

You can be sure it's fresh - **it's FROZEN!**



Why buy **Frozen**?





Freezing is a natural process which does not require the use of preservatives. It offers quick and convenient access to premium quality, healthy, nutritious meals and ingredients and is perfect for busy kitchens.

**Do you want** availability of seasonal food all year long?

**Do you want** premium quality ingredients every time?

**Do you want** to have plenty of food stored without the worry of wasting it?

**Do you want** convenience at your fingertips?

**Do you want** improved price stability?

**Do you want** the guarantee of 'locked in' freshness and nutrients?

**Do you want** extended shelf life on ingredients?

You need **FROZEN FOOD**

There is a perception that frozen food is in some way inferior to fresh. But when you look at the facts it's clear to see that frozen has all the benefits of fresh, and more!

Being a natural process, there is no need to add preservatives which are often found in chilled, ambient or 'fresh' foods, so frozen is often closer to our perception of 'natural' food than you may think.

The technology of freezing food has improved dramatically in recent years and it is now possible to freeze products in a matter of minutes which results in major benefits to the consumer as outlined in this booklet.

#### **Did you know.....?**

Frozen Chicken is the most popular meat sold and eaten in the frozen category!

More added value frozen Chicken products are developed and sold than in any other category!

Frozen Chicken offers the caterer the widest range and choice in the marketplace!

Frozen Profiteroles are now one of the best selling catering products today!

Frozen Whipped Cream is as tasty as fresh and allows intricate decoration on all desserts!

Many top Chef's save time and effort by using frozen pastry!

#### **Read on for more facts about FROZEN FOOD**

# Why buy Frozen Meat & Poultry?

Although Meat and some poultry improve with age and hanging, freezing meat and poultry offers the caterer many benefits. It allows the caterer to choose the perfect quality cut for their purpose and buy as much as he needs, it also reduces waste.

The majority of frozen meat and poultry is quick frozen to maintain freshness, tenderness and flavour

Many meat and poultry products are pre-prepared, and frozen which allows a kitchen to function without a specialist butcher

Most frozen meat and poultry can be cooked from frozen which reduces waste and is convenient to the chef

Frozen meat and poultry offers hugely extended shelf life – up to 18 months in a commercial freezer

Freezing stops the growth of harmful microbes and pathogens which cause food poisoning and spoilage

The majority of frozen meat and poultry is individually quick frozen which means reduced waste because the chef can use as much or as little as he wants. This is particularly true for diced and minced products

Frozen meat gives the caterer the option to take advantage of seasonal quality all year round. For example, during certain periods of the year, frozen New Zealand lamb may be preferred to fresh lamb reared in the UK.

Frozen game can be purchased all year round, something difficult to achieve with fresh.

Frozen pre-prepared meat and poultry products can offer more consistent quality every time.

Using frozen meat and poultry gives the caterer complete meal and menu flexibility

Freezing is a natural process which does not require the use of preservatives

Some pre-prepared frozen products perform better than fresh as freezing and cooking from frozen ensures the integrity of the product e.g. Chicken Kiev encourages the filling to remain within the product

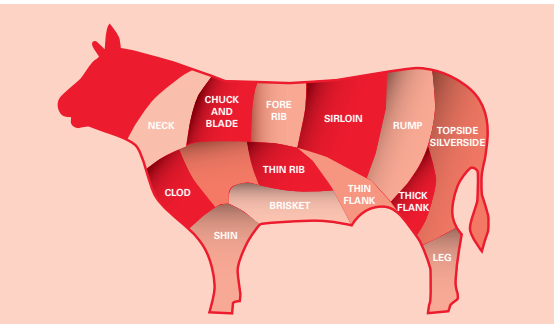
At Christmas, frozen pre-prepared turkey breasts offer the caterer unbeatable portion control, reduces costly waste and saves time in the kitchen.

By choosing frozen meat and poultry, caterers can better protect their profit margins as fresh meat prices are much more volatile than frozen.

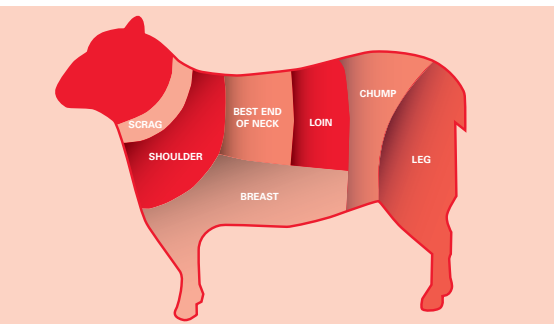
Highly seasonal meat supplies such as turkey can be guaranteed by frozen availability



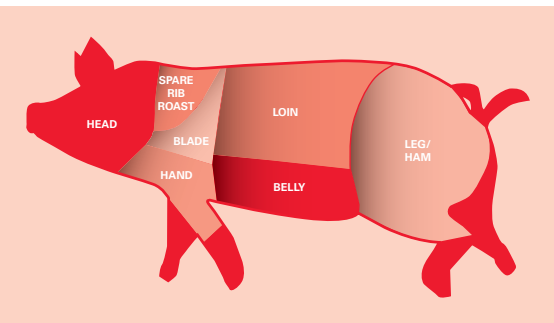
# Choose the **right cut**



	FRYING STEAK	FEATHER STEAK	FILLET & SIRLOIN STEAK	RUMP & RIB-EYE STEAK	BONE-IN RIB STEAK	TOPSIDE & TOP RUMP	RIB OF BEEF	WING RIB OF SIRLOIN	ROLLED SIRLOIN	SHIN & LEG	BRISKET & SILVERSIDE	DICED STEAK	OXTAIL
FRYING/GRIDDLING	■	■	■	■	■								
GRILLING/BARBECUES	■		■	■									
ROASTING						■	■	■	■				
SLOW COOKING		■									■	■	■



	RUMP & LEG STEAK	CHOPS & CUTLETS	NECK FILLET	WHOLE / HALF LEG	PART-BONED LEG	BONELESS LEG	BONELESS LOIN	WHOLE / HALF SHOULDER	LAMB SHANKS	RACK OF LAMB	DICED LEG
FRYING/GRIDDLING	■	■	■				■				
GRILLING/BARBECUES	■	■	■	■	■	■	■				■
ROASTING				■	■	■	■	■	■	■	
SLOW COOKING			■				■	■	■	■	■



	LOIN & SHOULDER STEAK	MEDALLIONS	CHOPS	ESCALOPES	TENDERLOIN	FILLET	RIBS	BONELESS LOIN ROAST	BONELESS LEG ROAST	SHOULDER	RACK OF PORK	BELLY OF PORK	DICED LEG
FRYING/GRIDDLING	■	■	■	■	■	■	■						■
GRILLING/BARBECUES	■	■	■				■						
ROASTING					■	■	■	■	■	■	■	■	
SLOW COOKING										■	■	■	■



## Why buy Frozen Desserts?

The market for Frozen Desserts has increased beyond all recognition over the past 10 years with the advancement of freezing techniques. This has allowed quality and product development to exceed all expectations, and it is true to say that in many cases frozen is better than fresh! For example, frozen Profiteroles are now one of the best selling catering products today!

Desserts are normally manufactured with short shelf life ingredients so they are very fresh when frozen which gives maximum quality when defrosted

Offers year round availability of ingredients that can be seasonal e.g. Scottish Raspberries, Exotic Fruits, English Strawberries

Many desserts are fragile and freezing allows them to be transported along the distribution chain to the customer in perfect condition

Frozen desserts have a long shelf life meaning the caterer can always guarantee menu availability

Freezer to Table desserts offer outstanding convenience in minimising the time from freezer to consumption

When desserts are frozen they offer more consistency than a 'fresh' product as they are only defrosted when the caterer wants to use them

Frozen desserts offer more variety for a caterer to offer to their customer

Frozen desserts offer convenience and speed for the caterer

Most frozen desserts that require baking can be cooked from frozen





Freezer to Table offer a great solution to an unexpected volume increase in foodservice operations

Frozen whipped cream is as tasty as fresh and allows intricate decoration on all desserts

Frozen individual luxury desserts allow function catering to offer the highest quality and presentation on a mass scale

Some of our best loved desserts are now more usually associated with frozen e.g. Profiteroles, Gateaux and Cheesecakes

Pre-portioned desserts offer great convenience for portion control and plating up in advance

Frozen desserts have a clear nutritional message on the packaging

Frozen desserts use clear allergen warnings on the packaging

Freezing offers hugely extended shelf life to premium products

Frozen desserts allows a kitchen to function without a specialist dessert chef

Freezing is a natural process which does not require the use of preservatives

If you prefer to make your desserts from fresh, why not save time and effort by using frozen pastry - many top chef's do!



# Why buy **Frozen**?

- Products are frozen at their peak of quality
- Freshness is locked into the product
- Freezing is a natural process and does not require preservatives
- Optimum price stability and competitiveness – not expensive out of season prices
- Use as much or as little as you want thereby reducing waste
- Offers extended shelf life
- Year round availability of seasonal products
- Offers long term menu planning



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