



## Championing Local and Regional Brands in Food and Drink

Thomas Ridley Foodservice has acquired Elveden Food Hub and the Tastes of Anglia 'Table' business which will now be promoted together as 'Fine Food'. With our wealth of experience in the food business, Thomas Ridley is the natural fit to take Fine Food to the next level. Our Buying and Marketing teams are working to champion local and regional brands in the East and South East of England to proactively distribute and market them. Our Food Explorers seek to unearth innovative products to complement our existing range focusing upon provenance, individuality, quality of presentation and value for money.

## Local & Regional Producers

As experts in food and logistics we deliver efficiencies for local and regional producers, to provide daily access to commercial markets and open up opportunities throughout the East and South East. For producers with innovative and dynamic products we can open up exciting new routes to market. Small producers with new brands will benefit from product promotion alongside those well established regional and local brands, piggy-backing their success and profiting by association. We are committed to providing quality ingredients and new products to respond to market trends, sourcing from a network of ethical suppliers.

Formerly trading as Elveden Food Hub and Tastes of Anglia, the Food Hub range will now be distributed by Thomas Ridley Foodservice under our brand Fine Food.

Local and regional product lines must be ready for market; for advice on both branding and marketing contact:

Natasha Card, Local Food Expert, [natasha.card@localfoodexpert.co.uk](mailto:natasha.card@localfoodexpert.co.uk) mob: 07787 524697.

## Retailers

Thomas Ridley Foodservice offers a one-stop-shop for retailers, restaurants, garden centres, farm shops, delis & food halls throughout the East and South East. In addition to the Elveden Food Hub and Tastes of Anglia ranges, customers will now have the added advantage of access to our extensive range of more than 10,000 products including; ambient, fresh, chilled, frozen, Fine Food, professional hygiene and catering sundries. Our core aim is to deliver quality products, value, convenience and outstanding customer service; at the same time retaining the personal touch that sets us apart from others.

Retailers benefit from our extensive distribution network and effective route planning, giving them the certainty of a weekly delivery service, enabling efficient stock control and product rotation, which in turn can help increase sales, turnover and profit. With access to such a wide range of products our existing customers are readily able to satisfy the minimum order requirement of £200.

Our Account Manager will advise on new products and ranges, delivery schedule and current terms. Orders can be placed via EDI, Online (visit <http://thomasridley.co.uk/onlineorder.html>), and Online using our mobile Foodservice Ordering App. or by telephone: 01359 271071.

Account Manager: Rachel Culley, [rachel.culley@thomasridley.co.uk](mailto:rachel.culley@thomasridley.co.uk) mob: 07975 943890

## **Marketing**

To gain new accounts we focus our energy on direct marketing to sector specific databases; including garden centres & farm shops, food halls, delis and retailers. In addition to these we have a database covering all of the Neilson sectors, to which we can up-sell products. The direct marketing covers telephone research, hard copy and e marketing; we routinely cleanse and update database entries.

Our innovative monthly marketing program is distributed by hard copy and e marketing and covers new product launches, recipe ideas, industry trends, promotions and news items. We produce product category brochures, seasonal brochures and customer sector brochures; all of which can generate additional sales.

For recent marketing activity visit [www.thomasridley.co.uk](http://www.thomasridley.co.uk) and follow us on twitter @ThomasRidleyFS.

## **Our Promise**

As a privately owned business successfully operating for over 200 years, we have always been passionate about providing both a personal and flexible service for all of our customers. We place great emphasis on loyalty as our relationships with people are the heart and soul of our business. By properly investing in our team, we are able to build long term relationships with our suppliers and create loyal partnerships with our customers. We aim to meet our customer's requirements delivering quality products, at reasonable prices and on the day agreed.