFS

A range of quick-to-use, chef-inspired finishing sauces combining the finest quality ingredients to compliment a wide range of meats, vegetables and fish. Also perfect for casseroles or roasting vegetables.

Product	Pack	Wholesale Cost per Case	Suggested RRP per Pack	Retail Margin %
Madeira & Wild Mushroom	6 x 350g	£14.10	£3.35	29.85%
Lemon & Tarragon	6 x 350g	£14.10	£3.35	29.85%
White Wine, Smoked Garlic & Thyme	6 x 350g	£14.10	£3.35	29.85%
Red Wine & Juniper	6 x 400g	£14.10	£3.35	29.85%
Brandy & Three Peppercorn	6 x 350g	£14.10	£3.35	29.85%
White Sauce with Parsley & Lemon Zest	6 x 350g	£14.10	£3.35	29.85%
Cranberry Port & Orange Zest	6 x 350g	£12.96	£3.09	30.10%

FLAVOURS INCLUDE:



325g

Madeira & Wild Mushroom

Serve hot or cold with roast turkey or baked gammon to make festive occasions extra special. Use to top goat's cheese or camembert. Drizzle onto pancakes or poached pears, or use in trifle.

Lemon & Tarragon

This delectable sauce combines the complex flavours of vermouth and tarragon with the freshness of lemon zest. Ideally suited for chicken, scallops or other white meats, fish or seafood, it's also great for glazing carrots.



350g



350g

White Wine, Smoked Garlic & Thyme

This chefs' favourite finishing sauce mellows the intense flavour of smoked garlic with fine white wine, thyme and double cream. Ideally suited for chicken and pork, it's also perfect with pasta, or poured over steamed broccoli.

Red Wine & Juniper

Combining the deep warmth of red wine with the rich intensity of ground juniper, this luxurious finishing sauce is traditionally served with beef, lamb and other red meats. It's also perfect for casseroles or roasting vegetables.



350g



350g

Brandy & Three Peppercorn

This classic of French cuisine is enriched with fine brandy and choice peppercorns. Ideally suited for fillet steak, it's also delicious with chicken, pork fillets or finely sliced potatoes.

White Sauce with Parsley & Lemon Zest

This chef's classic is a great companion for a wide variety of grilled, poached or smoked fish, it's also delicious with fish cakes or scallops, or as a dip for prawns.



350g



350g

Cranberry, Port & Orange Zest

Serve hot or cold with roast turkey or baked gammon to make festive occasions extra special. Use to top goat's cheese or camembert. Drizzle onto pancakes or poached pears, or use in trifle.



Rusk & Seasonings

BESPOKE
BLENDING
SERVICE AND
PRODUCT
MATCHING
AVAILABLE

RUSK

Newly Weds Foods Pinhead Rusk & Medium Rusk

Qty	Price per Pack
1 - 5 bags	£18.00 per 20kg
6 - 10 bags	£17.00 per 20kg
11 - 19 bags	£16.25 per 20kg
20 bags +	£15.75 per 20kg

SAUSAGE SEASONINGS

Code **Pack** **Price per Pack**

Tinted

IFI Masterchoice Tinted Seasoning	47019	15kg Bucket	£60.00
IFI Masterchoice Tinted Seasoning	B47019	56 x 227g	£62.50
Phoenix Gold Pork Tinted Seasoning	461981	15kg Bucket	£57.07
Phoenix Gold Pork Tinted Seasoning	46198	56 x 227g	£60.54
Phoenix Honeyroast Pork Tinted Seasoning	46197-6427	15kg Bucket	£53.55
Phoenix Honeyroast Pork Tinted Seasoning	46197-6617	56 x 227g	£57.02

Plain

Phoenix Gold Pork Plain Seasoning	46071-1027	15kg Bucket	£53.43
Phoenix Gold Pork Plain Seasoning	46071-6471	56 x 227g	£56.96
Phoenix Honeyroast Pork Plain Seasoning	46195	56 x 227g	£54.45

PIE & SAUSAGE ROLL INGREDIENTS

Code **Pack** **Price per Pack**

Daltons Pork Pie Seasoning	46109	15kg Bucket	£100.90
Special Pork Pie Seasoning	46169	5kg Bucket	£72.95
NC6 Steak Pie Gravy Mix	47479	12kg Bucket	£45.37
NC5 Meat & Potato Pie Seasoning	47539	15kg Bucket	£72.47
Speedeemix Sausage Roll Mix	43685	12.5kg Bag	£35.21
G Glaze Natural Colour	44330	3 x 5kg Boxed	£60.69



DELICIOUS Stuffing Mixes

**SPECIALLY BLENDED FOR BUTCHERS FROM THE
FINEST QUALITY INGREDIENTS**

We stock an extensive range of quality stuffing mixes. All carefully selected with butchers in mind. They hydrate quickly, look superb and their taste is second to none. Our Alfresco Butcher range offers a perfect complementary flavour for every meat.

PRODUCT	Code	Pack	Price per Pack
Sagion - Newly Weds Foods Sage & Onion Stuffing	45830	3kg Bag	£8.40
Newly Weds Foods Premium Sage & Onion Stuffing	B37300	15kg Bag	£41.50
The Alfresco Butcher Garlic & Herb Stuffing Mix	FBD1272	3kg	£14.85
The Alfresco Butcher Parsley, Lemon & Thyme Stuffing Mix	FBD1227	3kg	£14.85
The Alfresco Butcher Cranberry and Apple Stuffing Mix	FBD1278	3kg	£14.85
The Alfresco Butcher Blueberry and Black Pepper Stuffing Mix	FBD1280	3kg	£14.85





NATURAL Sausage Casings

SHEEP

STANDARD

Green Ring

80 metres per bundle. Minimum 2 metre strand length.

GREEN-SHEEPAS

18/20mm

£14.50

£14.00

Red Ring

80 metres per bundle. Minimum 2 metre strand length.

RED-SHEEPAS

22/24mm

£16.50

£16.00

Yellow Ring

80 metres per bundle. Minimum 2 metre strand length.

YELLOW-SHEEPAS

24mm +

£18.00

£17.50

Yellow/Brown

80 metres per bundle. Minimum 2 metre strand length.

YELLOWBROWNSHEEPAS

28mm +

£15.50

£15.00

TAPED

Green/Blue

80 metres per bundle. Minimum 6 metre strand length.

TAPED-GB-SHEEPAS

19/21mm Taped

N/A

£15.00

Minimum 10 bundles

Red/Blue

80 metres per bundle. Minimum 6 metre strand length.

TAPED-RB-SHEEPAS

21/24mm Taped

N/A

£18.00

Minimum 10 bundles

Yellow/Red

80 metres per bundle. Minimum 6 metre strand length.

TAPED-YR-SHEEPAS

24mm + Taped

N/A

£19.50

Minimum 10 bundles

HOG

STANDARD

Yellow Narrow

80 metres per bundle. Minimum 2 metre strand length.

NARROW-Y-HOGCAS

30/34mm

£17.00

£16.00

Blue/White Medium Calibre

80 metres per bundle. Minimum 2 metre strand length.

BW-HOGCAS

34/40mm

£14.50

£14.00

Red Ring

80 metres per bundle. Minimum 2 metre strand length.

REDHOGCAS

42/44mm

£11.50

£11.00

TAPED

90 metres per bundle. Minimum 6 metre strand length.

TAPED-LS-HOG

35/38m Taped

£16.00

£15.50

Minimum 10 bundles

BEEF

Ox Bungs

£2.50

Minimum 10 bundles

Ox Runners

30m lengths

£6.95

Minimum 10 bundles

Code

Size

1 - 9 bundles 10+ bundles

Code

Size

1 - 9 bundles 10+ bundles

Code

Size

1 - 9 bundles 10+ bundles

Stock Up & Save
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No Artificial
Colours or
Flavours

SPECIALITY GOURMET Sausage Mixes

OFFER YOUR CUSTOMERS THE **FINEST FESTIVE FLAVOURS**

We're highlighting several flavours in our range that are perfect for
Hallowe'en, Guy Fawke's Night & The Festive Season

PRODUCT	Code	Pack	Price per Pack
Arthur Pipkins Firecracker Sausage Mix NEW 🧨🔥		6 x 1.18kg	£39.95
Arthur Pipkins Spicy Toffee Apple Sausage Mix 🍎👻	462001	6 x 1.18kg	£39.95
Arthur Pipkins Zesty Mulled Wine Sausage Mix 🍷	461781	6 x 1.18kg	£39.95
Arthur Pipkins Cranberry & Apple Sausage Mix 🍎🍷	461561	6 x 1.18kg	£39.95





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Special

ATKINS & POTTS

Why Not Offer
A Tasty Bit On The Side?



GOURMET *Gravies*

DELICIOUS, **GOURMET**, CHEF-INSPIRED GRAVIES

A delicious range of chef inspired classic gravies, made from the finest ingredients.

Why should your customers go to the effort of making your own when they can simply heat and pour over roast beef or steaks, roast chicken and turkey, a shoulder or leg of pork or a succulent leg of lamb.

Product	Pack	Wholesale per Cost case	Suggested RRP Per Pack	Retail Margin %
Beef with Red Wine & Thyme	6 x 350g	£12.96	£3.09	30.10%
Chicken with White Wine & Tarragon	6 x 350g	£12.96	£3.09	30.10%
Red Onion	6 x 350g	£12.96	£3.09	30.10%
Turkey	6 x 400g	£11.64	£2.80	30.71%
Lamb	6 x 350g	£12.96	£3.09	30.10%



QUALITY *Stuffing Mixes*

DELICIOUS, **PREMIUM QUALITY** STUFFING MIXES



Mr Crumb's range of stuffing mixes are blended in small batches from the finest quality ingredients including delicious Granny Smith Apples and Wild Sage.



Delicious as a meal accompaniment and also as a stuffing or topping for meat, poultry, fish, seafood and vegetable dishes.

Product	Pack	Wholesale per Cost case	Suggested RRP Per Pack	Retail Margin %
Sage & Onion	12 x 150g	£16.20	£1.99	32.16%
Cranberry & Spiced Apple	12 x 150g	£16.20	£1.99	32.16%



* Deals are effective from deliveries
Monday 21st September until
Tuesday 22nd December Inclusive.
No further discounts apply.

Innovating Great Value
AS WELL AS TASTY FLAVOURS

GREAT OFFERS ESPECIALLY FOR BUTCHERS, FARM SHOPS & DELIS

Stock Up & Save for Christmas!

Offer One

SPEND
£500

GET
5% off

Place an order of **£500** on any products from this booklet (**1 delivery**) and receive a **5% discount** *

Offer Two

SPEND
£1000

GET
7.5% off

Place an order of **£1000** on any products from this booklet (**2 deliveries**) and receive a **7.5% discount** *

Offer Three

SPEND
£1500

GET
10% off

Place an order of **£1500** on any products from this booklet (**2 deliveries**) and receive a **10% discount** *

Please discuss your delivery requirements when placing your order.

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