



Fresh to Foodservice

Birds Eye Foodservice is launching as a business in September 2008, and is set to become the Natural Choice for caterers everywhere.

“Building on the unique heritage of the Birds Eye brand, Birds Eye Foodservice will lead the field in quality frozen food,” explains Justin Burbage, Birds Eye Foodservice Director. “We’re committed to producing the highest calibre food that’s frozen for freshness, as well as being naturally nutritious, sustainable and traceable.”

The range has been developed to suit children’s menus across a wide variety of caterers, from school kitchens through to Pubs, Restaurants and Travel & Leisure outlets.

There are four core product categories: fish, poultry, vegetables and red meat. Each category will deliver a premium quality selection of innovative children’s and adult products.

“Nutrition, quality and convenience are key words for us, with healthy dining for children a particular concern,” Justin continues. “Best-sellers such as our Omega 3 Fish Fingers deliver a clear point of difference on menus everywhere, and all of our children’s products carry the ‘Captain’s Nutrition Mission’ statement as a guarantee of their goodness.”

The Captain’s Nutrition Mission builds on the already high standards set by Birds Eye. “As a mark of our leadership, all our products are free from hydrogenated vegetable oil and are non GM, our meat products contain no added phosphates, while core lines all feature 100% prime fish fillet or 100% chicken breast. Our Omega 3 Fish Fingers are also MSC¹ certified, ensuring the fish comes from a well-managed and sustainable fishery,” Justin explains.

“However, the Captain’s Nutrition Mission goes even further – the endorsement covers our foodservice range for children, and ensures that all those products are free from artificial colours, flavours or preservatives. Our range are all 20% or less of a 5-10 year old’s GDA for

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

fat, saturated fat and salt per recommended serving. Furthermore, they all meet FSA Guidelines in relation to salt content².”

Many of these nutritional benefits can be attributed to the freezing process, and Justin is keen to tackle any misconceptions concerning frozen food. “By freezing our produce when it’s at the peak of perfection, we lock in its freshness and natural nutrition,” he comments. “For example, our peas are quick frozen within two and a half hours of picking, which maintains their vitamin levels³. In effect, it means there’s no need for any artificial enhancements.”

Other key benefits include the consistent high quality and convenience of frozen food, explains Peter Lack, Company Development Chef for Birds Eye Foodservice: “All our products can be cooked from frozen, making them must-have ingredients for any kitchen. Caterers simply store and use the products as required – delivering genuine cost-efficiencies in portion control. This is especially useful for children’s menus – where demand can’t always be predicted in profit sector environments.”

Peter also stresses that product innovation is key to the business’s development, with other convenience-based products such as their portion-controlled range of Steam Bag Vegetables offering a near-instantaneous solution for healthy, side-of-plate servings.

The product range is complemented by a range of dedicated support services, to ensure caterers maximise their potential. A detailed, engaging website offers far more than just recipes and product lists, including in-depth nutritional information, channel sector overviews and downloadable point of sale material. Visit www.birdseyefoodservice.com for more information.

A dedicated Care Line is also available, staffed by a highly proficient team who are on-hand to assist with everything from menu planning and nutritional queries, through to cooking instructions and where to buy the range.

To reinforce their strong credentials within the marketplace, Birds Eye Foodservice is also developing strategic partnerships with key wholesalers and end-users, and follow the recommendations of key industry bodies such as the Food Standards Agency.

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² Food Standards Agency Voluntary Salt Reduction Targets, published March 2006

³ Frozen peas contain more Vitamin C than fresh peas stored in their pods at: ambient for 3 days; chill/ambient for 6 days; and chilled for 2 weeks