

## Our Team of Specialists

At Pallas Foods we believe in supporting our customers to grow their businesses. To enable this, we have a dedicated team of product specialists available to assist and consult on product range, selection, sustainability and profitability.

This team of experienced specialists assist our customers to create menus and offerings to meet their changing requirements throughout the year. To learn more, speak to your Area Sales Manager today.

### **Catering Essentials**

Advisors on the latest crockery and tableware innovation with Packaging and cleaning knowledge to ensure the hightest standards.

#### Seafood

Sourcing the Best seasonal Fresh and frozen fish and seafood from Ireland's coast and beyond.

### Culinary

Our Business Review team consult on menu improvements, gross margin and the latest food trends from Ireland and beyond.

#### **Centre of Plate**

Rich tradition and expertise in beef, pork, lamb and poultry to devise the most suitable menus for customer requirements.

#### Bakery

Our team is available to advise on the most suitable Bakery, dessert and ingredients range to suit culinary capabilities.

### Fresh Produce

A dedicated team to identify the Freshest and finest local and international produce to accompany every menu option.

#### Beverages

Our experts advise on hot beverages, soft drinks, wine and more for the most suitable accompaniment to suit menu design.











## PLEASE NOTE

All prices are subject to change and stock availability This applies to all products

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## Welcome

to the November/December edition of At The Pass, designed to equip you with menu ideas, recipes and expert advice for the Christmas season. This is the time of year to introduce elegant additions to your menu, while also offering your signature twist on the staple seasonal items customers expect — a time to make your establishment memorable in the minds of your customers and keep them coming back in the new year. We've included all the products and tips you need to see you through the season safely and successfully, from creating the perfect menu and building a new takeaway offering to stocking your stores and making sure your staff is ready for a Christmas like no other.

## key symbols





Frozen



Lactose-Free



Organic

Vegan













New



Microwave



Deep Frv





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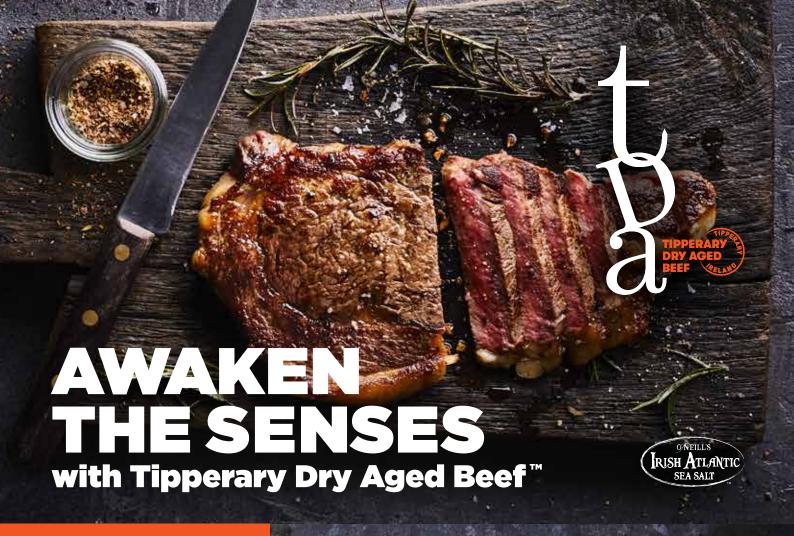






## Fabulous Feastings

Tipperary Dry Aged Beef
 Itish Nature Beef
 Daly's Seafood
 Supplier Feature: Daly's Seafood
 Glin Valley Chicken
 Whole Roast Duck
 Love Irish Lamb
 Supplier Feature: Wright's Seafood
 Produce & Pantry



When land meets sea something magical happens and that's certainly the case with Tipperary Dry Aged Beef™. Sought after by some of Ireland and Europe's most respected chefs, TDA beef is rapidly securing its rightful place on the menu of many renowned restaurants. TDA beef has also garnered a global reputation for its award-winning quality, earning several accolades both at home and abroad.

TDA beef has a distinct flavour, created using two simple elements handcrafted Irish Atlantic Sea Salt™ and time. It starts with exceptional Irish beef, reared in small herds on local farms. Then comes the art of selection, only the finest cuts are hand selected, chosen for their rich marbling which makes the perfect cut for dry aging.

Celebrating an ancient tradition, the dry aging of beef has been practised in Ireland for many centuries and now merging traditional methods with state of the art technology the people at TDA Beef are passionate about preserving this tradition. Their master butchers carefully balance craft and science to create that distinctive dry aged character and taste. The beef is matured on the bone to allow air to circulate freely. It is dry aged using handcrafted Irish Atlantic Sea Salt<sup>™</sup>, harvested from the shores of the Beara Peninsula in West Cork. The beef is then sealed in state of the art chambers and left undisturbed for a minimum of 21 days.

That's when the magic happens. Sea salt and air combine to create the perfect aging conditions that bring out the beef's distinct character and flavour. The result is undeniable premium quality Irish beef that leaves a lasting impression.

### The proof is in the taste

People never forget their first taste of TDA beef. The perfect marbling of the beef makes for an incredibly tender texture that yields to the knife. It has a unique and memorable taste that meat lovers crave.

So why wait? Bring a new dimension to your menu with TDA Beef and awaken the senses of your customers with an

eating experience that is truly special.

#### Meet one of our farmers

The Shine family have been raising cattle on the foothills of the Knockmealdown Mountains for decades. Patrick is the third generation of farmers from his family and takes pride in rearing his cattle to the highest animal welfare standards. He is a Bord Bia quality assured farmer and loves farming because he gets to work outdoors with nature. He gets a great sense of satisfaction seeing his cattle thrive on pastures in the clean, fresh air of rural Tipperary. Patrick Shine, County Tipperary



www.tdabeef.com

## IRISH NATURE BEEF RIB EYE STEAK WITH CAFÉ DE PARIS BUTTER

Serves 6

For the café de Paris butter:

20ml extra-virgin olive oil OL102 2 shallots, finely diced VW806 10g BRAKES Madras Curry Powder 33582

150g Kerrygold Butter DY173
1 tbsp flat leaf parsley, chopped 490066
1 tbsp fresh basil, chopped 491005
1 garlic clove, crushed VW733
Juice of 1 lemon FW611
2 tsp Lea & Perrins Worcestershire
Sauce Z419008
4 anchovy fillets in sunflower oil FS998

Maldon Sea Salt, to taste 490054

Black pepper, to taste SP293

1 tsp mini capers Z98

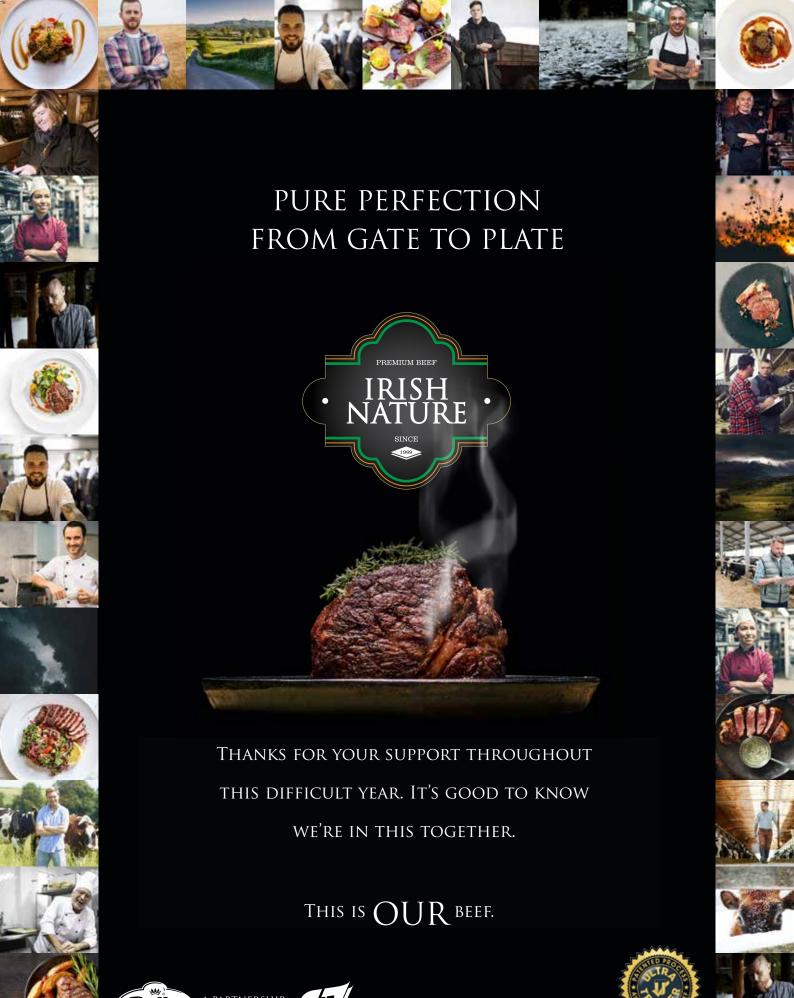
#### For the steak:

1.37Kg Irish Nature Beef Cube Roll (Rib Eye) 2.6-3.9Kg BF403 Maldon Sea Salt, to taste 490054 Black pepper, to taste SP293 50ml cold pressed rapeseed oil 490138

- 1 To make the café de Paris butter, heat a little olive oil in a pan and sweat off the diced shallot and curry powder. Once the curry powder has cooked out, allow the mixture to cool.
- **2** Soften the butter, and mix the rest of the ingredients into the butter in a food processor. Add the curried shallot mix and mix thoroughly.
- **3** Roll the butter into a 2cm-wide cylinder and set aside to chill.
- **4** Slice the beef cube roll into 227g steaks. Season the steaks, then heat the rapeseed oil on a hot frying pan and cook the steaks until finished to your liking.
- **5** To finish, serve the steak on a plate with a disc of the café de Paris butter melting over it, with some French fries on the side.



BF403	Beef Cube Roll (Rib Eye) 1x2.6-3.9Kg	
BF224	Irish Nature Beef Striploin Steaks 1x10x113gm	
BF226	Irish Nature Beef Striploin Steaks 1x10x170gm	
BF228	Irish Nature Beef Striploin Steaks 1x10x227gm	
BF100	Irish Nature Beef Top Rib Housekeepers Cut Rolled & Tied 1x4.5-7Kg	
BF1253	Steak House Select Chuck Brisket Burger 24x170gm	









## **MENU MAGIC**

Christmas is a great time of year to show off innovative menu ideas and luxury choices — this is a time of year when diners are more willing to treat themselves.

#### PROMOTE LUXURY

Position the most profitable items at the top and bottom of the menu; these locations are where they'll attract the most attention.

#### STRIKE A BALANCE

A Christmas menu should strike the balance with the traditional favourites diners expect to see, yet incorporate a unique flair from your restaurant. You always want regular customers to see your restaurant as their destination of choice, even during the Christmas season.

#### **HEDGE YOUR BETS**

With COVID-19 regulations giving this December an increased air of uncertainty, consider adding new elements to your offering; introducing a takeaway menu may make all the difference to your profits. Turn to p.46 to find our best advice for building a takeaway offering for the first time, and learn more about reaping the benefits of our exclusive partnership with Flipdish online ordering service at pallasfoods.com/resource-hub/flipdish.

#### **TEAM TRAINING**

Make sure your team is ready for the Christmas period. Stay up to date with all current government regulations as regards COVID-19 and clearly communicate any changes to your staff as they arise.



## TRULY BEAUTIFUL BEEF



Good quality meat should always be a top priority for every kitchen. ABP's range of Tipperary Dry Aged Beef has been making a real impact over the past few years, winning numerous awards. In 2019, the rib-eye even took home the prestigious Crystal award at the International Taste Institute Awards in Brussels, the first Irish product to be granted this coveted status.

Premium steak and beef dishes are perceived as luxurious, yet can hold appeal for even fussy eaters. Try offering a selection of accompanying sauces to allow a degree of customisation: Béarnaise, garlic butter and peppercorn sauce are perennial favourites, while lighter options like chimichurri have a more modern feel. For a truly decadent option, include a surf and turf on your list of main courses — the combination of fat, sweet prawns with a juicy steak is a difficult one to resist.

### DID YOU KNOW?

Because Irish beef is
mainly grass-fed, it has
evenly distributed fat and
marbling and a deep burgundy
colour. It also has higher levels of
vitamins and omega-3 fatty acids,
which can help to lower cholesterol
and reduce cancer risks – a
good marketing tool for
today's health-conscious
consumer.



## QUALITY HAM

Never more popular than during the festive season, be sure to include baked ham on your menu this winter — whether paired with turkey for the classic seasonal dinner, as a tempting main course in its own right, or as a component of a Christmasthemed sandwich.



## 15 YEARS OF HIGH-QUALITY OAKPARK PRODUCTS

Oakpark Foods has a proud tradition for many generations of offering pork and bacon products which are tasty, wholesome and traceable back to the farm. As part of the Brett Group in Callan, Co. Kilkenny, they are committed to producing food to the highest standards by caring for the land that supports it. Their mill in Callan produces the feed for their pigs in Three Castle before their range of bacon products are produced in Cahir, Co. Tipperary.

Oakpark Foods has been supplying Pallas for 15 years, and during this time their product range has grown considerably. "Pallas have allowed us to engage with their sales development team to get feedback on our range of products and what their customers are looking for. This information is key in order to ensure growth for the Oakpark and Pallas relationship and the Food Service sector as a whole," says Siobhan McGrath from Oakpark.

Unique for Oakpark is that all their smoked products are smoked on site in their own Smokehouse. Each cut is individually hung and slowly smoked over smouldering beechwood chips to give a distinctive naturally smoked product.

"Life in the food sector is fast paced and no two days are the same. In Oakpark, innovation is constant and while the process's involved in this can take time, once the end product is a success it is all worth it."

A STATE OF THE PARTY OF THE PAR		
BC046	Oakpark Smoked Rindless Streaky Rashers 1x500gm	*****
BC076	Oakpark Smoked Rindless Back Bacon Rashers 1x2Kg	Access
BC093	Oakpark Maple Cure Back Bacon Rashers 1x2Kg	<b>*</b>
BC865	Oakpark American Style Smoked Maple Streaky Bacon 1x510gm	<b>(4)</b>
BC502	Oakpark Smoked Gammon Boned & Rolled 7-8.5Kg	<b>*</b>
BC500	Oakpark Smoked Gammon on the Bone 3x9Kg	<b>(4)</b>



## HAM IT UP

With their flavoursome fat content, ham and pork are arguably the most craveable of meats, and can be used in plenty of ways across your winter offering – not just as part of the traditional turkey and ham plate.

- Use baked ham to create tempting sandwiches. The classic Christmas sandwich is just one option – consider a croque Monsieur or Madame on your brunch menu, a twist on a Reuben for lunch, or an elevated cheese toastie with Brie and cranbery sauce.
- Bring your breakfast offering to a new level with a thick slice of baked ham in your eggs Benedict, a hot ham and cheese croissant sandwich or ham and sweetcorn fritters served with a simple side salad.
- Ham and cheese croquettes make a popular bar snack, party food or side dish.
- Pasta dishes and risottos make hearty winter warmers popular in cold weather.

- Try a turkey and ham pie to evoke Christmassy sentiments in a less overt manner.
- Use ham to make a twist on tartiflette, that classic Alpine comfort food.
- Ham hocks make fabulous stocks and soups. Choose a hearty, wholesome combination such as ham and pea, or ham and potato.
- Ham works perfectly in quiches. Add cheese and broccoli for a fantastic lunch or brunch option.
- A shredded ham hock terrine makes a wonderful prep-ahead starter, served with toasted baguette, cornichons and mustard or piccalilli.

490985	Block & Barrel Honey Baked Ham 1x5Kg		4	
490986	Block & Barrel Cooked Ham 1x5Kg	NEW 🚳	2	
CM312	Block & Barrel Baked Potted Full Ham 1x5.5Kg	(6)	2	
CM314	Block & Barrel Netted Halved Cooked Ham 1x2.5Kg		2	
CM315	Block & Barrel Crumbed Half Cooked Ham 1x2.5Kg	(	2	
CM316	Block & Barrel Netted Full Natural Ham 1x4.6Kg		2	
CM317	Block & Barrel Halved Potted Baked Ham 1x2.3-3.3Kg	(	2	
	★ 1			

# WE CHAT TO MICHAEL DALY, OWNER AND MANAGER OF DALY'S SEAFOODS

Daly's Seafoods is an award-winning, family-run business that has been proudly serving fresh fish to the Irish hospitality trade since its establishment in 1983. Run by Michael and Kathleen Daly, Daly's Seafoods is committed to providing customers with the highest quality seafood along with top-class customer service. In the past, the company has won several product awards from Pallas Foods and Taste Awards from Blás na hÉireann.

### How did Daly's Seafoods begin?

I was originally a commercial fisherman for 15 years, before I opened the processing plant in the 1980s. Today, we employ over 20 people, many of whom are local and have been with us since the beginning. I am very aware of all the hard work the staff has put in down through the years, and it's been their commitment and dedication that have helped ensured Daly's success in the past and into the future.

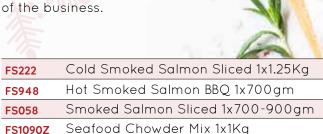
### Tell us about your facility.

Our processing plant has all of the in-house facilities we need, including a smokehouse and cold storage as well a state-of-the-art filleting and portioning production area. The premises is located on the wonderful coastline on the Ring of Kerry overlooking the picturesque town of Cahirciveen and by the beautiful island of Valentia. Here, we create the finest products to the highest standards. Our location provides us with easy access to the freshest of fish every night from local fishermen, who are an integral part of the success



### How do you take sustainability into account?

We have been supplying Pallas Foods since the 1980s and are one of their largest suppliers for hake, smoked and barbecued salmon and seafood mix. We at Daly's are dedicated to the protection of fishing stocks and are engaged in several sustainability programs to protect stocks and the marine industry. We're currently engaged in a new sustainability project with Verifish, a Corkbased software company; they have developed a portal specifically for Daly's fishing vessels to upload information to a cloud-based platform. This will assist us in demonstrating the sustainability credentials of the products we supply. We also work closely with state bodies including BIM and Bord Bia.







Chicken will always be a fall-back menu item for diners, so give them something exciting to try over Christmas. The rise of chickencentred casual dining restaurants (think Korean chicken burger joints or wings-only spots) proves the Irish market is hungry for creative chicken ideas. Make use of jointed, prepared chicken cuts to save time in the kitchen, giving you the space to put your mark on this blank canvas cut.

### CHIMICHURRI ROAST HALF CHICKEN WITH SEASONED FRIES AND PICKLED SLAW

Serves 12

200ml extra-virgin olive oil OL102 150g Santa Maria BBQ & Grill Chimichurri Spice 491267 12 x 500g Glin Valley Split Chicken

300ml sweet pineapple and jalapeño glaze MG224

150g Santa Maria pickling mix Z494073
2kg coleslaw dry mix 491000
4 red onions, thinly sliced VW740
20g coriander, chopped HB563
2kg Lamb Weston skin-on fries VP354Z
30g taco original spice mix MX141

- **1** Mix the olive oil and the chimichurri spice in a large bowl. Add the chicken and allow to marinate for one hour.
- 2 Preheat an oven to 160°C and roast the chicken for 30 minutes.
- **3** Coat the chicken in the pineapple and jalapeño glaze and heat for a further five minutes until sticky and well glazed. Meanwhile, in a large bowl, combine the pickling spice, slaw and red onions. Allow to rest in a fridge for one hour. Add the coriander afterwards.
- **4** Deep-fry the skin-on fries until crisp, then toss them in the taco spice mix.
- **5** To serve, place some foodservice grade brown paper on boards or plates. Put the chicken onto the paper alongside some slaw and a bowl of seasoned fries.

CC316	Glin Valley Split Chicken 20x500gm	
C290	Glin Valley Chicken Supreme Skin On 2x25x200gm	
C310	Glin Valley Breaded Chicken Kiev (Wing Bone In) 20x170gm	
CC222	Glin Valley Chicken Supreme Free Range Skinon 50x200gm	





## ROAST WHOLE DUCK WITH SPICED PLUMS AND ORANGES, HONEY ROAST VEG

Serves 12

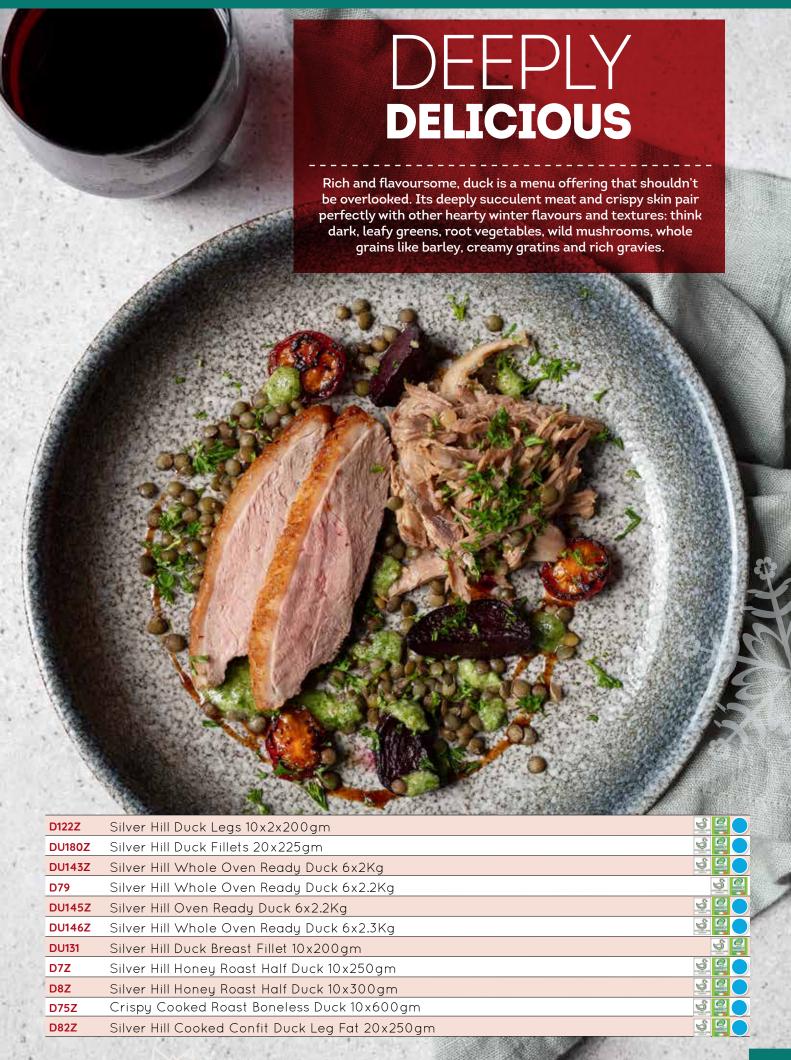
200ml extra-virgin olive oil OL102
6 Silver Hill Duck Oven Ready
Fresh (case 6 x 1900g) D1
300ml extra virgin olive oil OL102
200g Maldon sea salt 490054
1kg plums punnet red FW586
1 tsp ground cinnamon SP288
5 oranges, segmented FW597
6 Baby Carrots VW722
6 parsnips VW742
10 whole cloves garlic VW733
4 red onions VW740
300ml Mileeven Pure Honey
JM232

- 1 Preheat the oven to 150°C. Rub each duck with olive oil and sea salt.
  - 2 Place the ducks onto a wire rack and roast for 90 minutes, turning the temperature up to 180°C for the last 10 minutes to crisp the skin.
    - **3** Meanwhile, cut the plums in half and toss them in the cinnamon.
  - **4** Put the plums onto a tray and roast for 30 minutes until tender. Add the segments from the oranges and set the tray aside until needed.
- **5** Cut the carrots, parsnips and red onions into chunks and toss them in honey. Add the garlic cloves and roast in a foil-covered tray.
- **6** To serve, cut each duck in half. Serve one leg and one breast per portion, alongside the roasted plums and oranges and some vegetables.

Silver Hill Fresh Oven
Ready Duck Case
6x1900gm







## ROAST RACK OF SLANEY VALLEY IRISH LAMB WITH BRAISED RED CHICORY AND TARRAGON PICKLED WILD MUSHROOMS

Serves 4

200g caster sugar Z313002 200ml tarragon white wine vinegar VR109

200ml water

400a wild mushroom mix VW769

2 tsp tarragon, chopped HB557

4 heads chicory, chopped SL215

11 vegetable stock

200g Kerrygold Butter DY173

2 Slaney Valley French Dressed Lamb

Racks Cap On (2x650g) LM630 50ml rapeseed oil 490116

Maldon sea salt 490054

Black pepper SP293

1 To make the pickled wild mushrooms, bring the sugar, tarragon vinegar and water to the boil, pour over the mushrooms and allow to cool. Strain the mushrooms, then add the chopped tarragon. Set aside and reserve.

2 Preheat an oven to 160°C.

**3** Place the chicory halves on a tray. Heat the stock and pour over the chicory, just covering it. Put a little knob of butter onto each piece and cover the tray with cling film. Braise for 20 minutes, then uncover the chicory and return to the oven for a further 10 minutes to finish cooking.

4 Divide each lamb rack into four portions and season. Heat a heavy bottomed pan and add a little oil. Seal the lamb and put it into the oven until cooked to your liking.

5 To finish, place the lamb onto

oven until cooked to your liking.

5 To finish, place the lamb onto the centre of a plate and prop the chicory alongside it. Add a spoon of the tarragon pickled mushrooms to the plate between the lamb and the chicory. Serve with a little red wine jus.

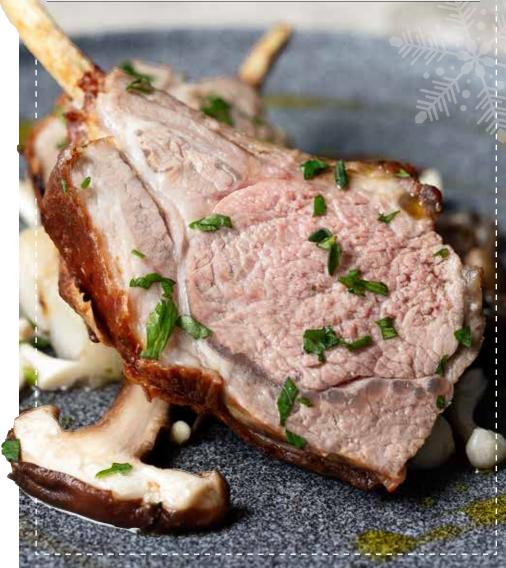


## **MATCH IT**

Full-bodied, peppery and heady, Shiraz is a perfect pairing for this lamb. The wine's intense flavours of sweet blackberries, cherries and plums make it a natural match for weighty, rich lamb, since the slight fattiness softens the wine's robust, mouth-drying tannins.

MAKEFIELD OVER

491907 Wakefield Shiraz 6x750ml S/C



LM630	Slaney Valley French Dressed Lamb Rack Cap On 1x2x650gm	WEN 🔯
LM621	Portioned Lamb Chump 6x4x200-230gm	NEW (S)
I M5247F	Slaneu Valleu Readu to Cook Lamb Rump 1x4x275am	



## MEET THE SUPPLIER

We chat to Mark Wright, Chief Executive Officer of Wright's Seafood



### How long has Wrights been in business?

"Wrights is a name synonymous with fish! In 1893, my great grandfather Michael Wright established M. Wright and Sons, the family's first fishmonger and grocery shop, in Malahide, North County Dublin. He began smoking Irish salmon, a craft that has passed through the generations. His son, Patrick, opened Wright's of Marino in 1930, and his son, Michael – my late father – moved to Howth and established Michael Wright & Sons in 1965.

"I started working in the business from the time I left school. In 1987, I established Wrights of Howth and expanded the business, particularly by entering the food and beverage sector.

This grew into a diverse business portfolio that included retail, wholesale and export of fish to approximately 50

fish to approximately 50 international markets.

"An entrepreneurial spirit has always run in the Wright family. In 2019, along with my son, Cian, I established M. Wright and Sons Seafood Ltd., focusing on the operation of fishing vessels, the wholesale and export of seafood with Pallas Foods being our exclusive route to the Irish F&B market.

#### What do you love about your work?

"You have to be passionate about service and quality to be in the business of fresh fish. On many occasions, I've been asked, "What's your favourite fish?" and my response is always the same: "I like most types, once they're fresh and in season." I love sourcing and delivering the best of produce in the optimum turnaround time.

"M. Wright and Sons Seafood Ltd. brings together vast experience in the seafood, retail and food and beverage sectors to deliver premium seafood to chefs across Ireland, with Pallas Foods as our exclusive distributor. With our F&B experience, we understand chefs' requirements and the pressure they are under, and are here to deliver top quality seafood prepared to their requirements."

### What kinds of products do you supply?

"We specialise in locally caught, wild and farmed sustainable seafood. We have a buyer in every

fishing port in Ireland and Scotland, constantly in contact with the fleets operating there. When the fleets are fishing, they can be out at sea for up to eight days, but our experienced team buys only the last two days' catch and has this freshest of fish delivered and processed within 36 hours.

"Although focused on the Irish fleet ,we also source from as far north as Iceland, the Faroe Islands and Norway, and south to Argentina, Ecuador, Sri Lanka and Mauritius.

"We export live lobster, crab and oysters by air as far away as China daily, where they arrive alive and are stored in aquariums. We have our own

live holding tanks, so we can guarantee availability to any venue that wants 500 live lobster for New Year's Eve!

## How would you describe your products? What makes them unique?

"As a fully integrated seafood supplier with our own fleet, trading directly with large trawler companies and fish and shellfish farms, we are very familiar with the appropriate husbandry /quality standards, regulations and practices. Buying seafood is all about buying the highest quality of produce, while also ensuring the next generation's future.

Only buying from sustainable, well-managed fisheries is a must for us. We are constantly adapting and increasing our range available through Pallas, so talk to your Rep if there is any specific seafood you would like to see offered."

## Is there any other news, information or seasonal updates you'd like to share?

"As we move into the winter and the waters cool around Ireland species such as hake, haddock, monkfish and cod come into their prime. We also have a full range of fresh and smoked salmon that won't be beaten on quality or price.

"As Christmas approaches, live shellfish such as lobster, oysters, clams and scallops are in high demand, and we strongly recommend you book your requirements now to avoid disappointment."

To view the fishing fleets activity in Irish waters, log on to **www.vesselfinder.com** for live updates.



A serious seafood platter doesn't necessarily call for vast variety (oysters, prawns and smoked salmon alone, for instance, can be impressive in the right quantities), but demands generosity. These fail-safes are must-haves in constructing the best platter for a Christmas menu.

Added

extras

Seafood walks the enviable tightrope between healthy — packed as it is with lean protein — and deeply desirable. A platter is the perfect option for lovers of fresh seafood, providing a myriad of flavours and textures. Make yours shine with bespoke dipping sauces designed with shellfish in mind.

### The classics

You can't go wrong with classic Marie Rose, a tangy tartare sauce or mignonette for those fresh oysters.

#### Tarragon and lemon aioli

Add fresh tarragon and lemon juice to a classic aioli to create a delicious binding sauce for crab meat.

#### Thai-style dipping sauce

Combine rice wine vinegar, caster sugar, mirin, fish sauce, lime juice and finely sliced chillies for a Thainspired balance of flavours that's perfect for tempura prawns.

### Sticky sweet chilli jam

Combine sweetness with a touch of heat — ideal with soft shell crab or golden brown calamari.











Make sure your vegetable offerings are holding their own on the Christmas plate this year; from devising new twists on the standards to crafting a vegetarian-friendly menu that casts these usual supporting acts in lead roles, there are plenty of ways to set your veg offering apart from the rest.

A plated Christmas dish should reflect the elegance of the season; crispy fondant potatoes are gorgeous when evenly roasted, and a smart arrangement of pont neuf carrots and turnips is a welcome reprieve from the mundane mash. If you're catering for small groups, providing individual selections of veg is the perfect way to give customers a taste of everything.

At this time of year, there are lots of wonderful root vegetables in season that can add plenty of colour and taste. Carrots, parsnips, potatoes, swedes and Brussel sprouts are all Christmas side staples, but are also sturdy enough as components of a main. Try a parsnip and nut loaf, a butternut squash Wellington or a roasted vegetable tart as luxurious mains to create a Christmas feast to remember

## FREEZE FRAME

Utilising frozen produce frees up more time for your kitchen to get creative where it matters most, especially during the busy Christmas season.

N. Marie		
4766	Brakes Medium Brussels Sprouts 1x2.5Kg FZN	
4748	Brakes Broccoli Florets 1x2Kg FZN	
4740	Brakes Roasting Parsnips 1x1.5Kg FZN	
4756	Brakes Baby Carrots 1x2.5Kg FZN	
3955	Brakes Roasting Potatoes 1x2.5Kg FZN	
VG863Z	Aviko Gratin Potatoes 6x1.5Kg	
3919	Brakes Potato Croquettes 1x2.5Kg FZN	





Work any extra fresh vegetables into starters and canapés to make the most of your order.

- Blitz roasted peppers or root crackers and flatbreads.
- chestnut soup topped with crumbled blue
- starters.
- cheese into filo pastry crackers.

## It's all gravy

Gravy can make or break a Christmas roast, so there's no underestimating how much stock to put into this menu staple. Striking the perfect balance between richness, depth of flavour and a silkysmooth finish is key to ensuring your gravy is the perfect finishing touch to the meal.

Having the base essentials on hand takes the pressure off preparing large quantities of gravy or creamy sauces from scratch, while also affording the opportunity to create signature sauces using a few simple additions.

Ready-to-use sauces and/or bases are brilliant for keeping the workflow streamlined and costs to a minimum.

Takeaway

Gravies, sauces and glazes can be tricky for some home cooks, so why not sell batches of your signature offering for takeaway this Christmas? Advertise this on your social channels to firsttime Christmas cooks looking for some help with their festive menu this year. year.

## FEELING FRUITY

Frozen fruit is a kitchen staple with multiple uses, from a fresh, zingy coulis destined to drizzle a dessert plate to a sweet, sticky jus that's perfect for duck or pork.

	33326	Brakes Cranberries 1x1Kg
	33328	Brakes Strawberries 1x1Kg
	33328	Brakes Strawberries 1x1Kg
1	Ó	
-		

## Homemade cranberry sauce

In a saucepan over a medium heat, dissolve 400gm caster sugar in 480ml fresh orange juice. Stir in 700gm frozen or fresh cranberries and 1 tsp ground cinnamon and cook for 10 minutes until the cranberries start to pop, stirring frequently. Remove from the heat and store; the cranberry sauce will thicken as it cools.

492776 Fresh Cranberries 24x340gm

## KNOW YOUR PRODUCER

Anthony and Enda Weldon are third generation Brussels sprout growers in north County Dublin. Farming is in their DNA, with a family history of farming reaching back a further four generations and beyond. The family business is based in Balheary, Swords, and has expanded over the last 35 years. The Weldons have cultivated their business from mixed tillage and cereals to specialise in Brussels sprouts, a vegetable now recognised as one of life's superfoods, high in folic acid and rated in the top 10 anti-carcinogenic vegetables.

Anthony and Enda see themselves as custodians of the land and its environmental sustainability and so they grow their Brussels sprouts on a slow regime and a wide rotation basis to ensure that they soak in all the natural trace elements of the soils of north County Dublin, which adds greatly to their taste, goodness and quality. They constantly strive to keep abreast of food market trends and have streamlined their production processes to provide maximum efficiency and effectiveness. They work closely with their customers in fresh produce and catering to ensure a same day freshness on all deliveries. They are the largest grower of Brussels sprouts in Ireland and now possess an unrivalled knowledge and expertise in growing, packing and delivering a high-quality finished product from the farm gate to your plate.







## INGREDIENT INSPIRATION



Essential for Christmas crème brûlées, crème pâtisserie, custards or a twist on carbonara using quality baked ham.

EG072 Pasteurised Egg Yolks 1x1Lt



## CREAM

Perfect for festive cheesecakes, rich sauces and dips, stuffed chicken fillets, or brunch dishes like indulgent stuffed French toast or smoked salmon bagels.

CH1180	Full Fat Soft Cream Cheese 1x2Kg	€16.49 / €15.65 per unit	
CH1195	Full Fat Cream Cheese 1x2Kg	€17.49 / €16.60 per unit	
CH1194	Mascarpone Cheese 1x2Kg	€21.49 / €20.40 per unit	



## LIGHTER DAIRY OPTIONS

Fantastic for sauces and dips, in turkey curries or parfaits, or as a lighter accompaniment for seasonal desserts.

CH1185	Crème Fraîche 1x2Kg	
X154	Greek Style Yoghurt 1x2Kg	*
X148	Whole Milk Yoghurt 1x2Kg	*



Whether traditional or plant-based, you'll need cream to serve with desserts, drizzle over soups and make sauces as delectable as possible.

71095 Meadowland Double 1x1Lt €3.99 / €3.80 per unit

493391 Flora Plant Cream 1x1Lt €3.99 / €3.80 per unit **6** 



## BUTTERS

Versatile ingredients for cooking, serving, melting and spreading.

G8500 Flora Buttery 1x2Kg	
491453 Flora Original 6x2Kg	NEW





## Tasteful Treats

25 Coffee Break 26 Mince Pies 28 Festive Desserts

**30** Pudding Perfection **31** Ice Cream



## COFFEE BREAK

#### **FESTIVE FLAVOURS**

For many, a focus on healthy eating goes out the window during the run-up to Christmas, and no wonder — the cultural emphasis is on indulgence. As a result, this is the perfect opportunity to roll out limited-time offerings such as seasonal desserts and premium beverages to increase individual bills and boost overall sales.

### **DRINKS CAN BE TREATS, TOO!**

Flavoured syrups, whipped cream, sweet drizzles and sprinkles can easily elevate your coffee offering and send those profit margins soaring. Make sure your presentation is visually impactful, and — with takeaway sales more important than ever — keep well stocked with disposable or compostable cups and lids.



## Top Tips



### Time is ticking

Make the most of the shortterm nature of seasonal drinks and communicate this effectively. Once customers know an item is only available for a limited time, they're less likely to say no.



#### Insta perfection

Social media is a powerful way to create demand before potential customers even arrive at your door, and luxury-laden coffees with indulgent toppings are infinitely 'Instagrammable'. Take advantage of this free advertising and make your social media work for you.



### On the mind

Ask staff to make active suggestions around those items you're eager to push. "I recommend the hazelnut cappuccino — it's only on the menu for another week or so and it is divine!" Placing a separate, stand-alone menu for these seasonal creations on each table is another good way to spark impulse buying.

R292	Drink Me Chai Latte Spiced 1x1Kg
R293	Drink Me <mark>Ch</mark> ai Latte Vanilla 1x1Kg
CT645	Zuma Original Hot Chocolate 1x2Kg
SY203	Da Vi <mark>nci H</mark> azelnut Syrup 1x1Lt
SY193	Da Vinci Gingerbread Syrup 1x1Lt
SY202	Da Vinci Caramel Syrup 1x1Lt
SY188	Da Vinci Chocolate Sauce 1 x2.5Kg
SY199	Da Vinci Vanilla Syrup 1x1Lt
SY189	Da Vinci Caramel Sauce 1x2.5Lt
SY195	Da Vinci Chai Syrup 1x1 Lt
493191	Da Vinci White Belgian Chocolate Sauce 1 x 2.5Kg
Z939403	Kenco Really Rich Tin 1x750gm
Z939401	Kenco Smooth Sticks 1 x200's





# EYES ON THE PIES

The aromas arising from traditional Christmas desserts make your establishment a warm, welcoming place, drawing customers in from the cold outdoors. Mince pies are always a welcome inclusion at this time of year, inspiring feelings of seasonal nostalgia and providing an attractive low-commitment choice that's ideal for tempting customers as an accompaniment to an order of tea or coffee. They also make a convenient portable option for a festive takeaway offering.

## Extra touches

Always serve mince pies warm, dusted with a little icing sugar, and be sure to offer a little something extra on the side — these easy-to-execute added touches will help to drive customer satisfaction.

## Trip the light fantastic

Likewise, a combination of natural yoghurt and fresh berries makes a nice, light change.



Serving mince pies with crème fraîche is a great alternative for those who want a little less on the calorie front, and the slight lactic tang is a great foil for the sweetness of the pies.

## Hmmm, interesting....

Make the most of the sweetsavoury contrast by offering mince
pies with a piece of strong blue
cheese, such as Stilton! It may
not be for everyone, but more
adventurous palates will be
drawn to the novelty.

## Spoil your customers

For more indulgent option, go for clotted cream or brandy butter. Make your own flavoured cream by adding a little enhancement: try brandy, whiskey, rum, Baileys, Amaretto, vanilla extract, grated orange zest, brown sugar and cinnamon, or crushed praline.



## Old reliables

Whipped cream, custard or a scoop of ice cream are classic choices that will never go out of favour.

1	T80	Mince Pies Homemade Casex24
2	CE636	Gluten Free Christmas Mince Pies Case 16x55gm
3	CE899Z	Mince Pies 2-Inch Unbaked Case 156x60gm
4	T478Z	Luxury Crown Mince Pies Case 100 Unbaked-Frozen
5	T824Z	Bakewell Mince Pie Case 18x98gm
6	100084	Mini Mince Pies 72 per case
7	84717	Baked Mince Pies Case 60x53gm
	490670	Mince (Mince Pie Filling) 12.5Kg Bucket
	490684	Mince Meat 2.5Kg (Mince Pie Filling)

## 'TIS THE SEASON

### Add seasonal cheer to your menu.

You may not want to revamp your entire menu for the festive season, but adding one or two decadent desserts that scream Christmas is a no-fuss way to bring in the seasonal flavours diners crave, like gingerbread, cinnamon and peppermint.



36204 Mini Trio Of Chocolate Desserts 3x12's



33724 La Boulangerie French Macaron Selection 72's



114854 Brioche Pasq. Petit Fours Black & White 1x48's



479369 Baileys Profiteroles 2x850gm



32814 Premiere Chocolate & Caramel Box 1x12's



114855 Brioche Pasquier D'Antan Petit Fours 1x48's



Chocolate Christmas Muffin 28x115gm



White Icing Paste 5Kg (ready to roll)



T308Z Chocolate & Caramel Pyramid 12x60gm







492151 Banoffee Dessert 12x110gm

38x88gm



## OFFER ALTERNATIVES

Not every customer is interested in traditional options, but many will still be in the mood for indulgence. Rich chocolate desserts and creamy, fruity concoctions still have a place.

















**CE002**Christmas Log Pudding 1.15Kg 10-12's Case 3



**CE003**Marguerites Xmas Pudding Bowl Wrapped 4x900gm



**CE001**Marguerites Xmas Pudding Log 3x3LBS 10-12's

## PUDDING PERFECTION





**CE1218**Gluten Free Christmas
Pudding 10x110gm Case



**CE1216** Individual Christmas Pudding 12x100gm

## PETITS TREATS

Petits fours are an elegant way to offer a little something extra with the tea and coffee course, increasing customer satisfaction at the very end of the meal experience.



**DT287Z**Petits Fours Premium Selection 63's



CE1375Z
Macarons Mixed Flavours Case 48's



**4435**Assorted Petits Fours 56's Fzn





ICE,ICE BABY

Luxury ice creams are good for more than a scoop on the side. From over-the-top milkshakes to nostalgic ice cream truck recreations, ice cream makes an ideal canvas for creative Christmas desserts.

### **About Glenown**

Silver Pail Dairy was established in 1978 by Michael Murphy in Fermoy, Co. Cork. They pride themselves on being the largest ice cream manufacturer in Ireland, with an 80,000 sq. ft. production facility. They not only make ice cream for the Irish market, but for 40 countries worldwide. They specialise in premium and innovative products, such as dairy ice cream, hand-finished cakes and premium desserts.

Today the business is run by Michael's daughter, Thea Murphy, who plays a hands-on role in the day to day running of the company, along with an over 100-strong workforce. Their brands include Glenown Dairy Ice Cream, developed in 2012 with Pallas Foods to offer a 100% dairy ice cream to the Irish consumer. Glenown is both a food service and retail product, as they also have a scooping concept with this brand, and can be found in great locations such as Dublin Zoo, Bunratty Castle, and select Maxol Stores. They also have branded Silver Pail ice cream tub cakes, found in most SuperValu stores nationwide.

The Silver Pail mission is to continue to make great tasting ice creams and desserts, while their vision is to be the supplier of choice for premium ice cream, desserts and cream liqueurs to local, international retail and foodservice customers.

## Top Tip

Extra fresh fruit is
the perfect pairing for
rich desserts like lemon
meringue, banoffee pie and
raspberry roulade and
adds a thoughtful
touch.

Z529006	Kerrymade Real Dairy Custard 1x1Lt
DY202	Debic Crème Anglais 1x2Lt
16295	Brakes Crème Anglais 1x1Lt
T522	Dark Chocolate Sauce 1x1Lt
T525	Milk Chocolate Sauce 1x1Lt

Glenown Dairy Ice Cream

492070	Glenown Gin & Elderflower Sorbet	NEW •
IC320Z	Glenown Raspberry Cheesecake Ice Cream	WEM WEM
IC321Z	Glenown Dulce De Leche Ice Cream	WEM WEM
IC323Z	Glenown Cookie Dough Ice Cream	NEW NEW
IC324Z	Glenown Chocolate Orange Ice Cream	NEW O
IC236Z	Glenown Irish Cream Liqueur Ice Cream	NEW 🔵 🏶
SY189	Davinci Caramel Sauce 2.5Lt	





## **Festive Favourites**

33 Supplier Feature: Ballymaloe Foods
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THEIR DELICIOUS RELISH!

## Ballymaloe Foods is celebrating 30 years in business.

RALLYMALDE

Myrtle Allen established a now-famous country house hotel and restaurant at Ballymaloe in the 1960s, and it was there she developed the recipe for Ballymaloe Relish. The Ballymaloe Foods brand was established in 1990 by Yasmin Hyde, Myrtle Allen's daughter, who saw the potential in bringing the relish to a wider audience. Yasmin and her family began selling the relish on a small scale to local shops and restaurants, before its popularity grew and it gradually became the nationwide favourite it is today. Yasmin's daughters, Maxine and

Rose, joined the business a number of years ago and now fulfil the roles of General Manager and Operations Manager respectively, making this a real family affair. Today the company employs 33 staff and exports to the UK, Germany, the Netherlands, Australia and the US. Ballymaloe Foods' range of 18 products includes its famous relishes, mayonnaise, pasta sauces, pickled beetroot and dressings. The family are very grateful to their

foodservice partners, not least Pallas Foods, who have enabled them to bring the unique taste of Ballymaloe

Relish to hotels, restaurants, cafés and pubs up and down the country. Maxine Hyde commented, "We would like to take this opportunity to say a huge thank you to all of the people who choose to put Ballymaloe Relish on their menus every day – we feel very lucky to have such loyal customers!"



MS535 Ballymaloe Cranberry Sauce 1x3Kg







	Z370	Follain Plum Chutney 1kg	*
	Z374	Follain Spicy Apple Chutney 1.2Kg	*
-	Z414335	Knorr Roast Gravy 3x1.18Kg	
	Z414445	Knorr Chicken Bouillon Paste (2x40Lt) 1x880gm	
	Z414440	Knorr Veg Bouillon Paste (40Lt) 1x880gm	
- 12	Z414442	Knorr Beef Bouillon Paste (40Lt) 1x880gm	
1	Z414444	Knorr Chicken Bouillon Paste (80Lt) 2Kg	
1000	Z414441	Knorr Beef Bouillon Paste (80Lt) 2Kg	
	Z414439	Knorr Veg Bouillon Paste (80Lt) 2Kg	
	Z418615	Colmans Horseradish Sauce 2.25Lt	à.
	Z418603	Colmans English Mustard 1Lt	9.0
	Z418601	Colmans Tartare Sauce 2.2Lt	
1	490044	Hellmanns Real Mayonnaise GF 1x10Lt	
	490074	Hellmanns Heavy Mayonnaise 1x10Lt	
	490968	Hellmanns Blue Light Mayo 1x10Lt	
	MS636	Kennys Tomato Ketchup Sachets 200x15gm	7
	MS631	Kennys Real Mayonnaise Sachets 200x15gm	
7/	MS632	Kennys Malt Vinegar Sachets 200x8ml	
	MS635	Kennys Brown Sauce Sachets 200x15gm	
	MS634	Kennys English Mustard Sachets 200x5gm	



## BITE-SIZED BEAUTIES

Tis the season for party food. Whether it's a private event or catering for an intimate drinks function, canapés get everyone in a festive mood. This year, think small plates designed for one or two people, each one providing with a balanced selection of nibbles and individual dips.

## **Cater for everyone**

With vegetarianism and veganism still on the rise, it's crucial to include meat-free alternatives in your party food offering. Divide your small party plates into easy-to-order categories, making life straightforward for vegetarians, pescatarians, meat-lovers and omnivores alike. Don't forget that canapés for vegans and vegetarians must always be cooked and served separately.

## Take it away



With many this year's parties at risk of being downsized or cancelled, why not offer party platters as part of your takeaway menu this December? Let your customers know that you're available to bring classic party foods to their small, intimate gatherings at home.

	gad let lige de l'errie.
492596	Duck Spring Roll 1x1Kg
FF508Z	Sesame Torpedo Shrimp 1x40x20gm
O328Z	Orien Bites Shrimp Rolls Tails On 1x1Kg
FF214Z	Orien Bites Chicken Oriental Snacks 1x960gm
FF330Z	Chicken Gyoza 1x800gm
FF681Z	Orien Bites Mini Onion Bhajis 1x56x27gm
FF682Z	Vegetable & Spinach Pakora 1x56x27gm
FF683Z	Thai Mini Vegetable Spring Rolls 1x1Kg
FF684Z	Orien Bites Large Duck Spring Rolls 1x40x60gm
FF210Z	Dim Sum Seafood Party Pack 1x100's
FF317Z	Chicken Tikka Samosas 20g 12x50's





One-person cheese plates are the ideal savoury alternative to a dessert selection.

## Keep it classic

Base the plate around three different cheeses, making sure there's a balance amongst types of milk (cow, sheep or goat), textures (hard, semi-soft, soft) and styles of cheesemaking (bloomy rind, washed rind, blue, Cheddar-style, etc.) Add a few accompaniments, like fruit, nuts, ham or honey, and some crackers or good bread.

## Perfect pairings

Try offering a single top-quality cheese, expertly paired with a particular drink – think dry sherry, port, dessert wine or a well-chosen beer. Your cheese and beverage combo can change every day, week or month, depending on your preference, tapping into the appeal of a "limited time only" offer.

## Bake it, baby

A small Camembert makes a fantastic indulgent starter or lunch when baked until gooey, then served with some baguette for dipping.

CH1254 Crozier Blue 8x350gm	
X337 Crozier Blue 1.5Kg wheel	
CH1925 Selection of Small Artisan Cheese 5x220gm	
CH2137 Cooleeney Farm Baking Cheese in Terracotta Dish 9x180gm	<b>◎ ② *</b>
CH1926 Irish Farmhouse Cheese Selection 1x7's	
CH1558 Ardsallagh Cheese Cranberry Roulade 2x1.3Kg	
CH1398 Knockanore Mature White Cheddar 1.5Kg	
CH1395 Knockanore Mature Red Cheddar 1.5Kg	

Bea	autiful breads	
BR1027Z	Batard Loaf 14x540gm Part Baked FZN	
BR1021Z	Fig Bread 26x330gm Part Baked FZN	
492304	Mixed Case Premium Soda Range 12x550gm Frozen	

## Serve it antipasto style

Why not combine a small selection of cheeses on a platter with cheese, olives, cured meats and roasted vegetables? Be sure to include a vegetarian alternative with extra elemnts to replace the cured meats.

OV107	Mixed Italian Olives 1x1.9Kg
Z803	Mixed Grilled Vegetables 1x1.9Kg
OV105	Black Pitted & Marinated Olives 1x1.9Kg
OV108	Pitted Black Olives with Garlic 1x1.9Kg



The right wines should complement your Christmas menu perfectly and add a touch of seasonal elegance. Familiar varieties like Sauvignon Blanc, Shiraz, Merlot and Chardonnay are ever-popular, while this season of celebration is the perfect time to start promoting sparkling wine.



Roquende Reserve Merlot 6x750ml

Roquende Reserve Cabernet Sauvignon 6x750ml

### Key facts from The Irish Wine Market Report, released September 2019

- The consumption of wine per capita across the State fell 3.6 per cent last year. The report also says overall wine consumption fell 2 per cent. This decrease reflects the general trend of declining alcohol consumption in Ireland.
- Wine has a 27 per cent share of the overall alcoholic drinks market, second only to beer.
- Chilean wines remain, by far, the most popular in the Irish market, accounting for more than a quarter of all wine sales.
- Australian wine is second for Irish drinkers with 15.6 per cent of the market, with Spanish wines third on 13 per cent, French on 11.9 per cent and Italian on 9.4 per cent.
- Marginally more white wine than red is consumed in Ireland, a reversal of the trend from a decade ago when red was more popular.



491847 **Marchesi Prosecco** Frizzante 6x750ml

491897



491902 **Hereford Reserva** Malbec 12x750ml



491905 **Gravel & Loam Sauvignon** Blanc 6x750ml S/C



491906 Wakefield Chardonnay 6x750ml



491904 Cotes Du Rhone Reserve De L'Abbe 6x750ml S/C



491900 Fonte Della Vigna Pinot Grigio 12x750ml S/C



491907 **Wakefield Shiraz** 6x750ml S/C



491901 Fonte Della Vigna Sangiovese Merlot 6x750ml S/C



In these troubling times, we are standing with you to create the best possible solutions. Our mission is to support your business as you switch to delivery. McCain SureCrisp™ is the game-changing clear coat fry that allows operators to offer a consistently crispy fry across delivery, takeaway and on premise channels.



Stays crispier than uncoated fries up to 20 minutes in a closed delivery bag



Stays crispier for longer than the nearest coated branded competitor in a delivery bag with an added delivery radius VS competition



Consumers agree **McCain SureCrisp™** is crispier and more enjoyable in delivery and on-premise when compared to an uncoated fry



492717 JULIENNE SKIN ON FRIES



492/15
THIN SKIN ON FRIES



492716
MEDIUM SKIN ON FRIES



492756 GOURMET CHUNKY FRIES

NOW IS THE TIME TO BECOME A **DELIVERY** PRO AND DO IT WELL AND McCAIN IS HERE TO HELP.

For more information please visit www.mccainfoodservice.co.uk www.pallasfoods.com



Stonewell Cider was founded 10 years ago in Nohoval, Kinsale, Co. Cork by husband and wife team Daniel and Géraldine. Stonewell was the first Irish-made craft cider brought to market in the modern era. It was born out of a desire to produce a cider made in a traditional way using only fresh apple juice, whereas most industrial producers use concentrate and glucose syrup. Géraldine comes from a French wine-making family in the Loire valley, and Daniel was keen to start a business with integrity and an honest proposition to the cider-consuming customer; the result was Stonewell. They pressed their first apples in 2009 and have been busy meeting consumer demand ever since.

Stonewell prides itself on maintaining strong relationships with their suppliers and consumers, from the Irish farmers who grow the apples to the neighbours who give them a dig out when things get busy. October and November are particularly busy months in the best way possible; it's when Stonewell recruits teams to help them press their apples

for production. Volunteers have come from Africa, the USA, mainland Europe and Ireland, and is another means for Stonewell to spread their ethos of honest, quality cider-making methods using 100% apple juice.

Stonewell Cider is the only Irish alcohol producer to have been awarded Supreme Champion across all categories at the National Irish Food Awards and was recently

recognised at the Guildhall in the International Cider Awards with Gold awards across multiple categories and a special trophy for innovation.

The products are wide and varied in style, ranging from medium sweet to extra dry. Stonewell use different apple varieties to accentuate varied flavours within the ciders. They are easy drinking, crisp and clean in taste profile. The producers take every effort to ensure that their ciders come to market in pristine condition reflecting the care and attention they take when making them.

491942 Stonewell Medium Cider 12x50cl

## SLÁINTE

Provide your customers with an interesting selection of craft beers in addition to the regular, big-brand offering.

There is a growing trend towards prioritising quality over quantity, said the Irish Brewers Association (IBA) in a statement for Checkout magazine (2019). As a result, the drinks industry is going through a 'premiumisation phase', as shown by a continued growth within the premium, super-premium and craft categories.

In addition, a 2018 survey conducted by TheTaste on behalf of the IBA showed that 51% of beer drinkers either always or often opt to pair beer with food, rather than wine. For establishments with both a beer selection and a food offering, this presents an enormous opportunity.

### THE CHEAT'S GUIDE TO BEER PAIRINGS

### LAGER:

Spicy food, burgers, salads, roast chicken

### WHEAT BEER:

Spicy food, shellfish, poultry, soft cheeses

### PALE ALE:

Fried foods, burgers

### IPA:

Steaks, Indian food, Mexican food, strong blue cheeses

### AMBER ALE:

Pizza, fried food, smoked pork

### BROWN ALE:

Stews, sausages, red meat, gouda

### PORTER:

Seafood, coffee desserts, wild game, BBQ ribs

### STOUT:

Chocolate desserts, shellfish, red meat, cheese



AL514 Dungarvan Black Rock Stout 12x500ml



491937	Eight Degree Bohemian Pilsner 24x33cl
AL516	Dungarvan Helvick Gold Blonde Ale 12x500ml
AL517	Dungarvan Comeragh Challenger Gluten Free 12x500ml
AL518	Dungarvan Mine Head American Pale Ale 12x500ml



### Plan your menu

Keep these key considerations in mind when creating your takeaway offering.

### Keep it simple

Pare your menu down to the most popular items. Consider a limited offering of just 3-5 different options that you know will sell, paired with 1-2 sides and desserts. Choose food that travels well and will still look and taste good in 15-30 minutes.

### Make it easy

Choose dishes that are easy for your kitchen staff to create, cook and package, all while working within the government guidelines of social distancing.

### Create off-peak demand

Create dishes or a theme that will create demand on non-peak days. For example, if you know Wednesday nights are quiet, introduce a pizza and wine combo deal, or t wo mains for £20.



### Coffee run

Make your takeaway coffee selection convenient for those ordering more than one cup.

PD9856	Cup Carrier Tray 2 cup 1x480's
PD9899	Cup Carrier Tray 4 cup 1x250's

### Pizza party

Our Kraft pizza boxes are a more upmarket way of boxing your signature pizza. The appearance can be personalised with a label, stamp or stencil.

PD10070	Kraft Brown Pizza Box 12" 1x100's
PD11185	Kraft Brown Pizza Box 14" 1x100's

### Cutlery

Presenting your food complete with disposable cutlery will enhance the customer's experience. Mint Green disposable cutlery offers superb strength and quality, while also being biodegradable.

PD3540	Biodegradeable Mint Green Disposable Knife 1x1,000's
PD3453	Biodegradeable Mint Green Disposable Fork 1x1,000's
PD3451	Biodegradeable Mint Green Disposable Spoon 1x1,000's
494244	3 in 1 Clear PS Fork Knife & 2ply Napkin 1x300'S
494077	Vegware Compostable Cream Cutlery Set 1 1x250's

### **Boxing clever**

Choose the form that showcases your food to its best potential. Bagasse clamshell packs are best suited for burgers, while sandwiches and salads with separate dressing pots helping to maximise the shelf life of the salad leaves. Our corrugated fish and chip boxes provide an attractive presentation for a takeaway classic.

	492065	Compostable Medium Box with Window 650ml 1x300's
	492066	Compostable Large Box with Window 1100ml 1x300's
	PD11147	Bagasse Burger Box 6" 1x500's
	PD11164	Bagasse Meal Box 7" 1x250's
	PD1239	Vegware Bagasse Compostable Clamshell Box 9x6" 1x200's
	PD1240	Vegware Bagasse 2 Compartment Clamshell 9x6" 1x200's
	493376	Vegware Gourmet Base 1x600's
	493380	Vegware Lid for Gourmet Base 1x600's
	493453	Compostable Corrugated Burger Box 1x250's
	493455	Compostable Corrugated Large Lunch Box 1x50's
	493456	Compostable Corrugated Clam Shell Box 1x150's
	493457	Compostable Corrugated Hot Dog Box 1x200's
	PD1229	Kraft Bowl 750ml 1x300's
	PD1230	Kraft Bowl 1300ml 1x300's
	PD1252	Lid for 750ml Kraft Bowl (PD1229) 1x300's
	PD1254	Lid for 1300ml Kraft Bowl (PD1230) 1x300's
	494258	Be Pulp Meal To Go Box 750ml 1x200's
	494259	Be Pulp Meal To Go Box 500ml 1x300's
	494260	Be Pulp Meal To Go Box 1000ml 1x150's
	PD8175	Fish & Chip Box Navy B&W Corrugated 1x100's
ð	494261	Large Corrugated Fish & Chips Box 1x100's

### Liquid Hand Sanitiser

493733	Liquid Hand Sanitiser 1x500ml
493733	Liquid Hand Sanitiser 24x500ml



### Souper containers

These containers work for liquid-based foods such as stews and curries, in addition to soups.

PD1018	Soup Container & Lid 12oz 1x250's
PD1017	Soup Container & Lid 16oz 1x250's

### **Perfect pots**

Clear pots are ideal for everything from granola and fruit salads to sauces, dressings and dips.

PD8174	Clear Plastic Deli Pot 8oz 1x1,000's
PD11167	Clear Plastic Deli Pot 14oz 1x1,000's
PD11168	Clear Plastic Deli Pot 4oz 1x1,000'S
PD11163	Lids for Deli Pots (fits PD8174 & PD11167) 1x1,000's
PD1541	Clear Plastic Portion Cup 2oz 1x2,500's
PD1540	Clear Plastic Portion Pot Lid 2oz 1x2,500's

### Tamper-proof pots

Airtight strong plastic clear pots, convenient for reheating and resealing as needed.

PD9860	Tamper Proof Tub & Lid 520ml 1x380's
PD9861	Tamper Proof Tub & Lid 365ml 1x415's
PD9862	Tamper Proof Tub & Lid 240ml 1x448's

### Street food favourites

Use these on-trend Kraft containers for street food menu options.

PD8764	Kraft Pax Containers 45oz No.8 6x50's
PD8765	Kraft Pax Containers 26oz No.1 9x50's
PD11082	Kraft Brown Standard Windowed Platter Box & Insert 1x25's
PD11083	Kraft Brown Large Windowed Platter Box & Insert 1x25's

### Heat at home

Leakproof, microwaveable packs and foil containers bring a restaurant experience of curries, stroganoffs, hearty stews and lasagnes to the home table. Noodle boxes are ideal for street food on the go and are microwave-friendly, too.

PD5605	Foil Container 9x9" 1x250's
PD5541	Lid for Foil Container 9x9" 1x250's
PD5552	Lasagne Container Foil 10x12" 1x300's
PD5551	Lasagne Container Foil Lids 10x12" 1x300's
PD5530	Black Rectangular Microwaveable 1 Compartment Tray 1x250's
PD5514	Lids for Microwaveable 1 Comp Clear Meal Tray 36oz 1x250's
PD4597	White Noodle Box 26oz 1x500's
PD4596	White Noodle Box 16oz 1x500's

### Bag it up

Don't forget the bags you and your customers will need to transport those takeaways.

PD11084	Panvas Square Bag 20x18cm 1x500's
PD11086	Panvas Long Bag 28x14cm 1x500's
PD11085	Panvas Jumbo Bag 35x18cm 1x500's
PD4547	Brown Handle Paper Bag Small 7x10.5x9" 1x250's
PD4548	Brown Handle Paper Bag 10x15x12" 1x250's

### What is KIS?

Kitchen Innovation Solutions is a service exclusive to Pallas Foods customers, assessing and invigorating your food offering with input from our team of culinary experts. Take the time to come and experience the full range of products that Pallas Foods has to offer. At our Food Solutions Centres in Newcastle West and Dublin, we have state-of-the-art kitchens available, both built to replicate every cooking type, enabling you to test and refine menus in a collaborative, supportive environment.

We are committed to supporting local producers and growers around the island of Ireland. We also source from suppliers throughout Europe and beyond. Pallas Foods strives to bring our customers not only the best products for their business needs, but also to build long-lasting relationships through our customer service. Part of this service is providing expert advice about your menu and food offering.



Business Development Chef Simon Hudson shares his best advice for developing your takeaway offering.

- If you decide to go down the takeaway route, be strong and consistent with your posts on social media this is the best way to advertise to potential customers.
- Properly cost your dishes to ensure you are making a suitable margin, adjusting where necessary.
- Re-examine your HACCP requirements with a takeaway service in mind you may need to update them.
- Take some time to work out the logistics of your packaging and delivery/collection service.
- Stick with what you already do well, and don't overcomplicate your menu. Not is not the time to experiment with new dishes. Choose a small selection of your best-sellers that are suitable for takeaway.
- Don't forget the allergens! Clearly mark these on your takeaway menu, and be sure to include options to suit vegetarian, vegan and gluten-free eaters.
- With reduced staff in the kitchen, make life easier wherever possible. Choose at least some recipes that can be made in bulk, and bear n mind the speed of preparation of each dish. Make a few different dishes utilising similar ingredients to avoid multiple items in the fridge/freezer. Prioritise items that you can prepare in advance, including sauces and garnishes.
- Put on limited-time special offers to attract additional attention.
   These could encompass weekly deals (e.g. two-for-one mains on Tuesday evenings) as well as seasonal dishes in the lead-up to Christmas.
- Consider doing family meal deals, providing a complete solution for feeding four, six or eight people. This works well with a range of home-style menu items from rotisserie chickens to shepherd's pie.
- Keep in mind that this will only be temporary until you are back open at full capacity, and that your customers will remember a good experience — or a bad one.
- Always remember that Sysco development chefs are here to help.

Consider
offering gift
vouchers to give
you a financial
boost during this
difficult time.



### Flipdish

Make it easy to order and pay. Consider signing up with Flipdish, an online ordering system which enables any restaurant or takeaway business to build their brand and increase their sales. Key benefits include:

- Amplifying your digital presence with your own branded website and app
- Managing orders in real time — view order details, customer information and delivery locations with ease
- Encouraging repeat orders with customisable discounts, voucher codes and free push notifications
- Gaining valuable insights with sales metrics and customer data on your dashboard



# DECK THE HALLS

Bring a Christmas mood to your establishment by adapting your table settings. Small, themed touches such as festive napkins add a cute, quirky touch with little effort.



### 492493

Christmas Parcel Dinner Napkin 2-ply/4-fold 40cm 1,800 per case



### PD1522

12oz/16oz Black Lid 1,000 per case



### PD10080

12oz Christmas Reindeer Takeaway Cup 500 per case



### PD1205

Christmas Reindeer Lunch Napkin 33x33 4-fold 2 ply 2,000 per case



### PD1204

Christmas Reindeer Dinner Napkin 40x40 8-fold 2-ply 1,800 per case



### 492538

Rocking Robin Lunch Napkin 2-ply/4-fold 33cm 12x808gm



## Bountiful baskets

Why not supplement your taking by offering Christmas gift sets for sale? Customers will have gift buying in mind, so place a gift box showcasing your best products beside the till to encourage impulse buys.

There's also an opportunity to link the cheeses on offer on your menu to those available. Add a note beside your cheeseboard option, giving customers to "take a taste home!"

### The perfect partu alternative?

If Covid-19 has thwarted your plans for the usual staff Christmas party, giving your employees well-stocked gift sets may be the ideal way to thank them for their hard work throughout this extremely challenging year. Pick and mix from our selection of cheeses, cured meats and quality wines to create the ideal bespoke gift set for your staff.

\*Gift Boxes containing wine available in ROI only.

- Milleens Smoke Dote CH4093

CE856 Walkers Wrapped Biscuit Assortment (mini pack) 2 T622 Salamander Biscuits Wrapped 3 CE743 Millers Damsel Biscuits for Cheese Assorted 4 CH1254 Crozier Blue Cheese CH1307 Cashel Blue Cheese CH1932 Cahill's Whiskey, Porter, Ballintubber **7** CH1933 Cahill's Porter, Wine, Ballyporeen CH1135 Cooleeney Farm Smoky Tipperary Brie CH1482 Cratloe Hills Sheep's Cheese 1x175gm **10** CH1293 Milleens Cheese

PLEASE CONTACT YOUR AREA SALES MANAGER FOR MORE INFORMATION ON OUR CHRISTMAS GIFTING RANGE



























### **Elegant Gifting**

Premium wines always prove to be a welcome Christmas gifting option. Whether it's to thank a valued customer or to show your appreciation for an exceptional team, a selection of hand-picked vintages from our wine expert is sure to please.

\*Wine Gift Boxes available in ROI only.

### Old World Wine Triple Gift Set

Three favourites from the Old World, including organic red and white wines in addition to Prosecco, ideal for festive toasting.

### What's included:

Alternature Sauvignon Blanc (Organic) Alternature Cabernet Sauvignon (Organic) Villa Rosa Prosecco



492944

### **ALTERNATURE SAUVIGNON BLANC**

Lively, fresh and full of lemon and lime zest, a real glass of Mediterranean sunshine.

### VILLA ROSA PROSECCO

A delicate fresh and fruity sparkling wine from the Veneto region in Italy, a pure delight with tiny bubbles dancing on the tongue.

### **ALTERNATURE CABERNET SAUVIGNON**

Rounded red and black juicy fruits with a big rich velvet mouthfeel and long length. Great concentration of fruits.



### Old World Wine Double Gift Set

A twin pack of Old World classics Sauvignon Blanc and Cabernet Sauvignon, made using organic grapes and methods.

### What's included:

Alternature Sauvignon Blanc (Organic)
Alternature Cabernet Sauv (Organic)

492945

### **ALTERNATURE CABERNET SAUVIGNON**

Rounded red and black juicy fruits with a big rich velvet mouthfeel and long length. Great concentration of fruits.

### **ALTERNATURE SAUVIGNON BLANC**

Lively, fresh and full of lemon and lime zest a real glass of Mediterranean sunshine.





PLEASE CONTACT YOUR AREA SALES MANAGER FOR MORE INFORMATION ON OUR CHRISTMAS GIFTING RANGE





### **Spanish Greats Duo Pack**

This box set containing two quality Spanish wines is simple, yet stylish.

### What's included:

Aula Macabeo Sauvignon Aula Bobal





### **AULA MACABEO/SAUVIGNON BLANC**

A glass of delicious floral aromas with undertones of acidic fruits. Rich and round with great length.



### **AULA BOBAL**

An important Spanish variety that produces rich dark berry/fruity wines, with plenty of concentrated blackcurrants.

### **ALTERNATURE CABERNET SAUVIGNON**

Rounded red and black juicy fruits with a big rich velvet mouthfeel and long length. Great concentration of fruits.

### **AULA BOBAL**

An important Spanish variety that produces rich dark berry/fruity wines, with plenty of concentrated blackcurrants.

### **VILLA ROSA PROSECCO**

A delicate fresh and fruity sparkling wine from the Veneto region in Italy, a pure delight with tiny bubbles dancing on the tongue.





This case of six quality wines provides something for every palate.

492940

### **AULA MACABEO/** SAUVIGNON BLANC

A glass of delicious floral aromas with undertones of acidic fruits. Rich and round with great length.



Bursting with tropical aromas of pear and luchees with a lively crisp finish on the palate.

### **ALTERNATURE SAUVIGNON BLANC**

Lively, fresh and full of lemon and lime zest, a real alass of Mediterranean sunshine.

What's included:

Pregio Grecanico Pinot Grigio, Aula Macebo Sauvignon, Aula Bobal, Alternature Sauvignon Blanc (Organic), Alternature Cabernet Sauvignon (Organic), Villa Rosa Prosecco

PLEASE CONTACT YOUR AREA SALES MANAGER FOR MORE INFORMATION ON OUR CHRISTMAS GIFTING RANGE

## CHECK OUT THE NEW & IMPROVED ONLINE ORDERING PLATFORM





Source the products you need from Sysco with the brand-new online ordering platform - one that's been designed from the ground up to make life easier for you, our customers.

Sign up today at order.syscoireland.com

