Press Release
21 March 2014

CHEFS WARM UP TO FROZEN FOOD

A new survey has revealed that 95% of chefs and caterers are now stocking and using frozen food and that 82% understand that freshness locks into products – a 22% increase on 2011 results.

The Perception and Usage of Frozen Food survey conducted on behalf of the British Frozen Food Federation (BFFF) also revealed that 85% of chefs use frozen food at least weekly in their establishment.

When asked about their views on frozen food, 86% stated that they believed that frozen foods are frozen at the peak of their quality – a 16% increase on 2011 results. 75% believing that there is an unnecessary stigma and snobbery attached to frozen food – a 60% increase in three years.

The survey, which was completed by chefs and caterers from across both cost and profit sectors, also showed that eight in ten chefs believed that frozen food offered year-round availability of seasonal products. Seven in ten claimed that frozen ingredients also offered them optimum price stability and competitiveness.

Commenting on the results, Brian Young, director general of BFFF said: “This survey has shown that chefs are increasingly aware of the benefits of using frozen ingredients and prepared meals such as quality, cost and waste.

“In particular, chefs and caterers are becoming more aware of the high quality of frozen ingredients, with the majority now believing that the snobbery attached to frozen is unnecessary. We believe that this is down to factors including independent research into

the nutritional value and cost of frozen food, premium NPD from the industry and third party endorsement from high profile chefs such as Jamie Oliver."

Other results showed that almost 94% of chefs agreed that frozen food reduced waste as it offered better portion control and 82% claimed that frozen could help with long term menu planning – an 8% increase on 2011 results. These can be key to planning a sustainable menu.

Mr Young added: "Clearly, chefs are realising the multiple benefits of using frozen ingredients. From premium frozen ready meals to pre-prepared ingredients such as butternut squash and frozen herbs and chillies, frozen food offers chefs and caterers a wide range of options to help cut preparation time, food waste and improve their bottom line."

The majority respondents favoured single dish ingredients such as fruits and vegetables and pre-prepared meal components such as pastry and herbs.

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About the British Frozen Food Federation
BFFF is the leading Trade Association for the frozen food sector. Its mission is to promote and protect the interests of the frozen food industry. Members cover the whole of the entire cold chain including large companies to SMEs.

The Federation works to increase its influence with Government and develop alliances with outside agencies affecting the success of frozen foods. It is involved in a wide range of consultations with Government departments, covering a diverse set of issues affecting the frozen food industry. It also campaigns with its members to educate, promote and inform consumers, retailers and the foodservice sector about the value of frozen food.

BFFF runs a number of projects to address special issues; Elected Committees look both at industry and sector-specific issues, whilst Working Groups of selected specialists tackle areas such as the retail and foodservice supply chain and school meals.

Cont…

A range of services are offered impartially to each individual BFFF member organisation. Membership benefits include:

- A range of networking events and meetings;
- Seminars and workshops pertinent to industry issues and members' needs;
- Technical, legislative and health & safety updates;

- Early warnings on impending initiatives;
- A confidential Hotline for legislative, technical and health & safety advice;
- Assistance with members' sourcing issues;
- The supply of trade enquiry contact details;
- The publication and distribution of an industry 'Bulletin';
- A quarterly Journalists Guide, which reviews the performance of the retail sector;
- A range of booklets to educate, remind and inform the industry about role of frozen food;
- UK Retail, UK Foodservice & International statistics; and,
- An arbitration service for those unable to resolve trade disputes, but who do not wish to undertake legal recourse.

BFFF also runs an annual new products awards scheme, which recognizes and rewards quality initiatives in new products.

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Issued on behalf of the British Frozen Food Federation

BFFF
Industry Research

Conducted February & March 2014

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Overview:

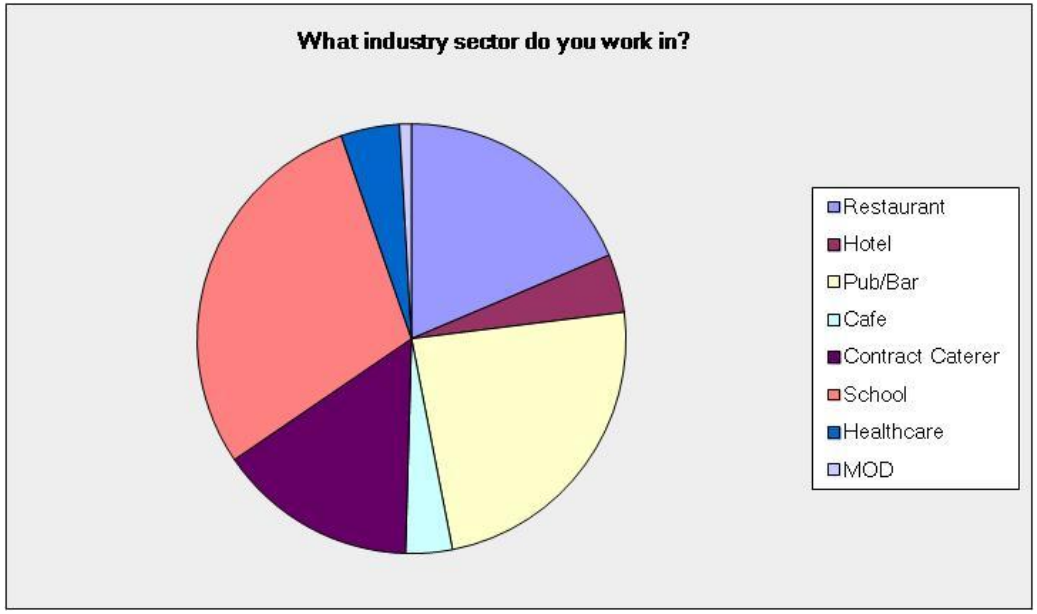
The research was conducted with chefs and caterers across the foodservice during February & March 2014.

Responses were generated via an online survey with additional telephone follow up where required.

113 respondents took part in the research although 9 online respondents dropped out and didn’t complete the entire set of questions.

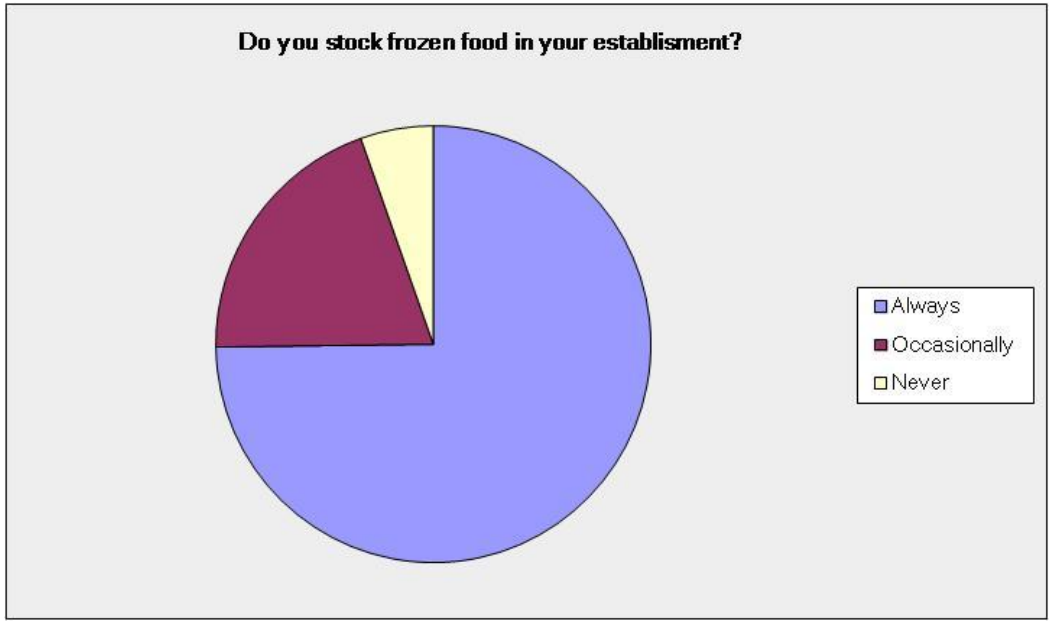
1. What industry sector do you work in?

What industry sector do you work in?		
Answer Options	**Response Percent**	**Response Count**
Restaurant	18.6%	21
Hotel	4.4%	5
Pub/Bar	23.9%	27
Cafe	3.5%	4
Contract Caterer	15.0%	17
School	29.2%	33
Healthcare	4.4%	5
MOD	0.9%	1
Other (please specify)		17
	answered question	**113**
	skipped question	**0**



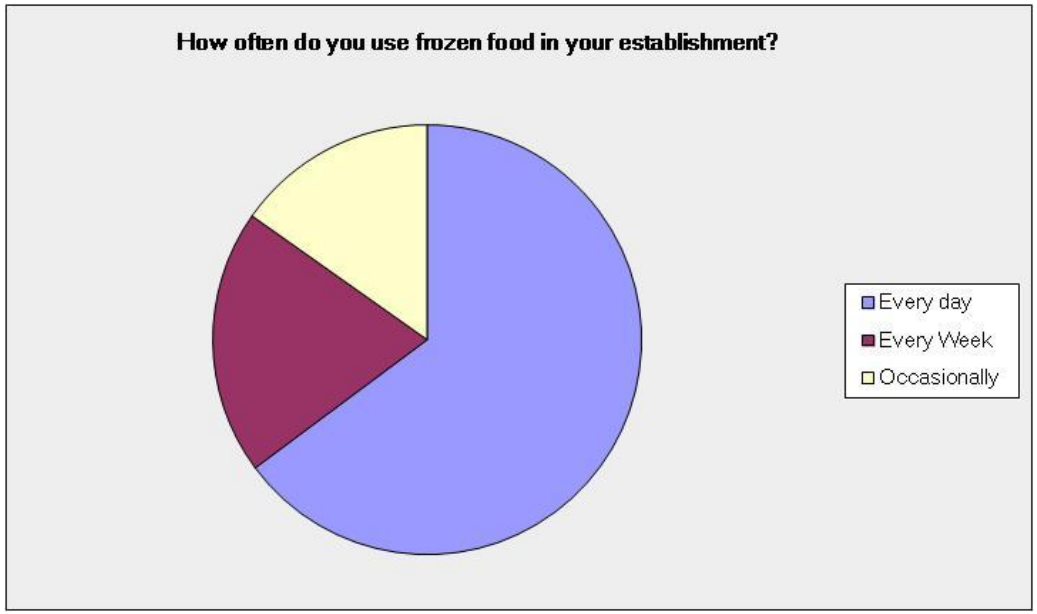
2. Do you stock frozen food in your establishment?

Do you stock frozen food in your establisment?		
Answer Options	**Response Percent**	**Response Count**
Always	74.8%	83
Occasionally	19.8%	22
Never	5.4%	6
	answered question	**111**
	skipped question	**2**



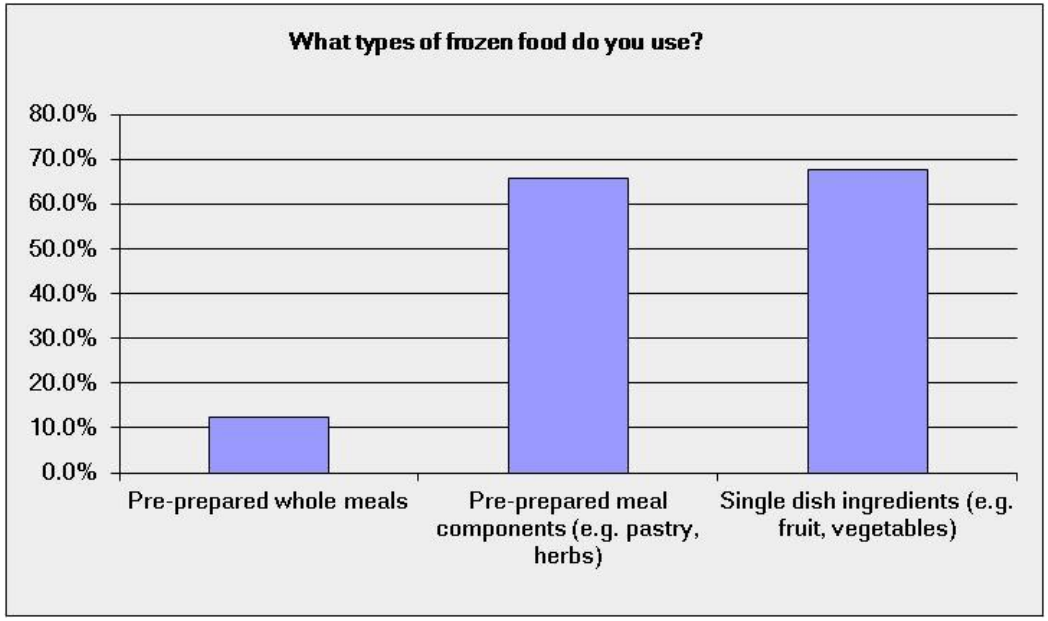
3. How often do you use frozen food in your establishment?

How often do you use frozen food in your establishment?		
Answer Options	**Response Percent**	**Response Count**
Every day	64.8%	68
Every Week	20.0%	21
Occasionally	15.2%	16
	answered question	**105**
	skipped question	**8**



4. What types of frozen food do you use?

What types of frozen food do you use?		
Answer Options	**Response Percent**	**Response Count**
Pre-prepared whole meals	12.4%	13
Pre-prepared meal components (e.g. pastry, herbs)	65.7%	69
Single dish ingredients (e.g. fruit, vegetables)	67.6%	71
	answered question	**105**
	skipped question	**8**



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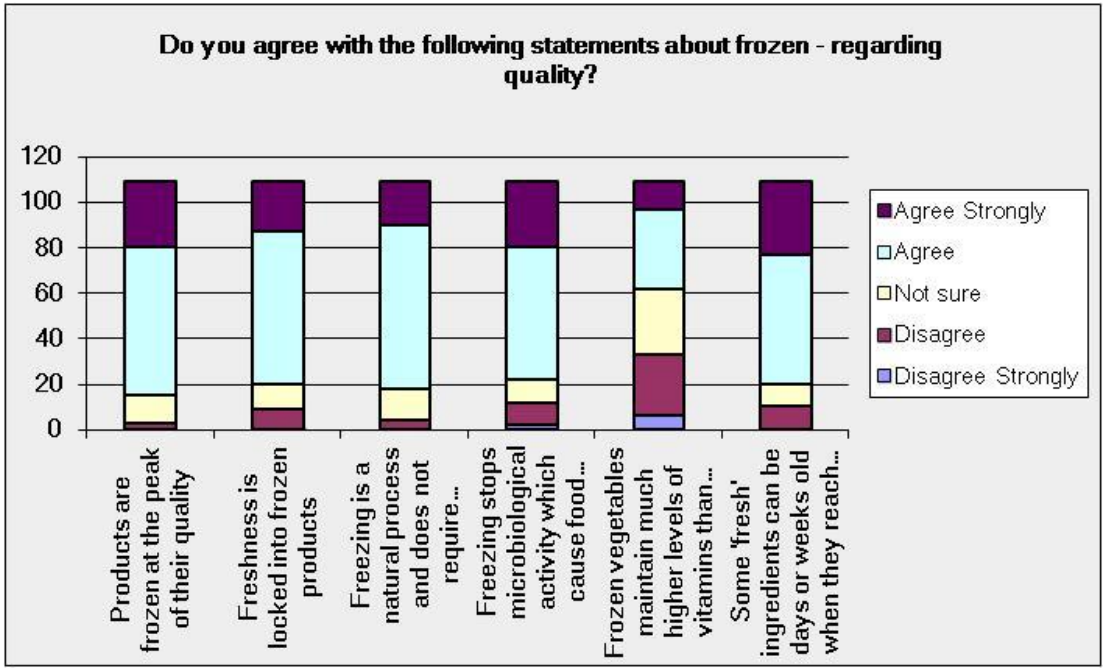
5. Do you agree with the following statements about frozen - regarding quality?

Do you agree with the following statements about frozen - regarding quality?						
Answer Options	**Agree Strongly**	**Agree**	**Not sure**	**Disagree**	**Disagree Strongly**	**Response Count**
Products are frozen at the peak of their quality	29	65	12	3	0	109
Freshness is locked into frozen products	22	67	11	8	1	109
Freezing is a natural process and does not require preservatives	19	72	14	4	0	109
Freezing stops microbiological activity which cause food poisoning and spoilage	29	58	10	10	2	109
Frozen vegetables maintain much higher levels of vitamins than 'fresh'	12	35	29	27	6	109
Some 'fresh' ingredients can be days or weeks old when they reach the consumer	32	57	10	10	0	109
					answered question	**109**
					skipped question	**4**



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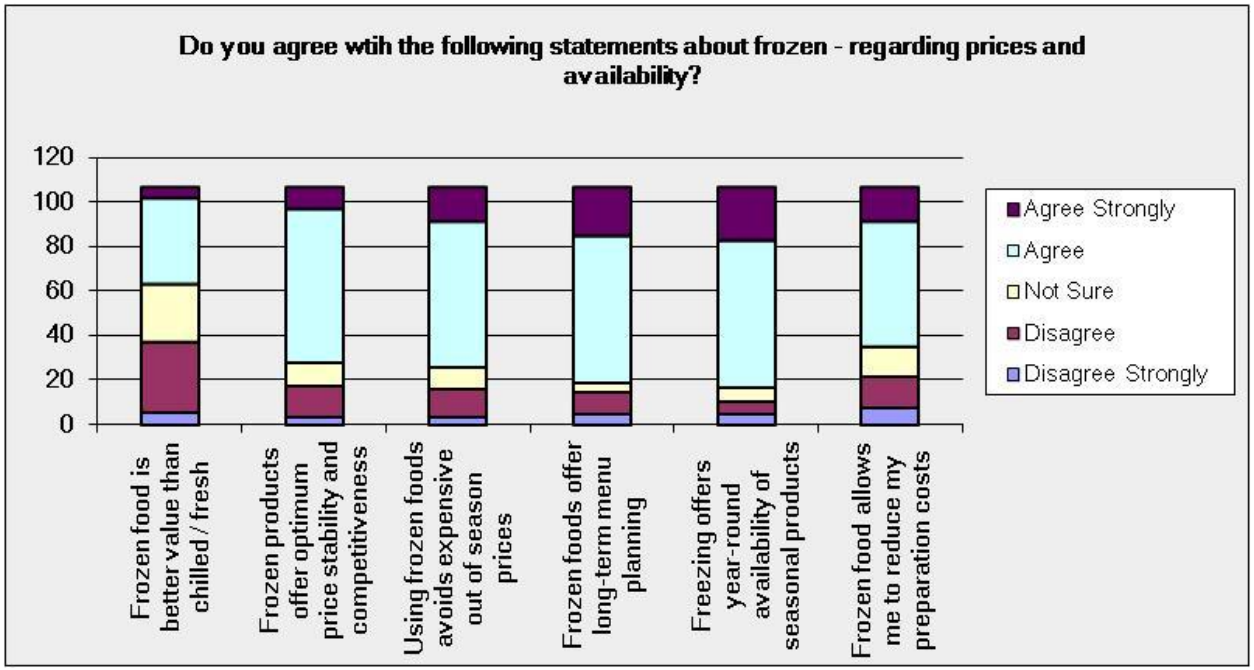
6. Do you agree with the following statements about frozen - regarding prices and availability?

Do you agree with the following statements about frozen - regarding prices and availability?						
Answer Options	**Agree Strongly**	**Agree**	**Not Sure**	**Disagree**	**Disagree Strongly**	**Response Count**
Frozen food is better value than chilled / fresh	5	39	26	31	6	107
Frozen products offer optimum price stability and	10	69	10	14	4	107
Using frozen foods avoids expensive out of season	16	65	10	12	4	107
Frozen foods offer long-term menu planning	22	66	4	10	5	107
Freezing offers year-round availability of seasonal	24	66	6	6	5	107
Frozen food allows me to reduce my preparation	16	56	13	14	8	107
					answered question	107
					skipped question	6



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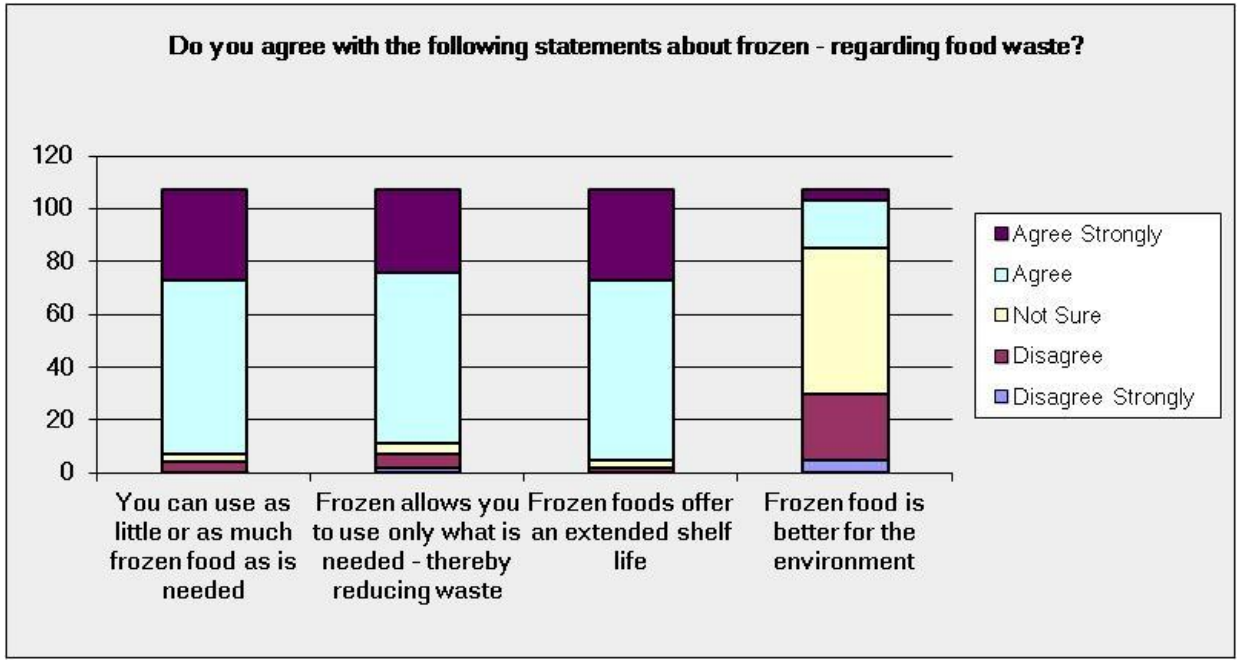
7. Do you agree with the following statements about frozen – regarding food waste?

Do you agree with the following statements about frozen - regarding food waste?						
Answer Options	**Agree Strongly**	**Agree**	**Not Sure**	**Disagree**	**Disagree Strongly**	**Response Count**
You can use as little or as much frozen food as is	34	66	3	3	1	107
Frozen allows you to use only what is needed -	31	65	4	5	2	107
Frozen foods offer an extended shelf life	34	68	3	2	0	107
Frozen food is better for the environment	4	18	55	25	5	107
					answered question	**107**
					skipped question	**6**



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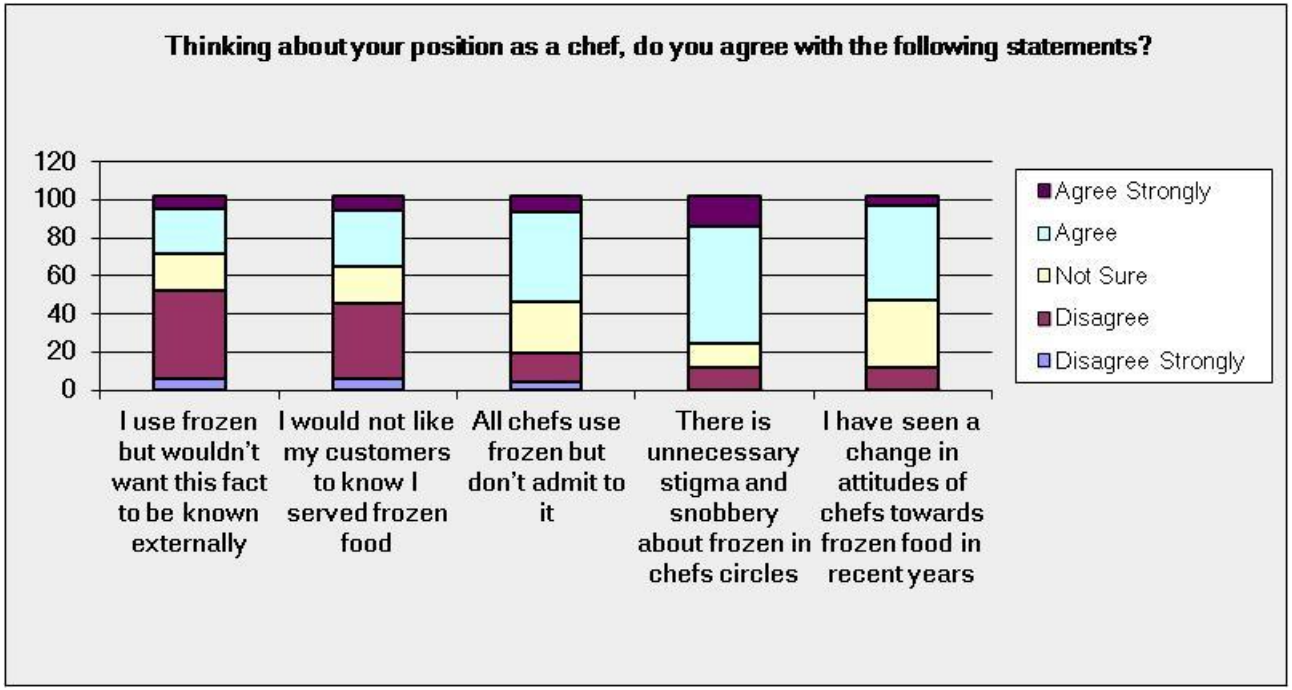
8. Thinking about your position as a chef, do you agree with the following statements?

Thinking about your position as a chef, do you agree with the following statements?						
Answer Options	**Agree Strongly**	**Agree**	**Not Sure**	**Disagree**	**Disagree Strongly**	**Response Count**
I use frozen but wouldn't want this fact to be known	6	24	19	47	6	102
I would not like my customers to know I served frozen	7	30	19	40	6	102
All chefs use frozen but don't admit to it	8	47	27	15	5	102
There is unnecessary stigma and snobbery about	16	61	13	10	2	102
I have seen a change in attitudes of chefs towards	5	49	36	10	2	102
					answered question	**102**
					skipped question	**11**



9. And finally, what are the best new frozen products you've seen in the past few years?

Product	Count
Alcoholic Sorbets And Ice Creams	1
Artisan Bread	1
Artisan Bread Ranges	1
Artisan Breads	1
Asian Curry Products	1
Assorted Fruits	1
Avocados	1
Battered Fish	1
Beef Wellingtons	1
Berry Fruits	1
Berry Fruits E.g. Strawberry, Raspberry.	1
Birds Eye Frozen Peas	1
Birds Eye Vegetables	1
Bloomers	1
Bread	4
Bread & Rolls	1
Bread Products	4
Broad Beans	1
Broccoli	2
Brodericks Tray bakes	1
Buffet Items	5
Cakes	2
Canapes	1
Cauliflower	1
Certain Part Baked Breads	1
Chargrilled Vegetables	1
Cheesecake	2
Chicken Yakatori	1
Chips	4
Chips Have Changed Enormously	1
Ciabatta Bread	1
Cooked Chicken	2
Cookie Stubs	1
Croissants	1
Curry	1

Product	Count
Delice De France - Bakery	1
Desserts	7
Diced Onions	1
Fine Puff Pastry From France	1
Fish Dishes	1
Fish Pie	1
Fish Products	5
Foie Gras	1
Freezer To Table Desserts	1
Fruit	4
Fruit Purees	1
Fruits Specially Berries	1
Garlic	1
Gluten Free	1
Green Beans	1
Herbs	4
Herby Diced Potatoes	1
Ice Cream	3
Indian Products	1
Jacket Potatoes	1
Lasagne	1
Lo Bo Range	1
Local Uk Sorbet	1
Low Fat Pastry Blocks	1
Luxury Ice Creams	1
Macaroons - Town And Country Fine Foods	1
Mash Potato	7
Mcains Chips	1
Mcains Frozen Mashed Potato	1
Meals By Known Chefs	1
Meals In A Box	1
Mixed Fruit	1
Mixed Red Berry Fruits (France)	1
Muffins Sweet	1
Mushroom lasagne	1

9. And finally, what are the best new frozen products you've seen in the past few years? Continued…

Product	Count
Nansters	1
Natures Goodness Chips	1
New Bread Items	1
New Types Of Vegetables	1
Oriental Dim Sum	1
Oriental Dumplings	1
Overseas Products	1
Paninis	1
Paramont Seafoods - Whitebait Fillets	1
Paratha Breads Vegetarian Express	1
Part Baked Bagettes Etc	1
Part Baked Bread	1
Pasta	1
Pasties	1
Pastry	5
Pastry Pie Lids	1
Pastry Products	1
Pastry Products In Raw State Have Improved	1
Pastry Tops For Pies	1
Peas	6
Peppers	2
Pies	1
Plated Meals For Patients	1
Potato Products	3
Pre Cooked Burgers (Big Al'S)	1
Puddings	1
Puff Pastry	1
Pulled Pork	1
Puree Meals	1
Quorn	2
Range Of Burgers	1
Range Of Vegetables	1
Raspberries That Don't Leek When Defrosting	1
Ratatouille Mix	1
Ready Meals	3

Product	Count
Ready To Roast Joints Of Meat	1
Reduced Fat Doughnuts	1
Ribs	1
Rice	2
Roasting Vegetables	1
Salmon En Croutes	1
Sauces	1
Savouries	1
Scampi	1
Seafood	1
Skinless Fish Fillets	1
Some Fish Lines	1
Souffles	1
Soup	3
Speciality Bread Products	1
Speciality Breads	1
Spinach	1
Starters	1
Sticky Pulled Pork	1
Summer Fruit	1
Sushi	1
Sweet Corn	3
Sweet Potatoes	1
Tarte Tatin Delice De France	1
Thai Style Canapes	1
Thaw And Serve Desserts	1
Truffles	1
Tulip Muffins	1
Turkey	1
Unbaked Croissant	1
Vegetables	7
Vegetarian	5
Vegetarian Options	1
Yoghurt	2
Yorkshire Puddings	1