



www.windsorfoodservice.co.uk

total food solutions for caterers...

About Us

Windsor Foodservices are one of the country's leading independent regional foodservice operators. With a head office and main distribution facility in Barnsley, South Yorkshire and a newly established depot in the heart of the Midlands at Castle Donington, Windsor Foodservice are strategically located to supply the independent catering trade with a one stop shop facility throughout an extensive geographical area of the North and Midlands. (Please see distribution map for details)

Brief History

Windsor Foodservice were originally established in 1989 by the C.E.O Peter Whitehead.

Initially operating from rented premises in Sheffield and offering a limited range of frozen food the business has consistently grown over the years into a major player within the foodservice industry.

The business has developed in response to customer demand with the introduction of ambient and chilled products into the Windsor range in the 1998 providing customers with an extended product choice.

In 2002 the company relocated its operation, investing over £2M in purpose built premises in the Dearne Valley. The state of the art facility providing significant additional capacity to cope with increasing customer demands.

In 2007 further strategic investment has been undertaken with the established of a new depot in Castle Donington. This depot with its excellent communication links will act as a distribution centre supplying customers in the Midlands region allowing the company to further expand its distribution capabilities and customer base.

Products

The range of frozen, chilled and ambient products available now exceeds 3000 different lines. All products selected go through a rigorous tasting and vetting procedure before they are finally selected based on criteria of quality, taste, diversity and conformity with all prevailing food safety legislation. This is an ongoing process at Windsor as the range is continually supplemented with new and exciting additions.

Customers can select from an extensive choice of the most established brand names in the industry. Offering real quality, value and many unique products which are exclusive to Windsor range.

Please refer to our current product brochure which contains details of the mouth-watering products within the Windsor range. The brochures pages are colour-coded for ease of use and contains many product images and brief descriptions to assist in your product choice.

Quality

Quality of products and quality of service are our prime objectives. Since 1998 we have been an ISO9001 registered company for the storage and distribution of ambient, chilled and frozen products to the catering trade. This involves regular external assessment being carried of all aspects of the business, and to ensure compliance with prevailing food safety regulation.

As part of the commitment to maintain high levels of quality of service a series of internal quality and customer satisfaction targets are set, measured and reviewed on an ongoing basis. This process further ensures that quality objectives are both met and maintained.

Suppliers

Looking for famous market leading brand names? Then look no further, all the leading established quality brands you know and trust are featured within the Windsor range. Windsor pride themselves on working closely with their suppliers to bring customers unrivalled choice and value for money all year round. This is further supplemented with weekly promotions and product launches via our telesales teams providing cost effective solutions to complement your menu.

Sales

The Windsor sales team possess many years of experience within the foodservice industry and high percentage have extensive catering backgrounds and therefore understand the needs of the caterer today in an ever changing market. Their product knowledge is further reinforced by regular supplier presentations and cook offs. The emphasis is on providing an unbeatable level of expertise and product knowledge.

The order process could not be easier. Telesales will ring you at a pre-arranged time and day to confirm your requirements for delivery the following day. Customers can also ring or fax their orders through to our telesales team.

Each customer will have a dedicated telesales and Area Sales Manager who work closely to maintain high levels of customer service and provide a direct point of contact to answer any questions you may have.

Special Offers & Promotions

Windsor put great emphasis on their monthly promotion leaflet, The Blitz and the Christmas brochure which contain a huge seasonal selection of ideas and promotions. These publications bring to customers new products, special deals and many multi-buy offers that provide customers with unbeatable savings on a wide variety of products.

The fantastic deals available are an opportunity for customers to maximise savings and offers great cost effective solutions to compliment your menu or specials board.

Exhibition

Don't miss our annual catering exhibition traditional held in September in readiness for the Christmas period. Over the years this had developed into a major event with over 100 different suppliers in attendance offering customers exceptional savings and the chance to sample products and speak directly to the manufacturers.

This is a not to be missed event and also offers customers the chance to win many fantastic prizes.

Pete's Cuisine / Pete's Desserts

Windsor Foodservice has successfully developed a quality range of artisan, handmade starters and desserts.

Working closely with our valued customer base we identified a gap in the fine dining and banqueting market for high quality starters and desserts that could be purchased from Windsor Foodservice and would require very little finishing by Chef to present high quality products at affordable prices.

We strategically sourced quality manufacturers to produce products from recipes and visuals created by Windsor Foodservice Directors and the Company Development Chef offering a savoury and dessert selection that would grace any restaurant, conference, banqueting and bistro menus.



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To keep all our existing and potential customers and suppliers up to date with the many promotional events and activities that we create we would be pleased to welcome you to our website www.windsorfoodservice.co.uk that details for your perusal current brochures and special offers, recent news and contact details.

www.windsorfoodservice.co.uk

Contact

We hope you enjoy browsing the many pages of our product brochure with the extensive range of quality products featured. Our Area Sales Manager will be only too please to provide you with our most competitive quotation available or contact our Sales Team on 01226 274 333 or email your enquiry to sales@windsorfoodservice.co.uk





Distribution

Our distribution policy is to offer one of the most flexible and comprehensive delivery service within the industry. We distribute via a fleet of modern multi-temperature controlled trucks which have electric driven refrigeration units which are highly efficient and cause less noise or pollution. All trucks incorporate temperature monitoring equipment which enables temperature records to be provided at the point of delivery.



Development Chef

Windsor Foodservice provides the services of our own company Development Chef to present and promote the 'Pete's' range of products.

Having a wealth of experience as a fine dining and banqueting chef he has previously provided his services to high profile hotel and banqueting establishments all around the world.

Take this opportunity to use this free service and allow him to present and showcase the "Pete's" range and offer advice and ideas for new menu planning to enhance your business.

Don't delay book your personal presentation today either at your establishment or in our modern test kitchen at our head office at Barnsley.

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