



Birds Eye Foodservice secure listing with 3663

3663, the UK's leading foodservice company, has listed a range of Birds Eye Foodservice products following the brand's recent launch into the foodservice marketplace.

Running across four core product categories of fish, poultry, vegetables and red meat, Birds Eye Foodservice produce is frozen when it's at the peak of perfection, locking in its freshness and natural goodness.

Justin Burbage, Birds Eye Foodservice Director comments: "There's a great fit between 3663 and the Birds Eye brand, and we're thrilled we can help drive their frozen food offering. Demand for frozen food is set to grow over the next year – especially with caterers and consumers realising the health benefits of quality frozen products such as peas, soya beans and fish."

"Our range delivers a selection of great-tasting, nutritious food in line with 3663's positive steps towards a healthier future policy, and is suited to a huge variety of consumers across all foodservice channels," he continues.

There's also a strong synergy between 3663's commitment to healthier catering for children and Birds Eye Foodservice's 'Captain's Nutrition Mission' – a guarantee of high nutritional goodness in all their children's products.

The range listed by 3663 includes products suitable for a number of caterers – from school kitchens through to Pubs, Restaurants and Travel & Leisure outlets. It includes their classic Cod Fillet Fish Fingers and Omega 3 Fish Fingers, Crispy Chicken Dippers, Chicken Burger and Original Beef Burgers. A core range of vegetables includes their innovative Kids Steam Bag Vegetables, Soya Beans and Garden Peas.

Terry Barlow, Frozen Buyer for 3663 comments: "The Birds Eye brand is renowned for its quality, and has great potential as a front of house brand, as well as a back of house range of freezer essentials. Birds Eye Foodservice has shown a strong commitment to producing

nutritious food that delivers a genuine value-add – which is critical for caterers in today’s environment – and we expect a strong performance in the foodservice market.”

“We’re particularly excited by their Omega 3 Fish Fingers, a product which sums up the Birds Eye brand perfectly – it tastes great, is ideal for children and adults alike, and is MSC certified¹, making it a sustainable choice. These are all principles we strongly support here at 3663, and we look forward to a positive working relationship with Birds Eye Foodservice.”

- Ends -

¹ Birds Eye Omega 3 Fish Fingers uses fish that comes from a fishery which has been certified to the Marine Stewardship Council’s environmental standard for a well-managed and sustainable fishery