

Product Guide 2019



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01269 846 080
OR SHOP ONLINE AT
CASTELLHOWELL.CO.UK

**CREATE DELICIOUS
DISHES AT
IRRESISTIBLE PRICES**



DELICIOUSNESS FOR LESS

The ever-expanding Chefs' Selections range is exclusive to Castell Howell and six other UK wholesalers; all part of the Caterforce Group.

Chefs' Selections is a collection of over 400 fridge, freezer and store cupboard staples to help you create delicious dishes and tempting menus.

We believe that affordability and practicality go hand in hand with flavour, quality and customer appeal, so the Chefs' Selections range includes a variety of products including an award-winning extra virgin olive oil, frozen prawns, cakes and even cleaning products.

What's more, every product in the range is hand-picked from BRC accredited suppliers and comes quality assured so, with Chefs' Selections, your customers can be confident of consistently high quality and great value for money.

Kathryn Jones
Sales Director, Castell Howell



16 PRAWN GUIDE

A guide to our range of prawns.



20 CHIP GUIDE

A guide to selecting the best chip sizes for your customers.

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- Ice Cream



FROM WISH TO DISH

Let us take you on a journey to show you how Chefs' Selections products are selected and their route to market.



1 RESEARCH

Analysing food trends and investigating new and innovative food outlets combined with market and competitor data helps the team pull together targeted product development briefs.

2 BRIEFING

The research is condensed into a 1 page brief which is sent to all prospective suppliers. Only those suppliers who hold BRC accreditation are invited to submit product. The brief contains information about the target product, detailing size, shape, flavour and any benchmarks.

3 SAMPLING & BENCHMARKING

The process moves into the kitchen and all the prospective products are sampled alongside any benchmarks. The Caterforce buying team negotiate cost prices and the resulting shortlist of products is then presented to the members.

4 TASTE PANEL

The Caterforce members' buying teams, sample the product at a blind tasting session. They don't know which supplier has submitted which product and review products based on a combination of product quality and cost.

5 SELECTION

The products presented are reviewed by the team of buyers and the final range of products is agreed.

6 QUALITY CONTROL

All Chefs' Selections products go through a robust quality assurance process which includes specification approval, quality assurance standards review and final production sign-off. All products are listed on ERUDUS and quality attribute sheets are available on the Caterforce website.



7 PHOTOGRAPHY & PACKAGING

All products are photographed by 'Flavour Photography', the Caterforce in-house photography studio. These images are used on-pack and in promotional material.

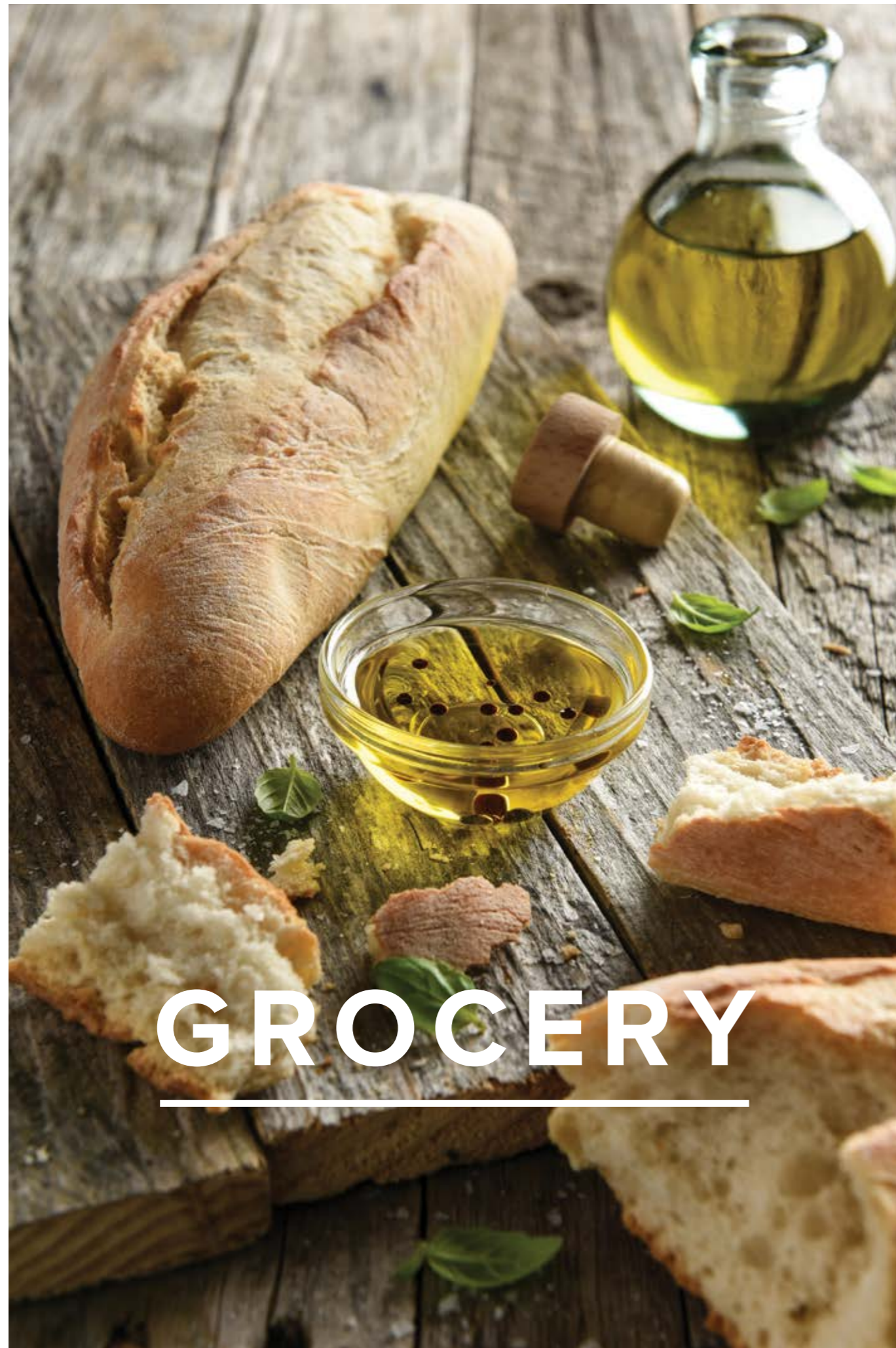
8 MARKETING

It is important that each product and range has support to help grow sales. The Chefs' Selections marketing package includes press releases, brochure adverts and trade show sampling.

9 PRODUCT LAUNCH

The supplier liaises directly with the Caterforce member wholesaler and agrees volumes ready for launch. The relationship with the supplier is then ongoing.





GROCERY

GROCERY

SPREADS

39863	Soft Spread	2kg
51808	Buttery Spread	2kg
50687	Cooking & Baking Spread	250g

OILS

83429	Vegetable Cooking Oil Bottle in Box	20lt
39775	Extra Virgin Olive Oil	5lt
52295	Pomace Oil	5lt

GRAVIES & BOUILLONS

84524	Vegetable Bouillon Paste	1kg
84403	Beef Bouillon Paste	1kg
2318	Chicken Bouillon Paste	1kg
88153	Beef Bouillon Powder	2kg
80243	Chicken Bouillon Powder	2kg
2233	Vegetable Bouillon Powder	2kg
20671	Gravy Mix	2kg
91350	Instant Gravy Granules	2kg
60718	Gluten Free Gravy Granules	2kg
86141	Demi Glace Sauce	2kg
88839	Bechamel Sauce	2kg

TINNED MEAT

60862	Skipjack Tuna in Brine	1.7kg
58089	Skipjack Tuna in Brine	800g

TINNED VEGETABLES

90384	Chopped Tomatoes	2.5kg
64056	Plum Peeled Tomatoes	2.5kg
91943	Tomato Paste	800g
59082	Baked Beans in Tomato Sauce	2.62kg
64715	Baked Beans in Tomato Sauce	840g
76677	Baked Beans with Reduced Salt & Sugar	2.62kg
85464	Mushy Peas	2.62g

VINEGARS & COOKING WINES

69783	Malt Vinegar	5lt
35566	Distilled Malt Vinegar	5lt
54914	Cider Vinegar	5lt
25652	White Wine Vinegar	5lt
10918	Red Wine Vinegar	5lt



EXTRA VIRGIN OLIVE OIL



GRAVY MIX



SKIPJACK TUNA IN BRINE



CHOPPED TOMATOES

HERBS & SPICES



TIS THE SEASONING...

Every kitchen needs an array of seasonings; from fragrant spices to aromatic herbs. Thanks to the Chefs' Selections range of over 20 herbs and spices, you could be saving while you're seasoning.

Now available in Dried Sage, Ground Coriander, Ground Ginger & Ground Cinnamon.



GROCERY

MIXES

39516	Sponge Mix	3.5kg
10497	Scone Mix	3.5kg
13386	Crumble Mix	3.5kg
36492	Fish Batter Mix	3.5kg

COOKING INGREDIENTS

27094	Garlic Purée	1kg
86651	Green Pesto	1.2kg

HERBS & SPICES

15221	Cracked Black Pepper	500g
90160	Ground Black Pepper	550g
60269	Whole Black Pepper	500g
65031	Crushed Chillies	260g
22840	Ground Cumin	450g
89359	Curry Powder	500g
71893	Dried Mixed Herbs	150g
34421	Dried Oregano	150g
67166	Ground Paprika	500g
51001	Dried Parsley	100g
40972	Ground Turmeric	550g
12810	Ground White Pepper	600g
31192	Ground Cinnamon	430g
25032	Garlic Powder	420g

SALT

85734	Cooking Salt	3kg
89502	Cooking Salt	12.5kg
87705	Table Salt	6kg

PASTA

11636	Macaroni	3kg
94964	Farfalle (Bows)	3kg
68158	Conchiglie (Shells)	3kg
80781	Fusilli (Twists)	3kg
93246	Fusilli Tri Coloured (Twists)	3kg
16236	Penne	3kg
78431	Long Cut Spaghetti	3kg



GREEN PESTO



CURRY POWDER



DRIED PARSLEY



FUSILLI (TWISTS)

GROCERY

RICE

68313	Easy Cook Long Grain Rice	5kg
38432	Easy Cook Basmati Rice	5kg

READY TO USE SAUCES

80913	Tomato & Basil Sauce	2.25kg
11151	Sweet & Sour Sauce	2.25kg
95857	Bolognese Sauce	2.25kg
16228	Korma Sauce	2.25kg
90400	Tikka Sauce	2.25kg
61839	Balti Sauce	2.25kg
42485	Chilli Con Carne	2.25kg

CONDIMENTS

30442	Tomato Ketchup Sachets	200 x 9g
82083	Mayonnaise Sachets	200 x 9g
18993	Brown Sauce Sachets	200 x 9g
57627	Salad Cream Sachets	200 x 9g
88174	Tartare Sauce Sachets	200 x 9g
11698	Malt Vinegar Sachets	200 x 6g
16968	English Mustard Sachets	300 x 5g

BULK SAUCES

48720	Cranberry Sauce	2.5kg
74574	Redcurrant Jelly	2.72kg
75451	Apple Sauce	2.5kg
38318	Tartare Sauce	2.27lt
61808	Mint Sauce	2.27lt
21263	Horseradish Sauce	2.27lt
13268	Sticky BBQ Sauce	2.27lt
56593	French Dressing	2.27lt
31038	Salad Cream	2.27lt
77758	English Mustard	2.27lt
67177	French Mustard	2.27lt
16986	Coarsegrain Mustard	2.27lt
80189	Prawn Cocktail Sauce	2.27lt
43715	Thousand Island Dressing	2.27lt
81302	Caesar Dressing	2.27lt
82261	Thai Sweet Chilli Sauce	2.27lt
28991	Tomato Ketchup	4.5kg
69030	Brown Sauce	4.3kg
56108	Real Mayonnaise (55%)	10lt
90708	Real Mayonnaise (55%)	5lt
42468	Light Mayonnaise	5lt
42475	Light Mayonnaise	2.5lt



LONG GRAIN RICE



BROWN SAUCE



ENGLISH MUSTARD



SALAD CREAM

SAUCES



SOURCE ALL YOUR SAUCES FOR LESS

From tomato to mustard, sweet chilli to tartare, the Chefs' Selections range of sauces and condiments has something for everyone. Available in 2.27ltr packs, they offer fantastic value for money. With over 15 condiments to complement your dishes.

GROCERY

DRIED FRUIT

89840	Sultanas	3kg
21024	Pitted Dates	2kg
77843	Mixed Fruit	3kg
27350	Raisins	3kg
66657	Whole Dried Apricots	2kg
95226	Glacé Cherries	1kg

FRUIT FILLINGS

37064	Apple & Blackberry Filling	2.5kg
30581	Apple & Blackcurrent Filling	2.5kg
76433	Apple & Raspberry Filling	2.5kg
52575	Diced Apple Filling	2.5kg
88872	Black Cherry Filling	2.5kg
24341	Blackcurrant Filling	2.5kg
27974	Red Cherry Filling	2.5kg
30991	Strawberry Filling	2.5kg
85309	Mincemeat	3kg

BISCUITS

6285	Assorted Mini Packs Bourbon creams, custard creams, digestives, fruit shortcake, ginger nut, highland shorties	100 x 3 per pack x 6 varieties
61541	Sweet Biscuit Assortment An assortment of plain and filled biscuits. Minimum of 6 different varieties contained - shorties, nice, fruit shortcake, malted milk, bourbon finger creams, digestives & rich cream fingers	6 x 350g
52367	Chocolate Mint Crisps	1kg
71854	Chocolate Mint Cremes	1kg

AEROSOL CREAM

86654	Aerosol Cream	500g
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BEVERAGES

36694	Drinking Chocolate (add milk)	2kg
60132	Cocoa Powder (reduced fat)	1kg

CHILLED CHEESES

66947	Mild White Cheddar Cheese	5kg
42982	Mature White Cheddar Cheese	5kg



GLACÉ CHERRIES



SWEET BISCUIT ASSORTMENT



COCOA POWDER



MATURE WHITE CHEDDAR CHEESE

COCOA POWDER



**AWARD-WINNING?
AFFORDABLE?
I SHOULD COCOA**

Our Chefs' Selections cocoa powder has just won a Great Taste award! Deliciously versatile, this cocoa powder can be used for drinking chocolate, chocolate desserts like mousse and brownies, or to finish desserts or warm drinks.





FROZEN

FROZEN

BUFFET RANGE

88254	Breaded Mozzarella Sticks	1kg
12257	Mini Steak & Ale Pies	72 x 30g
71171	Mini Chicken, Bacon & Leek Pies	72 x 30g

CHICKEN PRODUCTS

11549	Battered Chicken Mini Bites	1kg
40136	Battered Chicken Nuggets	1kg
47069	Battered American Chicken Fillets	2kg
57331	Reformed Battered Chicken Burgers	2 x 1.02kg
40136	Reformed Battered Chicken Nuggets	2 x 1kg
58551	Steam Cooked Sliced Chicken 5mm	2.5kg
58677	Southern Fried Chicken Goujons	2 x 1kg

SAUSAGES

54648	Pork Sausage 8's	4.54kg
17411	Pork Sausage 4's	4.54kg
38423	Pork Sausage 16's	4.54kg
46712	Pork Sausage 32's	4.54kg

COLD WATER PRAWNS

70872	Extra Large Prawns	1.72kg
68048	Large Prawns	1.5kg

BATTERED COD

8761	Natural Fillet Battered Cod	24 x 140-170g
40144	Natural Fillet Battered Cod	18 x 170-200g
55878	Natural Fillet Battered Cod	15 x 230-290g

SCAMPI

49150	Wholetail Scampi	450g
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QUICHES

16557	12" Quiche Lorraine	12ptn
16225	12" Cheese & Onion Quiche	12ptn
96273	12" Spanish Quiche	12ptn
69105	12" Cheese & Broccoli Quiche	12ptn



BATTERED CHICKEN MINI BITES



SOUTHERN FRIED CHICKEN GOUJONS



NATURAL FILLETS BATTERED COD



CHEESE & ONION QUICHE

BATTERED COD



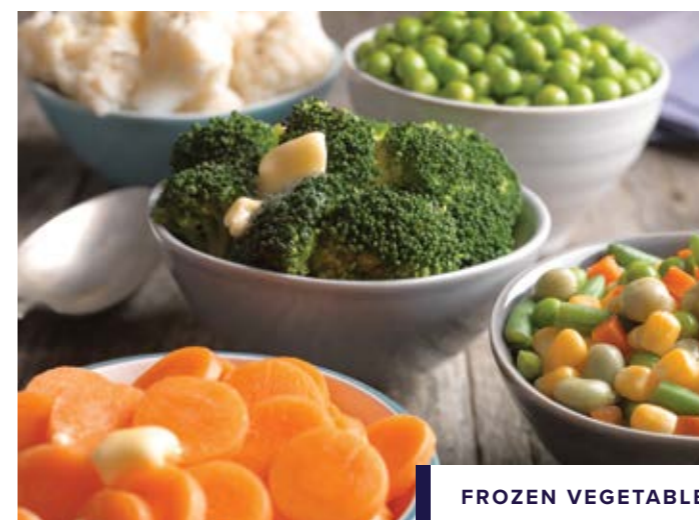
DELICIOUS FISH THAT WON'T BATTER YOUR BUDGET

Crunchy melt-in-the-mouth batter encasing juicy flakes of pure white skinless and boneless cod. Just add Chefs' Selections chips and mushy peas for the ultimate traditional crowd pleaser.

FROZEN

FROZEN VEGETABLES

95083	Broccoli IQF 40/60mm	4 x 2.5kg
6625	Sliced Carrots Unfluted	4 x 2.5kg
6628	Cauliflower Florets 30/60mm	4 x 2.5kg
6629	Mixed Vegetables	4 x 2.5kg
6623	Garden Peas	4 x 2.5kg
62413	Sweetcorn	4 x 2.5kg



FROZEN VEGETABLES

CHIPS

50739	Shoestring Fries (7mm)	4 x 2.5kg
14925	3/8 Straight Cut Chips (10mm)	4 x 2.5kg
81262	7/16 Straight Cut Chips (12mm)	4 x 2.5kg
8455	9/16 Straight Cut Chips (15mm)	4 x 2.5kg
38655	Steakhouse Chips	4 x 2.5kg



SHOESTRING 7MM FRIES

SAUSAGE ROLLS

57366	1.5" Sausage Rolls	250 x 40g
83312	4" Sausage Rolls	48 x 80g

BAPS & BUNS

80798	MK 5 Sliced Seeded Burger Buns	48
7572	MK4 Sliced Seeded Burger Buns	48
1395	MK5 Sliced Floured Baps	48
20500	MK4 Sliced Floured Baps	48



8" SAUSAGE ROLLS



MK4 SLICED FLOURED BAPS

CHUNKY CHIPS ON A SHOESTRING BUDGET

Chips are one of the nation's favourite potato dishes, and our delicious Chefs' Selections chips are always a popular choice with customers. Different fries work best with different dishes, so it pays to have a selection handy. Here's a guide to ensure you have the best chips to complement the various dishes across your menu. And the prices are as cheap as you-know-what...

SHOESTRING - 7MM

4 x 2.5kg
50739

3/8 STRAIGHT CUT - 10MM

4 x 2.5kg
14925

7/16 STRAIGHT CUT - 12MM

4 x 2.5kg
81262

9/16 STRAIGHT CUT - 15MM

4 x 2.5kg
8455

STEAKHOUSE

4 x 2.5kg
38655



FROZEN

DANISH PASTRIES

60071	Large Danish Selection	36 x 100g
15598	Mini Danish Selection	120

COFFEE SHOP CAKES

6558	Essentials Chocolate Gateau	18ptn
50092	Pistachio & Rose Cake	14p/ptn
82798	Tiramisu Layer Cake	14p/ptn

SWEET PIES

50005	Caramel Apple Pie	14p/ptn
54828	Toffee Flavour Crunch Pie with Dime Bars	14pptn
71381	Bramley Apple Pie	14ptn

HOT PUDDINGS

49990	Individual Syrup Sponge Puddings	12 x 140g
40635	Individual Sticky Toffee Flavour Sponge Puddings	12 x 140g
43556	Individual Spotted Dick Sponge Puddings	12 x 130g
56057	Individual Jam Sponge Puddings	12 x 130g
12579	Individual Chocolate Chip Sponge Puddings	12 x 130g

ICE CREAM (SOFT SCOOP)

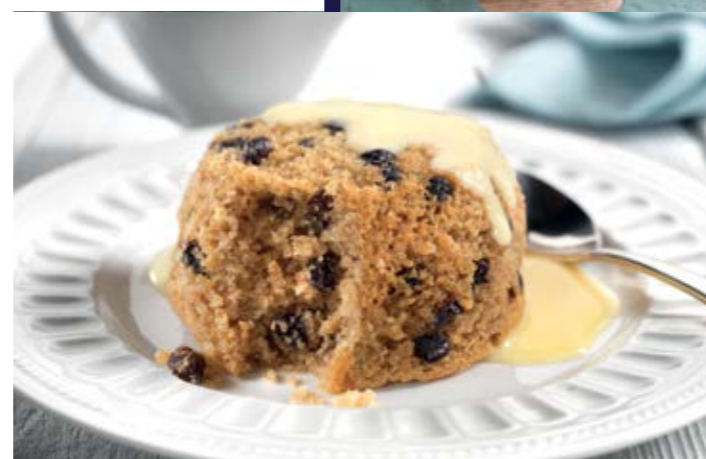
33041	Vanilla Ice Cream	4lt
75511	Strawberry Ice Cream	4lt
11344	Chocolate Ice Cream	4lt



MINI DANISH SELECTION



TIRAMISU LAYER CAKE



SPOTTED DICK PUDDING



STRAWBERRY ICE CREAM

DANISH PASTRIES



BAKE DIRECTLY FROM FROZEN FOR JUST 15 MINUTES



WHICH DANISH IS THE MOST MOREISH?

With the rise in breakfast on the go and more millennials choosing pastries when dining out for breakfast, this Chefs' Selections Danish pastry selection is a must have on every menu.

Includes 12 Cinnamon Swirls, 12 Vanilla Crowns and 12 Apricot Crowns with icing.