



Stirring up *Tradition*

Passion for Culture

Chef Vitelio Reyes Culinary Journey

Plant-based Christmas

Menu inspiration

Staying Sustainable

Turn Christmas Green

The winter months are fast approaching and so to get you ready for the well welcomed seasonal changes, we have plenty of exciting news as well as the less traditional menu inspiration and tips to share with you in our Winter edition brochure.

As we reflect upon the past 12 months, we would like to take this opportunity to thank our clients and suppliers for your unwavering loyalty. We understand that the road ahead may still be filled with uncertainties and challenges in the hospitality industry, and we will continue to aid you through by providing the highest quality products, reliable service, and innovative solutions.

I would like to share the wonderful news that we were awarded top supplier in three categories in the Restaurant Online Readers' Choice Awards this year: Top Supplier, Foodservice and Fresh Produce. To be awarded 7 consecutive wins in the Foodservice category as well as newly-award winners for Top Supplier and Fresh produce, following our expansion into Fresh Produce during the pandemic, it solidifies our long-term commitment and hard work over the past year.

Thanks to everyone who voted for us, it gives us even more motivation to keep improving, innovating and being the best at what we do in our industry.

Best Wishes,

Lana Bhikha,
Deputy Managing Director



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With Wayne Gregory

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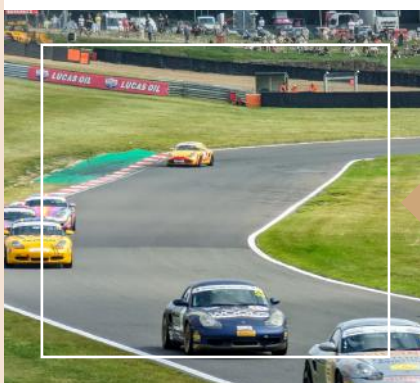
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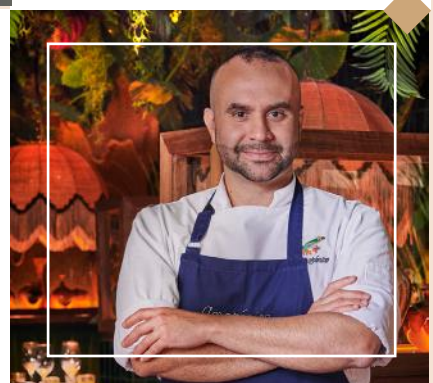
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Navigating Christmas

with Wayne Gregory, Operations Manager

Tell us about your role?

I am the Operations Manager here at Woods and I absolutely love it! My journey began 14 years ago when I joined the company as a delivery driver and gained valuable experience on the road meeting chefs. I then progressed and moved to the warehouse department, and after a couple of years, became Warehouse Manager. Woods core values is investing in their employees; they are currently supporting me in completing an English course, as I feel this will help me grow further both personally and in my career.

How are you gearing up for the busy Christmas period?

It is important that we maintain our high level of service during Christmas, so we make sure to have a full team on hand during the busy months of November and December. We only allow one member of staff to be on annual leave during these busy months. This allows us to plan ahead and ensure there are enough team members available. Our fleet has also been upgraded to include LGV delivery vans, which have a payload capacity of two tonnes.

What challenges do you face in the operations department during Christmas period?

The most challenging aspect of Christmas is the huge growth, it can jump up by 30% in November, so we need to make sure that we are well prepared. Ensuring that we have the correct number of staff to cover all of the roles in operations and logistics and at the highest standards is key. The unpredictable weather also plays a huge part coming into the winter and it can have an effect on delivery routes.



What do you enjoy the most about working at Woods?

Working at Woods is great, to be able to come to work and have a laugh with your work collages always puts a smile on your face, don't get me wrong some days it can be challenging, but when you know you have the support it makes it that much easier. I have worked here for just over 13 years, and I can honestly say it been great, I have loved the most part of it.

What's your favourite part of a Christmas dinner and why?

This is a tricky question! It's got to be right at the end, when you're in a food coma, reminiscing about all the great food you have just eaten, to then be asked if you would like dessert... Another favourite of mine is seasoned gammon and egg sandwiches, it's a tradition of ours, we always have in the morning for breakfast.

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Tom Kerridge
Knorr Professional Creative Director

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'Tis the season to be Sustainable

The festive period is a time to enjoy delicious heart-warming food with friends and family, and so as everyone gears up for the busiest time of the year in the hospitality industry, it's important to understand how we can still enjoy the holidays while minimizing our impact on the environment.

As a carbon neutral company for three consecutive years, we continue to look for new ways to make a positive contribution to the environment and drive sustainability through our company practices, systems, and processes.

Here's how we're working towards a more 'greener' Christmas.

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electricity*

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WOODS
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DELIVERING EXCELLENCE



Plan More, Waste Less

Food waste is a major problem within the hospitality industry, with UK businesses generating an astounding 920,000 tonnes of food waste every year. Christmas menu planning will be well underway for many chefs, from lavish festive feasts to five-course tasting menus. The introduction of new menus and increase in orders over the festive period can result in food waste, so planning ahead and notifying your account manager of changes in your menu and estimated volumes will help us to minimise any unnecessary waste.

Woods' experienced procurement team work closely with our suppliers with a target of 99.1% order fulfilment, but always exceed this rate at 99.5%. They use advanced purchasing software to help manage and forecast stock efficiently. If there is any surplus stock we arrange for it to be delivered to local food banks such as Hillingdon Food Bank and The Felix Project helping those in the community that are in need.

The Road to Green



Our transport department is made up of a large fleet of delivery vans and experienced drivers who hit the road 6 days a week, making sure that chefs have all their ingredients and produce ready for the busy festive period. One way we reduce our carbon emissions is by using optimised route planning to determine the most efficient route for our drivers which helps to reduce travel miles and carbon emissions. We also have several electric delivery vans and delivery vans powered by eco-friendly biodiesel made from recycled cooking oil.

Reduce, Re-use & Recycle

During the festive season, huge amounts of cardboard and plastic pass through the supply chain. Recycling is a small gesture, but it has an enormous impact on the environment, and so we are advocates for reducing, re-using, and recycling. We aim to reduce the amount of plastic and cardboard in our operations and offer services to help our customers meet their sustainability goals by offering the following:



- Free cardboard and plastic recycling service
- Used Oil Collection through our third party company
- Re-use of your produce delivery crates

Christmas is the most wonderful time of the year...and this year, we can make it the most sustainable time of the year too! If you're looking for ways you can help the planet and would like to learn more about our sustainability practises, contact your client account specialist.

Luxury Christmas Chocolate Sensations

With an abundance of crisp pearls, chocolate shavings, blossoms, mousse, pastes, and pralines, Callebaut provides chefs with a huge range of textures and flavours to add a sweet sensation to your Christmas menus. Recently, we unveiled our Chocolate Room within our warehouse, storing all our chocolate products at the perfect temperature for optimal ingredient quality throughout the year. As proud suppliers to Michelin-starred chefs in London and its surroundings, we are thrilled to share innovative and exciting ways to incorporate Callebaut ingredients into your Christmas dessert menus.



For those who appreciate a traditional Christmas dessert, consider a dark chocolate Yule log. Crafted with Callebaut's dark chocolate, it features a decadent ganache or frosting over a dark chocolate sponge infused with creamy, melting, and slightly bitter dark chocolate. Fill the log with a luscious caramel filling and drizzle creamy white chocolate on top for a beautiful flavours contrast. Callebaut's white, milk, and dark chocolates offer versatility, allowing you to explore numerous possibilities for mousses, truffles, cakes, tarts, and more.



Want to provide something a little different to the traditional christmas pudding? The Velvet Touch is a mouth-watering after dinner drink made with Callebaut's finest belgian white chocolate velvet and Callebaut's Pure Roasted Hazelnut Paste, combine with filter coffee for a velvety smooth mood booster on a cold winter's day! Decorate with popping candy, dark chocolate lattices and meringue crumbs.



For the joy of giving..

Callebaut, with its rich history and commitment to crafting the finest Belgian Chocolate since 1911, offers a range of ethically sourced cocoa powder and chocolate ingredients from Cocoa Beans from West African farms. Each product is meticulously crafted to perfection, and every purchase supports cocoa farm communities and the Cocoa Horizons Foundation, an organization dedicated to improving the livelihoods of cocoa farmers. Cocoa Horizons empowers West African farmers to shift their small farms into profitable cocoa farms, motivating the newer generation to stay in cocoa farming and make it a sustainable ambition for the community.



CALLEBAUT®
BELGIUM 1911



THIS IS PURE INDULGENCE

BROWNIE POKIE

These indulgent brownies are made with Callebaut's signature 811 dark chocolate, 823 milk chocolate and W2 white chocolate for an indulgent twist that is topped with golden ganache.

**64% OF
CONSUMERS
FIND CHOCOLATE
FLAVOURS
APPEALING IN
THEIR DESSERTS**



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Dreaming of a Plant-Based Christmas

Christmas can be a joyous occasion for gatherings with friends and family, but often, plant-based eaters are left with few options when it comes to the traditional holiday feasts. However, with the growing popularity of plant-based diets and the increasing consciousness about sustainability, it has become easier than ever to create a delicious and ethical Christmas dinner that will please everyone at the table.

Utilizing seasonal produce not only ensures the freshest flavours but also supports local farmers and reduces the carbon footprint associated with long-distance transportation. Woods offers a wide range of fresh fruits and vegetables that can be incorporated into plant-based festive dishes such as vibrant winter salads, roasted root vegetables, or deliciously spiced butternut squash soups.



Winter Kale Brussels Sprouts Salad

Vibrant Salad filled with sweet fruit, warm roasted brussels sprouts, crunchy nuts.

Ingredients:

Curly Green Kale
Brussels Sprouts
Butternut Squash
Oranges
Pomegranet
Hazelnuts

Dressing:

Balsamic Vinegar
Orange Juice
Lemon Juice
Avocado Oil



Sweet Potato and Ginger Soup

Warming Sweet potato soup made with spices and a ginger kick

Ingredients:

Sweet Potato
Braeburn Apples
Olive Oil
Coconut Oil
English Onion
Coriander Seeds
Cumin Seeds
Fresh Ginger
Coconut Milk
Knorr Vegetable Stock
Pumpkin Seeds (topping)
Dairy free yoghurt (topping)

What's New On The Menu

Seasonal Winter Produce

with Jordan, Junior Fresh Produce Category Manager



Winter Squashes

Winter squashes come in a bunch of varieties, including Kabocha, Delicata, Butternut, and Spaghetti. They are typically hard-shelled and have a dense, sweet flesh. Try them roasted, mashed or added to soups, stews and curries for a sweet warming delight.



Cranberries

Fresh cranberries are native to North America, but they can also be grown in the UK, Finland, and Germany. These tart and tangy berries are in season from September to January, and they're often used in pies, muffins, and other desserts. Cranberries can also be used in savory dishes, such as sauces, chutneys, and relishes.



Chestnuts

Fresh chestnuts are a seasonal delight, typically in season from September to December. Chestnuts bring a sweet caramelised and nutty flavour to dishes and often used in Christmas stuffing, desserts or roasted for a festive snack.



Chervil Root

Chervil root is a member of the carrot family and is in season from October to March. It has a sweet, nutty flavor and a slightly peppery aftertaste. It can be enjoyed roasted with parsnips, made into a creamy chervil soup or sautéed and added to salads.

Fun Facts

What's your favourite festive fruit or vegetable?

As for my favourite festive vegetable, I must admit it's a tough choice, but I'll have to go with the more traditional produce and say either Parsnips or Sprouts. Both are quintessentially Christmas, and nothing beats it on a roast Christmas dinner. You can have the most luxurious meat, but if it's not paired with the highest quality crop, the point is lost. And that's where we come in!

How many Brussel sprouts did we sell last Christmas?

Last Christmas, we sold nearly two tonnes of Brussel Sprouts!



The Quick Bite

At Amazonico Restaurant, Chef Vitelio Reyes showcases his immense culinary talent by infusing Latin American cuisine with modern cooking techniques. His dishes are a harmonious blend of bold flavours, vibrant colours, and exquisite presentation, creating a truly extraordinary dining experience.



▶ Vitelio Reyes,
Group Executive Chef,
Amazonico

What inspired you to become a chef?

My passion for food since I was a kid, I was always intrigued to taste different things and eat in all different places and locations across the world.

What would you say is the most defining moment in your career?

Definitely and without a doubt my years living in Asia, it really opened my mind to a different world and culture.

What piece of golden advice would you give to anyone starting out in the industry?

“Be patient and never focus your career on money, let your passion and determination be your motto on a daily basis.”



Amazonico Restaurant | London

Located in the heart of Mayfair, Amazonico transports diners into the lush and vibrant world of the Amazon, with its breathtaking décor and ambiance. The moment you step foot inside, you are greeted by towering greenery, cascading waterfalls, and an atmosphere that pays homage to the rich biodiversity of the Amazon region.

But it's not just the stunning décor that sets Amazonico apart – the food is equally exceptional. The menu features a fusion of flavours from Brazil, Peru, and Colombia, showcasing the vibrant and unique culinary traditions of the region. From succulent grilled meats to fresh and innovative seafood dishes, every bite is a tantalizing journey into the heart of South America.

Alongside the remarkable cuisine, Amazonico offers an extensive selection of handcrafted cocktails and an extensive wine list, carefully curated to complement the flavours of the menu. Whether you're in the mood for a classic caipirinha or an expertly crafted pisco sour, the bar at Amazonico is sure to impress even the most discerning cocktail connoisseur.

Beyond the culinary delights, Amazonico also features live music and entertainment, creating a lively and vibrant atmosphere. From the energetic beats of Samba to the soulful tunes of Bossa Nova, the music adds an extra layer of authenticity and excitement to the overall dining experience.

The Festival of Porsche

For The Woods Foodservice Porsche Boxster Cup Round 6

We headed to the iconic Brands Hatch Circuit on Sunday September 3rd with a fantastic group of our Suppliers and Clients for the Festival of Porsche. With glorious sunshine on our side, it was a spectacular day to celebrate the 75th Anniversary of Porsche cars. The day was packed with a number of motorsport races, Porsche car displays, special car demos and more, making it an unforgettable experience.

With plenty of food and refreshing drinks served in the Woods Hospitality tent, the group headed to the perfect viewing spot to watch our sponsored event, The Woods Foodservice Boxster Cup. Guests had the chance to witness the intense motorsport action up close, as they watched skilled drivers maneuver their powerful Porsches around the iconic Brands Hatch circuit. Those that were brave enough, also got the chance to jump in the pace car and drive around the circuit!

Race one commenced, and it wasn't long until we spotted our Operations Manager, Wayne in competing in our very own Woods Race car. The race saw Championship leader Jonny Lovell take the lead with Mike Thompson chasing just a second behind. Perry Darling was right with Thompson but unfortunately didn't manage to take advantage and came in third place with Matt Gough battling in fourth place.

It was then time for race 2 of the day, and again Lovell kept a good pace throughout in first place. A strong battle between Thompson and Gough for second place, with Gough taking the lead on the third lap but Thompson managed to push through, taking second place, then Gough, and Faye Noble - Evans in fourth place.

The day was made even more special by witnessing our Managing Director Darren taking the podium for the Porsche Class 2 Race in third place!

Sponsorship Opportunities

Interested in sponsoring the Porsche Woods Race Team? Sponsorship offers an incredible opportunity to join forces with a brand that embodies unparalleled performance and precision. For more information on sponsorship opportunities, please contact jade@woodsfoodservice.co.uk



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meals**



2024: What's on?

Get ready for a thrilling year ahead as we unveil a lineup of exciting events, demo's and experiences for our clients to not only expand their culinary knowledge but also build lasting relationships. The events provide a unique opportunity for clients to explore the latest trends, sample exquisite dishes, and network with other like-minded people in the food industry.

What's on at the Woods HQ?



Sosa Demo with Top Pastry Chef Samantha Rain

The demo promises to elevate your dessert and pastry creations to new heights! Sosa offers a world of possibilities for your menu, from innovative flavour extracts to unique textures and decorations.



Boiron Demo with Innovative Culinary Expert, Graham Mairs

Explore the wonderful flavours of Boiron fruit puree's, as Graham demonstrates how he uses Boiron puree's to create beautiful desserts and fine pastisseries.



Woods Food Fair - Save the date 14th May 2024

We invite you to join us for our Food Fair held at our facilities. Meet with our suppliers and growers, enjoy a fantastic line up of cooking demos, entertainment through out the day, food and tastings, and lots more! Not to be missed!



Visit the Woods Facilities

Enjoy a guided tour around our facilities and explore our entire product range, learn about our operations and meet the team. You can book a slot on our website by completing the online contact form.

Supplier Visits

Granny Gothards Ice Cream

Visit Granny Gothard's Ice Cream Parlour and Dairy Farm nestled in the green countryside of Devon.



Delimport Cuisine Wine

Head to Spain and learn how Cuisine Wine is produced, visit an iberico pig farm and sample the delectable Spanish cuisine.



Rungis Market

Explore the world's largest wholesale food market. Located on the outskirts of Paris and spanning over 232 hectares, it serves as a bustling hub for the distribution and trade of fresh produce, seafood, meat, dairy, and a wide variety of gourmet products.

Experiences

Guinness Six Nations - England v Wales | February

Held at the home of England Rugby, Twickenham Stadium, an unforgettable rugby experience with the best seats in house.



Queens Club Championship Tennis Event | June

Held at the iconic Queens Club in the heart of Kensington, featuring some of the best men's tennis players in the world.



The Henley Regatta | July

A quintessentially English summer rowing event with a unique atmosphere, on the banks of the River Thames.

NFL | October

Experience American Football at Tottenham Hotspur's Stadium, expect spectacle and entertainment on and off the pitch.

Interested in any of our events?

Don't miss out on the opportunity to join our upcoming events! We have a fantastic lineup of events planned, but spaces are very limited. To learn more about the event details and availability, visit our events page on our website or alternatively contact holly@woodsfoodservice.co.uk.

Collaboration Opportunities

We are always on the look out for new and exciting event ideas. Maybe you're a chef looking to share your experience with other chefs, or a supplier who would like to showcase your product range. Please feel free to get in touch with us to discuss potential opportunities.

NEW

Del Casato Panettone

Made following the original recipe using the same mother
of yeast for over 60 years

100% butter and with a slow leavening time
Distinctive and fragrant taste

Available in two flavours:

Raisins & Orange Peel
Choc Chip & Choc Cream

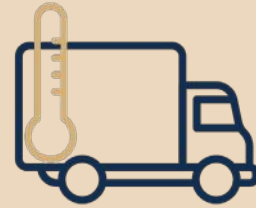


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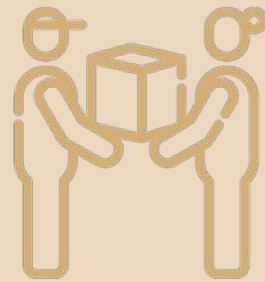


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AND DELIVERED

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BRIGHTON & MANCHESTER



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2023

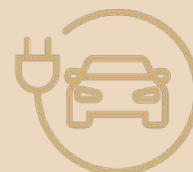


40%

increase in
WEB ORDERS



COMPANY WIDE
ELECTRIC VEHICLE
SCHEME
INTRODUCED TO REDUCE
OUR CARBON FOOTPRINT





“We love working with Woods, it is rare to find a team that delivers such brilliant customer service. The ordering portal is super easy to use and the range of products is extremely diverse. We wouldn’t look anywhere else. Thanks team Woods!” - Mark Jankel, The Food Initiative.

“I have worked with Woods for over 5 years now. Rosie and the team are always on hand to help out and advise. Products are always consistent and delivered on time. Ordering is simple, and you can easily see up-to-date levels and in season ingredients.” - Lewis Johnson, The Fox & Pheasant



“Quality, consistency and superb customer service, which makes this company a dream to work with.” - Halit Deniz, Rüy London