



primeline
Sales & Marketing

SERVING PROFESSIONAL
FOODSERVICE
KITCHEN ESSENTIALS
& **IMPULSE SNACK**
SOLUTIONS



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OVERVIEW OF PRIMELINE'S SALES & MARKETING SUBSIDIARY OF PRIMELINE GROUP



Primeline Sales & Marketing is part of Primeline Group which is the largest independent Irish provider of logistics, sales and marketing services to home-grown and international brands across the Irish and UK markets

Based in Ashbourne Co. Meath and with over 30 years' experience, we have developed long term relationships and work with some of the best retailers and foodservice operators on the island of Ireland.



1,000,000
Square feet of
hi-bay warehousing



25,000
Deliveries Weekly



1,000,000
Cases Delivered
Weekly



30,000
Product SKU's



4,500
Retailers Served



1,000
Employees

200
Vehicles



WELCOME TO THE PRIMELINE FOODSERVICE GUIDE

At Primeline Foodservice exceptional customer service is at the heart of what we provide. We believe in delivering innovative and dynamic foodservice solutions that will grow our customers' business. Primeline represent some of the planet's biggest and home-grown consumer brands in Ireland and we are delighted to be able to share our brand partner's foodservice selection with you today.

Sean McNaughten
Primeline Sales & Marketing Managing Director



PRIMELINE FOODSERVICE TEAM & AWARDS

Our Foodservice team have won numerous industry awards for customer service and were very proud to have accepted **“Overall Supplier of The Year 2019”** award from Compass Group Ireland. This was achieved by delivering tailor made solutions for the customers sites based around impulse sales, resulting in exceptional growth.



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» OUR VALUES



IN PRIMELINE, WE RECOGNISE THAT OUR VALUES MEAN DIFFERENT THINGS TO DIFFERENT PEOPLE

Ultimately, our values represent all of our combined views and feelings about the culture we strive for and are continually improving upon; that's why our values are not prescriptive but are all encompassing, representing the diverse group of colleagues that work across the Primeline Group.

» CUSTOMER TESTIMONIALS

Our partnership with Primeline has driven and will continue to drive the upsell opportunity for our business in the foodservice environment for confectionery and other snacking items. The support in terms of category information, point of sale material and professional sales teams has developed our offering with some remarkable results. Primeline are front and centre in our minds when developing our offer.

Dermot Connolly
Senior Category Buying Manager
Aramark Northern Europe

Over the last year we have worked very closely with Primeline on customer supported tastings and pop-up stands, to bring fresh and new products to each site, whilst highlighting healthy choice options which supports our client's health and wellbeing programmes. The sales team have been extremely professional, knowledgeable and gone out of their way to engage and speak to our customers when on site, backed up with quality branded merchandise and customised POS, which has led to positive feedback and made the decision to list and stock new lines an easy one. This has in turn given a continued refresh to our listed product & range and more importantly help drive interest, participation and sales across the business.

Patricia Cusack
Regional Operations Manager
Compass Group Ireland

IMPULSE SNACK OPPORTUNITY

SNACKING

Set meal times and traditional ways of dining are disappearing, three meals per day is no longer “the norm” and consumers want food whenever and wherever they are. Snacking will grow in importance as consumers look to source food at any time or occasion. The breakfast bar on the commute to work or a well-deserved treat after a long day, snacking and on the go dining is here to stay!

SWEET REWARDS

DID YOU KNOW THAT 60% OF ALL CONSUMER CONFECTIONERY PURCHASES ARE MADE ON IMPULSE.

GET TO KNOW YOUR CONFECTIONERY CONSUMER

The top 3 factors that influence confectionery consumers to make impulse decisions

1. Favourite brand or product
2. Just felt like that kind of product
3. It was in my line of vision



IMPULSE SNACK OPPORTUNITY

THE HEALTHY SNACK DEBATE

1. Snackers pay close attention to their sweet snack consumption, limiting treats like baked goods and chocolate bars to occasions.
2. Consumers are making healthier snack choices than ever before.
3. Parents are serving healthier snacks to their kids.
4. Snackers want more conveniently packaged snacks.
5. The Irish market has seen an explosion in prepacked healthy snack sales in the last 5 years.



CHILLED GRAB & GO TREND

- Chilled Food & Beverages remain on trend for Food to Go.
- Functional foods with health benefits options are growing in importance.
- Consumers are looking for more choices in the chilled section.
- Convenience and availability are key.



IMPULSE SNACK OPPORTUNITY

CAFÉ CULTURE

COFFEE IS A HUGE GROWTH DRIVER FOR IMPULSE SNACKING OPPORTUNITIES.

- Coffee is a huge growth driver for impulse snacking opportunities.
- **ONE IN THREE** Irish people now purchase a coffee every day.
- Customer will seek out good coffee.
- Visible instore “Grab & Go” snack displays at coffee counters will increase customer spend.



LOOK ON THE LIGHT SIDE



maltesers



*Source UCC commissioned research - Amarach, October 2018, sample size: 1000 Source: Allegra World Coffee Portal Project Café Europe, 2019, sample size: 1000.

IMPULSE SNACK OPPORTUNITY

MAKING IMPULSE WORK FOR YOU

KEY PLANNING FOR PERFECT PLANOGRAMS

KNOW YOUR CUSTOMER

to select the correct range for planograms - Blue Collar (manufacturing sites) tastes will differ from White Collar (office sites).

CORE RANGE

always have availability and premium space for your "Core Range" - 80% of sales will come from 20% of your range, this 20% is your core range and a must stock!

MARGIN CHAMPIONS

constantly audit and routinely examine product performance on planograms for margin enhancement, know who the top competitors are in your displays and what they're doing.



SNICKERS



EXAMPLE IMAGE OF A PERFECT PLANOGRAM

WHAT'S THE DIFFERENCE BETWEEN A POOR PLANOGRAM AND A PERFECT PLANOGRAM?

ANSWER = € PROFIT



DISPLAY YOUR CORE RANGE IN PREMIUM SPACE



ALWAYS HAVE FULLY STOCKED AND FACED OFF CORRECTLY



FEATURE HIGH MARGIN AND IMPULSIVE PRODUCTS



INTRODUCE AND ROTATE NPD & SEASONAL PRODUCTS TO KEEP DISPLAYS FRESH & EXCITING FOR CUSTOMERS

IMPULSE SNACK OPPORTUNITY

INCREMENTAL SALES

INCREMENTAL SALES ARE A VERY IMPORTANT TOOL FOR FOODSERVICE OPERATORS TO GROW CUSTOMER SPEND.

TOP 4 AREAS AND EXAMPLES

1. CROSS MERCHANDISE -
HAVING THE RIGHT
PRODUCT IN THE RIGHT
PLACE AT THE RIGHT TIME.

Place Confectionery
displays at your
coffee docks.

2. LINKED UP SELLING
– MULTIBUY OFFERS &
MEAL DEALS.

Free Capri-Sun fruit
drink with every
kid's Meal.

3. SEASONAL OCCASIONS
– MAKE THE MOST OUT OF
CALENDAR AND EVENTS
HAPPENING IN YOUR AREA.

New Year healthy
start, buy a Kind bar
and a bottle of water.

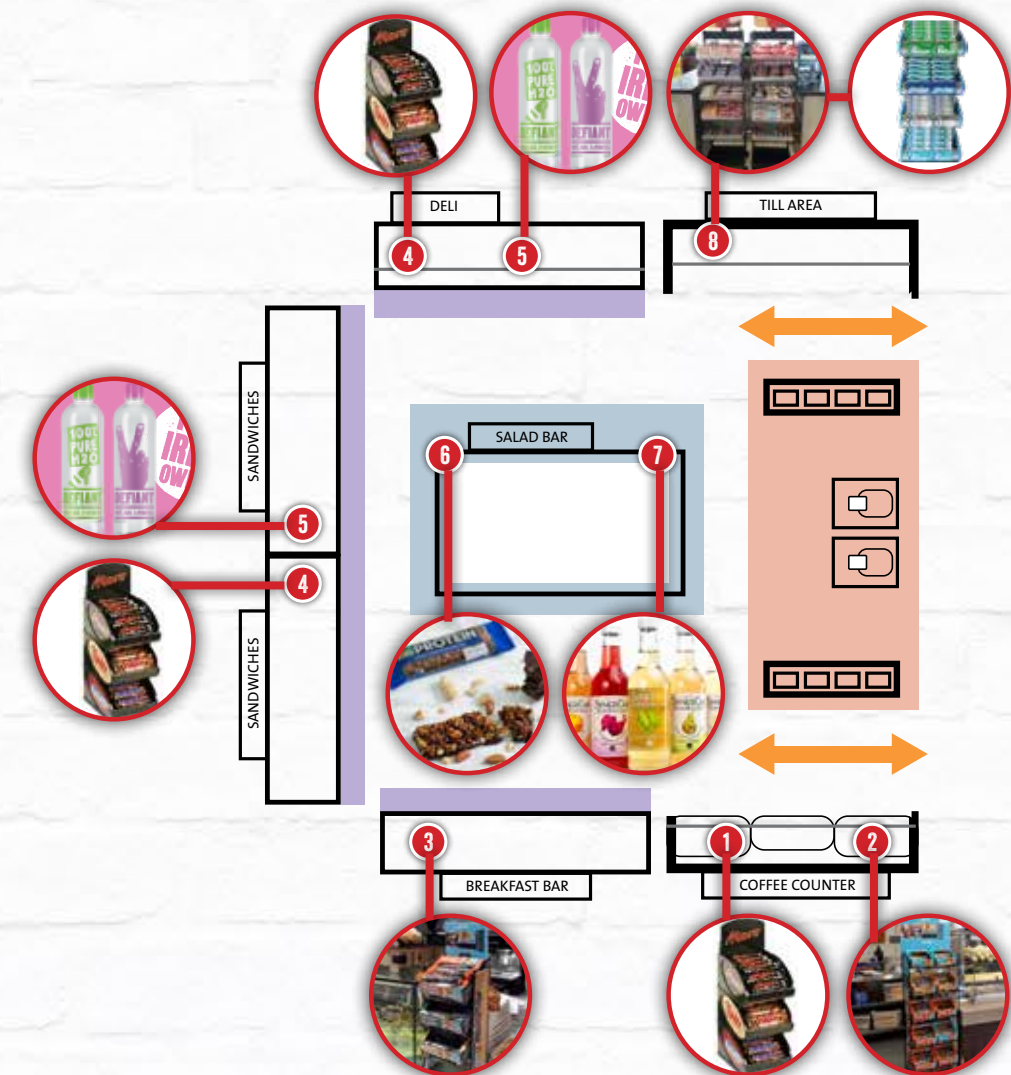
4. NPD – NEW PRODUCT
DEVELOPMENT KEEPS YOUR
OFFERING EXCITING AND
CUSTOMER COMING BACK.

For a limited time only
the Malteser chocolate
bunny is back!

IMPULSE SNACK OPPORTUNITY

LOCATION, LOCATION, LOCATION – CUSTOMER FLOW

WHERE YOU SELL IS AS IMPORTANT AS WHEN YOU SELL.



PRODUCT PLACEMENT

- **COFFEE COUNTER 1** (Kind Core Range) & **2** (Mars Top 3)
- **BREAKFAST BAR 3** (KIND Breakfast Flapjacks)
- **DELI & SANDWICH COUNTER 4** (Mars Top 3) & **5** (Defiant Water Display)
- **SALAD BAR 6** (KIND Protein Bars) & **7** (Synerchi Kombucha)
- **TILL AREA 8** (Mars Core Range & Wrigley's Gum)

IMPULSE SNACK OPPORTUNITY

RIGHT CHOICES, RIGHT TIME!

MAKE THE RIGHT CHOICES FOR YOUR DAY PART OFFERING:

MORNING

BREAKFAST ON THE GO



AFTERNOON

SWEET TREATS



LUNCH

HEALTH BEVERAGE WITH LUNCH



EVENING

GRAB & GO HOT SNACKS



The impulse snacking category offers a world of opportunity to your business. The Primeline Foodservice Team are here to offer their expertise, time & energy to provide tailor made solutions to drive incremental sales and margin growth.

MARS CONFECTIONARY

The world we want
tomorrow starts with how
we do business today

MARS



115,000+
Associates

are united and guided by
The Five Principles of Mars which
spans geographies, languages,
cultures and generations.



1911

Frank C. Mars made
the first candies in
his Kitchen,
Tacoma, Washington.



countries in operation



Global HQ in Mclean VA.



454
SITES

FORTUNE

Great
Place
To
Work®

World's Best Workplaces

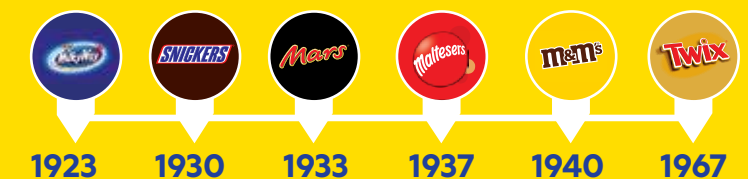


Private family-owned
company



\$35B+
NET SALES

Timeline of Confectionery Brands



Our Foodservice Core Range

MARS

1



Twix 32x 50GM

2



Snickers 48x 51GM

3



Bounty Milk 24x 57GM

4



Galaxy Standard 24x 42GM

5



Mars 48x 51GM

6



Maltesers Standard 40x 37GM

7



Galaxy Caramel 24x 48GM

8



M&M's Peanut 24x 45GM

9



M&M's Chocolate 24x 45GM

10



Bounty Twin Dark Chocolate
24x 57GM

11



Malteser Teasers 24x 35GM

12



Starburst Original 24x 45GM

13



Minstrels 40x 42GM

14



Skittles 36x 55GM

15



Locketts Honey & Lemon
Original 20x 41g

MARS CONFECTIONERY COMPLETE PRODUCT RANGE

MARS CONFECTIONERY SINGLES

Code	Description	Case Size
278773	Twix	50g x 32
303088	Snickers	48g x 48
392069	Snickers Crisp	40g x 48
303005	Mars	51g x 48
176429	Galaxy Caramel	48g x 24
302863	Galaxy Milk	42g x 24
183226	Galaxy Minstrels	42g x 40
257208	Galaxy Ripple	33g x 36
104059	Bounty	57g x 24
231924	Bounty Dark	57g x 24
280041	M&M's Peanut	45g x 24
280042	M&M's Chocolate	45g x 24
399773	M&M's Salted Caramel	36g x 24
104383	M&M's Crispy	36g x 24
183685	Maltesers	37g x 40
282342	Teasers	35g x 24
363438	Milkyway	21.5g x 56
106237	Milkyway Crispy Roll	25g x 24
130828	Milkyway Magic Stars	33g x 36
312789	Starburst Original	45g x 24
368598	Skittles Fruits	45g x 36
368093	Skittles Sours	45g x 36
377898	Skittles Chewies	45g x 36
127033	Locket Honey & Lemon	41g x 12
127034	Locket Extra Strong	41g x 12
234573	Locket Cranberry & Blueberry	41g x 12

MARS CONFECTIONERY SHARING BAGS

Code	Description	Case Size
361838	Malteser Pouch	93g x 13
398022	M&M's Peanut Pouch	125g x 12
398027	M&M's Chocolate Pouch	125g x 12
398030	M&M's Crispy Pouch	107g x 12
361852	Galaxy Minstrels Pouch	118g x 15
276337	Starburst Fruit Chews Pouch	192g x 12

SNACKING

Code	Description	Case Size
295029	Funsize Variety Favourite	358g x 12
294941	Funsize Twix	275g x 14
294945	Funsize Mars	250g x 6
295087	Funsize Bounty	303g x 16
295010	Funsize Maltesers	195G x 9
350693	Funsize M&M's Minis Peanut	220g x 14g
350704	Funsize M&M's Minis Chocolate	220g x 14g
281435	Celebrations Tub	750g x 4
276202	Celebrations Box	380g x 6

SEASONAL

Code	Description	Case Size
386823	Easter - M&M's Speckled Eggs	45g x 24
228531	Easter - Malteser Bunny	29g x 32
286068	Christmas - MerryTeaser Reindeer	29g x 32



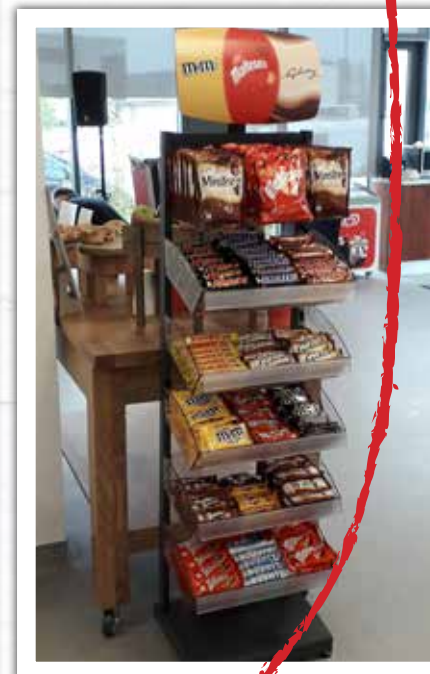
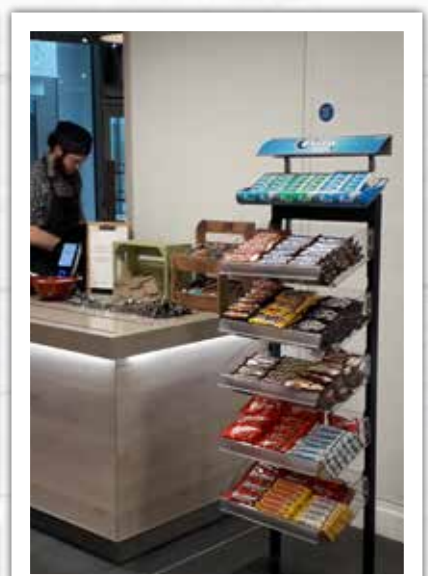
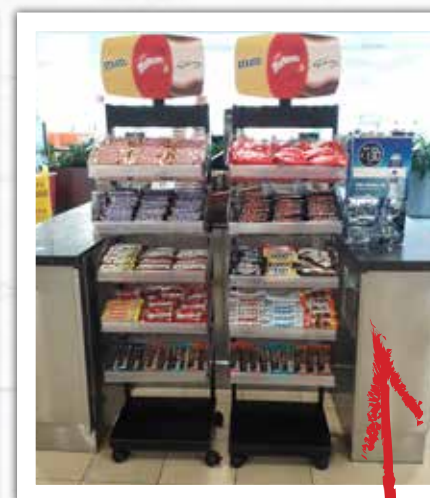
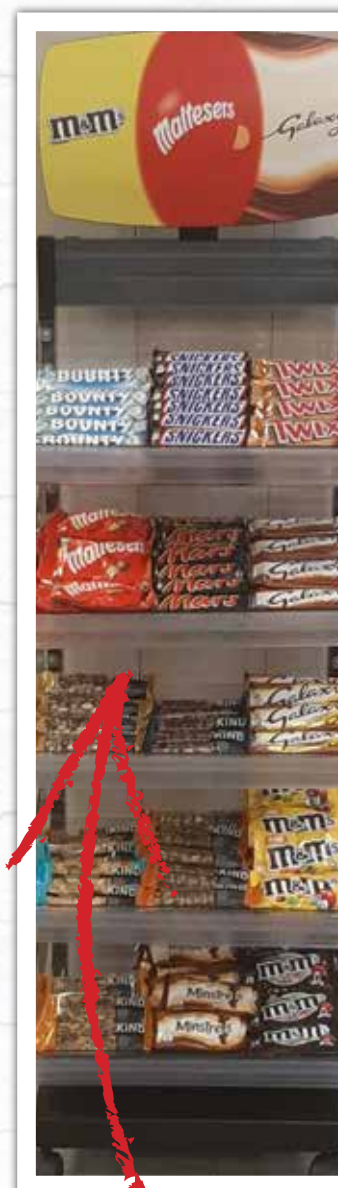
NO 1 SELLER IN FOODSERVICE



MARS CONFECTIONARY

POINT OF SALE SUPPORT

At MARS Primeline we have a suite of quality point of sale equipment specially designed for foodservice for maximising sales opportunities. Please speak to your Primeline representative about developing bespoke display solutions for your business.

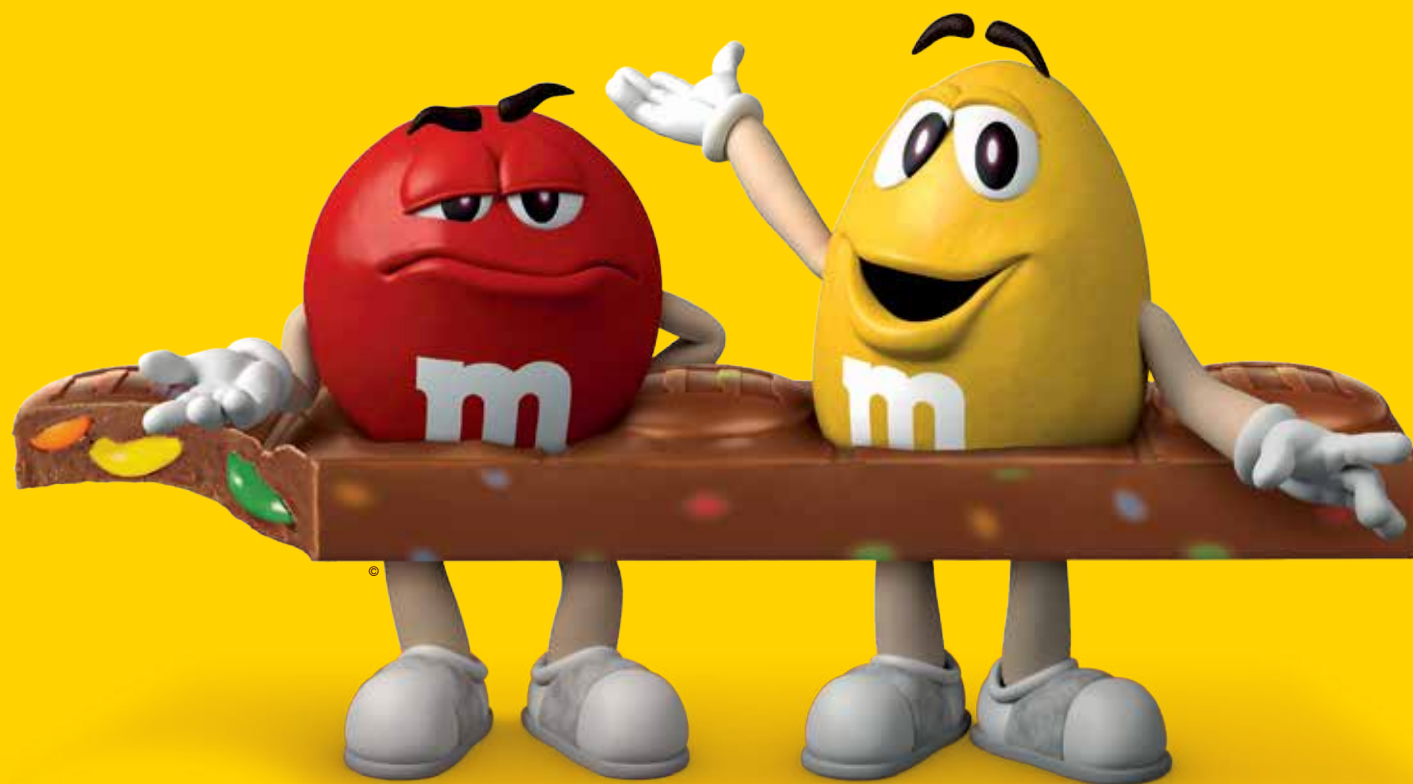


**MARS
MULTIFLEXI
UNIT AVAILABLE
WITH WHEELS.**

**MARS
COUNTER TOP
UNIT.**

WE ARE NOW SINGLE

NEW



M&M's Block successfully rocked the confectionery world and new Single Bars are about to do the same. Research shows that single bar is a winning format!

NEW M&M's Single Bars will:

- Fulfill the needs of on-the-go, afternoon treat occasions
- Offer an attractive 200kcal balanced portion
- Drive trial and encourage purchase of M&M's big Block

STOCK UP NOW TO MEET DEMAND!

WRIGLEY
MARS WRIGLEY
confectionery



GROW YOUR SALES With Gum



#1
Gum
brand in
Ireland

#2
Confectionery
brand in
Ireland

#9
Grocery
Brand in
Ireland

Airwaves

Airwaves has a **unique** consumer base with **40%** of its consumers being **incremental** to the category

1 Why your shoppers want Gum

- To make my mouth and breath feel **clean and fresh**
- Gum is **sugar free**
- It **refreshes** my mood
- It helps me **relieve boredom**
- It helps me to **focus and concentrate**



2 Why Gum is good for your business

- Gum category is worth **€42M** per year
- **Over 70% Gum is consumed on the Go** or at Work/School making your location an ideal place to purchase
- It is Mars No 1 priority with heavyweight **Media support**
- Gum is the **most profitable** consumable **product** per square inch in store



3 How to sell Gum

1. LOCATION:

Make it easy for your customers to pick up Gum by merchandising it:

- #1** Where I pay
- #2** Where I queue
- #3** Where I get Tea/Coffee



2. RANGE:

Ensure you have the top sellers and add range as your space allows:

3. LAYOUT:

Put the best sellers in the best locations – ask your Mars Rep for planograms for your location

Why is it important:

- Gum is **4 times more impulsive** than other Categories and over 2/3rds of shoppers expect to see it at the till
- Moving Gum away from till reduces sales by up to 60%.
- Gum is **frequently purchased with other items** – it is a transaction builder

Sources: 1. CMI Front of store research; 2. Nielsen Total Scantrack WE 29th Dec 2019; 3. Top 20 Confectionery Brands, ACNielsen; 4. WE 22nd March 2020 Gum & FC + MAT WE 19th April Chocolate; 4. Checkout Top 100 Brands in Ireland in 2019, p. 10

SECTION 2 | IMPULSE SNACKS



WRIGLEY'S PRODUCT RANGE

WRIGLEY'S PRODUCT RANGE		
Code	Description	Case Size
258776	Wrigley's Extra Spearmint	30 x 10 piece
258777	Wrigley's Extra Peppermint	30 x 10 piece
271577	Wrigley's Extra Strawberry	30 x 10 piece
258773	Wrigley's Airwaves	30 x 10 piece
282222	Wrigley's Extra White Bottle	6 x 46 piece
282326	Wrigley's Extra Ice Gum Bottle	6 x 46 piece

WRIGLEY'S RETAIL SALES VALUE SNAPSHOT

By stocking Wrigley's gum you will increase your incremental sales and it will not subtract for other menu item sales.

Retail Sales Value of
€1 per unit
(30 units per case)
€30

Weekly Retail Sales Value
Selling average of 4 cases
of Wrigley's Gum
(120 units)
€120

Annual Retail
Sales Value
€6240

WRIGLEY'S POINT OF SALE SUPPORT

We have a suite of quality point of sale equipment specially designed for foodservice for maximising sales opportunities. Please speak to your Primeline representative about developing bespoke display solutions for your business.





give KIND a try.™

five delicious core bars

NEW plant protein bars



lower sugar



whole, natural ingredients



plant based protein



free from



low GI

follow us   @KINDsnacksIreland

KIND SNACKS



FOR YOUR BODY, YOU ARE WHAT YOU EAT
WHICH IS WHY WHEN IT COMES TO OUR
SNACKS, WE DON'T MESS AROUND.

KIND has been a real success story in foodservice to date and is now the No1 Singles bar in "Fruit, Nut & Cereal Category**".

Four out of the top six snacks bars sold in this category are KIND*

*H1 2020, Nielsen Scantrack, Fruit, Nut & Cereal Category (singles)

KIND POINT OF SALE SUPPORT

We have developed bespoke point of sale equipment for foodservice outlets, along with an active promotional campaign to drive sales growth. Please speak with your Primeline representative to see how KIND can help your business grow.





Blueberry Almond

✓ made with 5 super grains:
Oats, Millet, Buckwheat,
Amaranth, Quinoa

**HIGH
FIBRE**



Peanut Butter

✓ made with 5 super grains:
Oats, Millet, Buckwheat,
Amaranth, Quinoa

**WHOLE &
NATURAL
INGREDIENTS**



Honey Oat

✓ made with 5 super grains:
Oats, Millet, Buckwheat,
Amaranth, Quinoa

**GLUTEN
FREE**



**Salted Caramel Dark
Chocolate**



KIND PRODUCT RANGE

KIND PRODUCT RANGE		
Code	Description	Case Size
396341	Dark Chocolate and Sea Salt	40g x 12
394624	Caramel and Sea Salt	40g x 12
396368	Peanut Butter and Chocolate	40g x 12
396428	Almond and Chocolate	40g x 12
412445	Salted Carmel Dark Chocolate	40g x 12
396942	Crunchy Peanut Butter Protein	50g x 12
396944	Double Chocolate Protein	50g x 12
397092	Toasted Caramel Protein	50g x 12



WHY ANOTHER WATER PRODUCT?

According to a new report, the off-trade value of sales of bottled water has grown by 3% to €184 million while off-trade volume sales have grown by 4% to 183 million litres in 2017. (Euromonitor International, Bottled Water in Ireland, Dec 2019)

63% of Irish adults, or roughly 2.4 million people, consume bottled water. With 21% of adults being heavy consumers of bottled water, drinking it more than once a day. (Kantar, 2017)

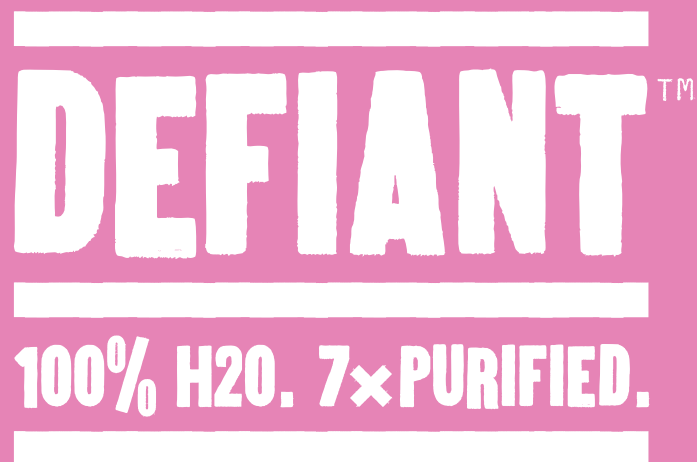
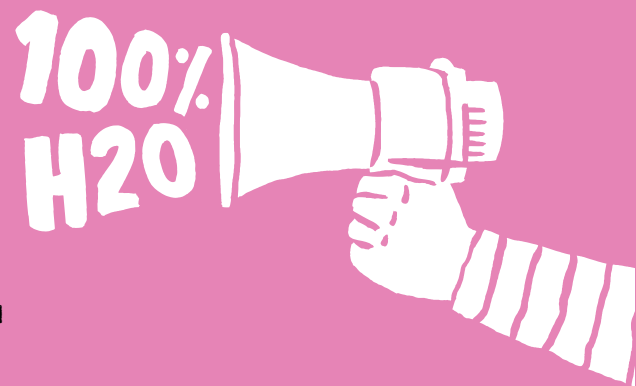
The Irish health category is worth approximately 2.5 billion, with bottled water benefitting from its popularity. 73% of people want to see healthier options at checkout. (Mintel, 2019)

WHY DEFIANT WATER?

When we commissioned a series of independent tests of industry leading water brands and home water supplies across Ireland and the UK, we were outraged to find that all the sources tested positive for heavy metals, carcinogens and harmful chemicals.

We decided we had to do something about it.

DEFIANT is aimed at people who are passionate about their health and wellbeing and care about what they put in their bodies. Filtered 7x, DEFIANT water provides an honest alternative to the Big Water brands, with no bad stuff and all the bullsh*t taken out, driving a movement where consumers can demand better, drink purer, and defy the status quo.



@drinkdefiant



linkedin.com/company/defiant-water

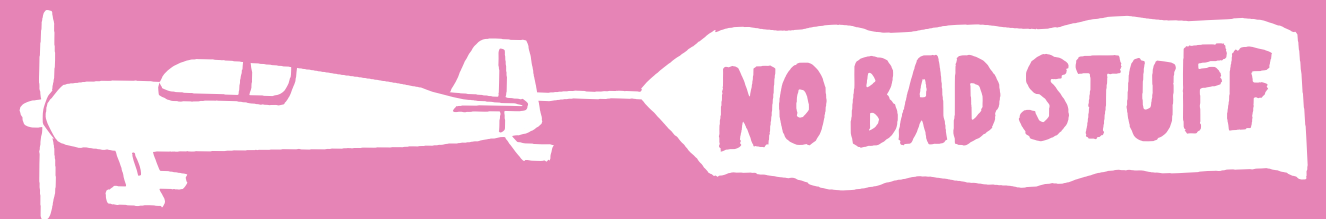


@defiant_water



defiantwater.com

IF YOU QUESTION YOUR WATER, YOU'LL DRINK OURS



DEFIANT water is 7x filtered.
That means no carcinogens, no metals,
no arsenic, no mercury, no aluminium,
no pesticides, no fluoride,
no bacteria and no calories.



CHI-CHING

From Ireland's original kombucha brewery in Gweedore, Co. Donegal, organic, naturally vegan kombucha continues to achieve growth on many levels.

Containing live cultures in every bottle and sweetened from natural sources, our gluten and sugar free drink will invigorate sales across Ireland too, hai.

INVIGORATE YOUR SALES WITH AUTHENTIC
UNPASTEURISED KOMBUCHA



BREWED
IN
DONEGAL

BEVERAGES



NOCCO DRINKS PRODUCT RANGE

NOCCO DRINKS PRODUCT RANGE		
Code	Description	Case Size
JM0100078	NOCCO Ice Soda	330ml x 24
JM0100079	NOCCO Caribbean	330ml x 24
JM0100080	NOCCO Tropical	330ml x 24
JM0100081	NOCCO Limon del Sol	330ml x 24

READY MEAL SOLUTIONS

READY MEAL SOLUTIONS

NISSIN SOBA NOODLES, HOT FOOD ON THE GO

NISSIN SOBA NOODLE POTS		
Code	Description	Case Size
PF1011020	Nissin Soba Classic Noodles	8 x 90g
PF1011021	Nissin Soba Teriyaki Noodles	8 x 90g
PF1011022	Nissin Soba Chilli Noodles	8 x 92g

SOBA NOODLES ARE A NEW AND EXCITING RANGE OF NON-SOUP INSTANT STEAMED NOODLE POTS, BUILT WITH A UNIQUE DRAINING CAP THAT LETS SOUPY WATER BE EASILY POURED OUT, ALLOWING CUSTOMERS TO ENJOY A POT OF FRESHLY STEAMED ASIA FLAVOURED NOODLES.

Soba Noodles have a perfect fit for “on the go” in Foodservice. These convenient ready meal pot solutions are suitable for vending operations, self-serve hot beverage stations and as an out of hour’s meal solution for workplace canteens.



AMBROSIA POTS & HARTLEY’S JELLY POTS, PERFECT FRIDGE FILLERS WITH EXTRA SHELF LIFE!



Our Creamy Rice and Custard Pots taste delicious hot or cold and are full of dairy goodness! 100% natural flavours, No preservatives, No artificial colours, a rich source of calcium and our new light range is 35% less fat.

READY TO EAT - AMBROSIA POTS		
Code	Description	Case Size
PF1011250	Ambrosia Custard Original Pot	12 x 150g
PF1011314	Ambrosia Custard Light Original Pot	12 x 150g
PF1011317	Ambrosia Banana Custard Pot	12 x 150g
PF1011315	Ambrosia Strawberry Custard Pot	12 x 150g
PF1011318	Ambrosia Rice Pot	6 x 150g
PF1011319	Ambrosia Light Rice Pot	6 x 150g
PF1011340	Ambrosia Apple Rice Pot	6 x 150g
PF1011342	Ambrosia Strawberry Rice Pot	6 x 150g



READY MEAL SOLUTIONS



Hartley's No Added Sugar Jelly Pots are a super fun treat, but with no added sugar! Deliciously light and available in handy ready to eat pots, they're a perfect snack on the go or as meal combo with fresh fruit!

READY TO EAT - HARTLEY'S JELLY POTS		
Code	Description	Case Size
PFN6800	Hartley's Blackcurrant Jelly Pot	125g X 12
PFV91	Hartley's Strawberry Jelly Pot	125g X 12
PFV92	Hartley's Raspberry Jelly Pot	125g X 12
PFV90	Hartley's Orange Jelly Pot	125g X 12
PFZ6805	Hartley's No Added Sugar Orange Jelly Pot	115g X 12
PFT6804	Hartley's No Added Sugar Straw Jelly Pot	115g X 12
PFQ6803	Hartley's No Added Sugar Raspberry Jelly Pot	115g X 12
PF10001582	Hartley's 10 Cal Strawberry Jelly Pot	175g X 12
PF10001583	Hartley's 10 Cal Raspberry Jelly Pot	175g X 12
PF10001584	Hartley's 10 Cal Orange Jelly Pot	175g X 12
PFV97	Hartley's 10 Cal Mango & Passionfruit Jelly Pot	175g X 12



KITCHEN ESSENTIALS

FOODSERVICE TRENDS & INSIGHTS

LTO'S | LIMITED TIME OFFERS

According to Technomic's 2017 Value and Pricing report, 39% of consumers say that LTO menu items are likely to influence their decision on which foodservice location to visit. And when they're choosing new foods and flavours, 62% say they do so because they're looking for something different. Novelty and something new turn heads.

THE BENEFITS ARE JUST TOO HUGE TO IGNORE!

INCREASED SOCIAL MEDIA ATTENTION

Make it Instagram worthy, with food and beverage going viral on Instagram and other social media platforms all the time, you will increase awareness and potentially attract new and younger customers.

INCREMENTAL SALES

Adding LTO's to your dessert menus will increase your incremental sales, consumers will pay extra for a special indulgent treat at the end of a meal.

NEW CUSTOMERS AND NEW MARKET SHARE

LTO's can revitalise your offering and along with attracting new customers, they can win customers back. And in the age of social media, a discovery is passed quickly via word of mouth.

STAYING COMPETITIVE

By offering the newest and trending options for a limited time, foodservice operators can keep their brand feeling fresh.

13000 LTOs WERE OFFERED BY THE 500 LARGEST RESTAURANT CHAINS LAST YEAR.* According to Technomic's Menu Monitor

SNICKERS® MOLTEN BROWNIE STACK



NO BAKE MALTESERS® CHEESECAKE



THIS WEEK ONLY!
€4

MAKING MAGIC HAPPEN... INCREASE DESSERT APPEAL WITH THE BRANDS CUSTOMERS LOVE

Customers look to celebrate even the smallest of life's moments. Celebrate with them while boosting - your profits with tasty treats, featuring - iconic brands they love from Mars Confectionery.



M&M'S® ICE CREAM SUNDAES

Makes 1 Portion.
Ingredients:

2 tablespoons M&M'S® Milk Chocolate or M&M'S® Peanut
1 scoop vanilla ice cream
1 tablespoon strawberry sauce
2 tablespoons whipped cream
1 cherry or strawberry fruit

Method:

1. Place layer of M&M'S® followed by a scoop of ice cream into serving glass bowl.
2. Top ice cream with whipped cream and strawberry sauce.
3. Sprinkle remaining M&M'S® and place a cherry or strawberry to the top of each sundaes.



MARS® BAR ROCKY ROAD

Makes 9 portions.
Ingredients:

2 x 51g MARS® bars chopped
75g butter
300g broken plain or milk chocolate
2 x tablespoons golden syrup
125g broken rich tea biscuits
100g mini marshmallows
40g MALTESERS®

Method:

1. Melt MARS® Bars, butter, chocolate and golden syrup together and leave to cool a little.
2. Fold in marshmallows, biscuits and MALTESERS® and transfer mixture into a lined tray.
3. Place in a fridge overnight.



SNICKERS® MOLTEN BROWNIE STACK

A richly indulgent warm, soft brownie is drenched in hot fudge, then topped with a scoop of caramel ice cream, boulders of crushed SNICKERS® Bar, and whipped cream for an indulgent brownie experience!

Makes 1 Serving.
Ingredients:

1 Chocolate Brownie warmed
1 serving of Hot fudge sauce
1 scoop Ice cream
3 dollops of freshly whipped cream
Handful SNICKERS® Bar chopped

Method:

1. Place warm brownie in centre of large plate.
 2. Drench brownie with hot fudge sauce.
 3. Top with ice cream.
 4. Pipe whipped cream around dessert.
 5. Evenly sprinkle crushed SNICKERS® Bar over dessert
- (If making Brownie from scratch add chopped Snickers to mixture before baking)



NO BAKE MALTESERS® CHEESECAKE

Makes 7-9 Portions
Ingredients:

250 g Bourbon Cream biscuits or Oreo Cookies
60 g Butter Unsalted, Melted
500 g Cream Cheese Full-fat
75 g Icing Sugar
300 ml Double Cream or Heavy Cream
200 g MALTESERS®
Chocolate Sauce

Method:

1. Make biscuit base - Blitz biscuits in food processor to make crumb, add to mixing bowl and pour in melted butter. Combine well and transfer into 8inch spring form tin and press down hard. Chill for a minimum of 1 hour.
2. Make the cheesecake filling - Beat the icing sugar, cream cheese on low until just combined. Save 100g of the cheesecake filling for piping on top later. Remember - do not overbeat the mixture. Add the double cream and beat the mixture on low to medium until it forms soft, thick peaks. Fold in the crushed MALTESERS® into the remaining filling and make sure you keep some aside to decorate the top of the cheesecake.
3. Assemble the cheesecake - Pour the mixture on top of biscuit base, smooth edges and chill overnight.
4. Decorate the cheesecake - Pipe saved filling, decorate with MALTESERS®.



KITCHEN ESSENTIALS

FOODSERVICE TRENDS & INSIGHTS

SPICE KICKS

THE RISE OF PLANT-BASED INDIAN STREET FOOD SET TO SHAKE UP OUT OF HOME CATEGORY. INDIAN MENUS USED TO BE CURRY AND THE FAMILIAR DISHES; NOW WELL-TRAVELLED CONSUMERS ARE MORE INTERESTED IN REGIONAL PLANT-BASED DISHES.

According to the 2014 Indian census, approximately 29% of the Indian population is vegetarian, and so the cuisine is rich with vibrant vegetarian and vegan dishes ripe for exploration by curious Irish consumers.

Green Saffron
FRESH SPICE by ARUN

PRIMELINE FOODSERVICE IS SUPER EXCITED TO HAVE PARTNERED UP WITH CORK BASED AND MULTI AWARD WINNING INDIAN FOOD PRODUCER ARUN KAPIL AND HIS COMPANY GREEN SAFFRON.



“We’re thrilled to announce the launch of a brand new-to market ‘Professional Range’ set to revolutionise Indian cuisine in Food Service. A Modern India range of vibrant Concentrated Sauces, Spice Blends, and our take on a stunning Mango Condiment. It’s time to open the doors to India’s vibrant spice cupboard and bring a new clean offering to the time sensitive, increasingly plant based, quality and provenance driven kitchens of the modern, professional brigade.

Exceptional quality, provenance driven, authentic products with sustainably sourced #FreshSpice at its heart designed for the discerning professional.”

KITCHEN ESSENTIALS

FOODSERVICE TRENDS & INSIGHTS

HEALTHY GRAINS FOR HEALTHY MENUS

WITH THE RISING INTEREST IN HEALTHY EATING, UNCLE BEN'S WHOLEGRAIN BROWN RICE HAS NEVER BEEN AS POPULAR WITH PROFESSIONAL CHEFS.

Delicious, versatile, and nutritious the undeniable appeal of Uncle Ben's Wholegrain Brown Rice lends itself as a hero ingredient across many global inspired dishes

- Mexican Burritos & Tacos
- Spanish Paellas
- Asian style Curries & Stir-fries
- Wholesome Salads
- Fish & Protein Dishes

THE NEXT HOTTEST TREND ON MENUS ARE HEALTHY BOWLS.

Both fast casual and full-service restaurants are offering wholesome, healthy meals in bowls that are easily handled and portable. Chefs are creating options that combine lean proteins with leafy greens, nuts, seeds, root veggies and whole grains. Bowls are filling, travel well and can command a good profit margin.

HEALTHY MENU CHOICES WILL BECOME A MAJOR DECIDING FACTOR. 69% OF CONSUMERS SAY “THE AVAILABILITY OF HEALTHY OPTIONS IS VERY IMPORTANT WHEN DECIDING WHERE TO GO.”*

THERE HAS BEEN 57% SALES GROWTH ON HEALTHY DISHES ON RESTAURANT MENUS*

ASK YOUR PRIMELINE FOODSERVICE REPRESENTATIVE FOR RECIPE SUPPORT.



Uncle Ben's

* Source: Technomic's out of home trends & foodservice 2020.

KITCHEN ESSENTIALS

FOODSERVICE TRENDS & INSIGHTS

BLAZE A NEW PATH IN KIDS' MENUS

KIDS' MENUS ARE UNDERGOING A TRANSFORMATION AND MOVING TOWARD AN ARRAY OF HEALTHIER FOODS, WHICH IS GREAT NEWS FOR PARENTS AND KIDS.

Kids' menus are a big deal. As major influencers over restaurant choices, kids today have more sophisticated palates and want food that is flavourful and fun, while parents want to ensure a nutritious diet. See how **UNCLE BEN'S** can help you meet these demands, and make your restaurant a popular choice among families.

PLAY UP THE FUN AND NUTRITION ON YOUR KIDS MENU

HONEY GLAZED CHICKEN & BROWN RICE

Fresh, healthy, and fun, this kid's meal features 100% natural whole-grain **UNCLE BEN'S®** Wholegrain Brown Rice, pinto beans, sweetcorn, tender grilled chicken breast strips tossed in a golden honey glaze, and baby carrot sticks.



MAKE MENUS STAND OUT WITH TRENDY GRAINS

WELL-INFORMED CONSUMERS ARE SEEKING OUT NEW, ADVENTUROUS AND HEALTHIER FOOD EXPERIENCES AND PROFESSIONAL CHEFS ARE NOW UTILIZING MORE EXOTIC OR UNIQUE RICE GRAINS TO SET THEIR MENUS APART.

International rice blends feature colours, textures and flavours that transform the traditional into the centrepiece of the dish.



PRIMELINE FOODSERVICE ARE DELIGHTED TO INTRODUCE **UNCLE BEN'S** LONG GRAIN AND WILD RICE.

Wild Black rice has a mild nutty taste and is a simply variety of rice that is harvested with the hull or germ fully or partly intact, which means the grains retain both their colour and their intrinsic nutritional value.

Milton®

MAXIMUM PROTECTION

Trusted by
hospitals

EFFECTIVE ON BACTERIA AND VIRUSES INCLUDING **CORONAVIRUS***



Hospital grade
disinfectants

Plant-based
active ingredients



Alcohol-free hand
sanitiser suitable from
3 months old

MILTON PROTECTS WHAT'S PRECIOUS EVERY DAY

milton-tm.com



@MiltonBaby

*Effective on Bovine Coronavirus according to EN14476+A2:2019. Sterilising Fluid and Tablets: Full virucidal activity according to EN14476+A2:2019 in 15 min with a dilution of 2 tablets or 2 capfuls per litre of water (Wearing gloves and rinsing required).

FIGHTING COVID 19 TOGETHER

MILTON, THE EXPERT IN STERILISING REVEALS ITS GUIDELINES TO BEATING COVID 19.

"Following the latest WHO guidelines on the new strand of Coronavirus, Milton recommends to use of Milton Antibacterial Hand Gel, Milton Sterilising Fluid and wipes and spray to stop the transmission and spread of the virus," said **Christine Chevalier**, marketing and sales manager at Milton.

"Milton's range of hygiene products have been used in clinical and foodservice environments for over 70 years and help protect against bacteria and viruses and preventing the spread of germs."

Packed full of juicy tomatoes. Naturally!



No drama™

KITCHEN ESSENTIALS FOODSERVICE TRENDS & INSIGHTS



FOCUS ON HEALTHCARE CATERING

PRIMELINE'S BRAND PARTNER PREMIER FOODS HAS BEEN PIONEERING HEALTHCARE SOLUTIONS OVER THE LAST FEW YEARS.

Researching and providing tailored insights, creative recipe ideas alongside practical tips and product solutions for healthcare foodservice operators.

Healthcare segment covers a number of sectors including public and private hospitals as well as care and retirement homes.

The total size for the Healthcare segment on the Island of Ireland for 2018 was €236 million in terms of consumer spending and €123 million for operator purchases.

*Northern Ireland value figures have been converted from Sterling and reflect the average exchange rate as of September 2018. Euro growth forecast; excludes any change in currency valuation for NI Source: Technomic's Inc. 2018 Bord Bia Irish Foodservice Market Insight report 2018.

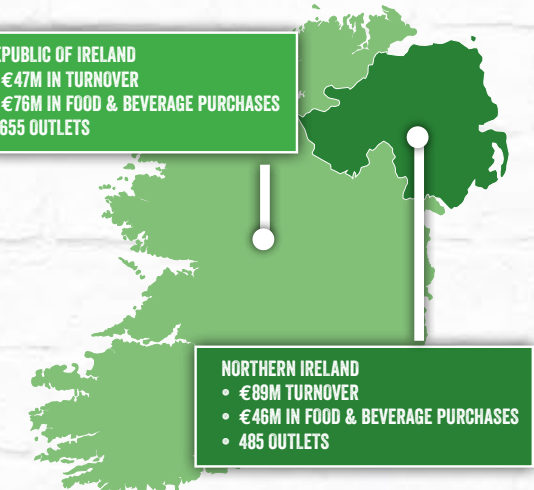
CATERING FOR DYSPHAGIA

Dysphagia is the medical term for swallowing difficulties and approximately 60-75% of total care home residents suffer from the condition.

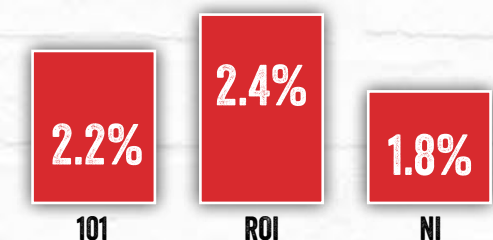
Mealtimes for Patients Living with Dementia
The report highlights exciting methods and recipes to stimulate appetite and interest in food and drink including such methods as:

- Stick to familiar foods, drinks and routines
- Offer snacks throughout the day
- Food tastes may change, so ensure food is well-seasoned and experiment with stronger flavours or sweet foods to encourage food intake
- Provide high calorie/high protein foods, especially for individuals that have lost weight or are at the risk of malnutrition

REPUBLIC OF IRELAND
• €47M IN TURNOVER
• €76M IN FOOD & BEVERAGE PURCHASES
• 655 OUTLETS



2019-2022 FORECASTED GROWTH IN HEALTHCARE (CONSUMER SPEND)



We understand the important role that mealtimes play in the daily lives of care home residents, hospital patients, staff and visitors.

There is a real need for brands and menu solutions you can rely on with the day-to-day challenges of managing budgets, meeting the requirements of a varying range of dietary needs and providing a delicious menu that is compliant and ensures the well-being of patients and staff.

ASK YOUR PRIMELINE
FOODSERVICE
REPRESENTATIVE FOR
MORE INFORMATION

KITCHEN ESSENTIALS

FOODSERVICE TRENDS & INSIGHTS

KITCHEN ESSENTIALS

FOODSERVICE TRENDS & INSIGHTS

FAST CONVENIENCE

**MAKE
INGREDIENTS
THE HERO AND
REDUCE LABOUR
COSTS.**

NOW, NOW, NOW
Consumers expect
food on demand
and new services
evolving to meet their
immediate needs.

FAST FOOD REFRESH
Consumers gravitate
to "better" fast food,
transforming and
diversifying the
industry.

EATERTAINMENT
Consumers want a
unique experience
where they can
connect with others
over a meal.

LABOUR CHALLENGES
High labour costs
putting a hurt on
operators' bottom
lines

Primeline's range of ready to use high quality culinary sauces are the perfect base ingredient for quick and easy prepared dishes. Created by chefs for chefs our ready to use sauces can make your menu travel to exotic places, offer customers new and exciting choices and reduce your labour overheads.



KITCHEN ESSENTIALS

FOODSERVICE TRENDS & INSIGHTS



ASIAN STYLE BLACK BEAN GLAZED SALMON

In this simple and quick salmon dish we've marinated the salmon with Sharwood's black bean sauce and served this on a bed of Sharwood's noodles with peppers, baby corn and coriander.

Prep time: 15 minutes (marinade time not included)

Cooking time: 20 minutes

Number of portions: 10

Ingredients:

10 Salmon steaks
300g Sharwood's Black Bean Sauce
75ml Vegetable oil
1500g Cooked Sharwood's Egg Noodles
400g Red, green and yellow peppers, finely sliced
200g Baby corn, finely sliced
Small bunch of coriander

Method:

1. Place the Salmon in a bowl and evenly cover with the Sharwood's Black Bean Sauce, then cover and place in the fridge. Marinade for up to two hours.
2. Remove the salmon from the bowl and place on a baking tray.
3. Bake the salmon in a pre-heated oven 180°C, for approximately 10 – 15 minutes.
4. Heat the oil in a large pan or wok, stir fry the noodles, peppers and baby corn, and then fold through a little coriander.
5. To serve, place the salmon on the bed of noodles.



GENERAL TSO'S SWEET CHILI FRIED CHICKEN

Extremely flavourful, General Tso's Sweet Chilli Chicken is a popular Asian style street food dish. Those crispy, sauce-covered chunks of chicken, the crunchy bright green broccoli, and the balance of a sweet tangy sauce for the perfect heat. It's hard to resist.

Preparation Time: 10 mins

Cooking Time: 10 mins

Number of Portions: 10

Ingredients:

1.2kg Cooked Battered or Breaded Chicken strips
1.3kg Uncle Ben's Sweet Thai Chilli
225g Onions - Sliced
100g Red peppers - Cut in strips
100g Green peppers - Cut in strips
100g Yellow peppers - Cut in strips
200g Broccoli florets
150g Spring onions - Sliced
100ml Vegetable oil

Method:

1. Deep fry chicken strips till cooked and keep warm.
2. Lightly stir fry the vegetables with the oil in a hot pan, add the cooked chicken strips.
3. Pour Uncle Bens Sweet Thai Chilli Culinary Sauce, combine and cook through.
4. Place portion in a serving bowl and garnish with the sliced spring onion.
5. Serve with a bowl of freshly steamed Uncle Ben's Long Grain Rice.



PRODUCT LISTING BY BRAND MARS FOODS



PROFESSIONAL CULINARY SAUCES

READY TO USE CULINARY SAUCES

Code	Description	Case Size
FM256280	Uncle Ben's Mexican Salsa	2 x 2.23kg
FM256287	Uncle Ben's Texan BBQ	2 x 2.51kg
FM256298	Uncle Ben's Sweet & Sour	2 x 2.30kg
FM256307	Uncle Ben's Sweet Thai Chilli	2 x 2.54kg
FM256308	Uncle Ben's Sweet & Sour	2 x 2.43kg
FM256312	Dolmio Tomato & Basil	2 x 2.27kg
FM256302	Dolmio Bolognese	2 x 2.28kg

WHY CHOOSE OUR READY TO USE SAUCE RANGE?

- Vegetarian & Vegan friendly.
- Gluten free.
- Meets RD 2017 Salt Targets.
- No Artificial Colours, Flavours or Preservatives.
- Stir-in, Dip or Marinade.
- Suitable for Freezing & Thawing.
- Bain Marie stable.

UNCLE BEN'S RICE

RICE		
Code	Description	Case
FM200043	Uncle Ben's Rice Basmati	3 x 5kg
FM200045	Uncle Ben's Rice Brown Wholegrain	3 x 5kg
FM200048	Uncle Ben's Rice Long Grain	3 x 5kg
PFFM200047	Uncle Ben's Rice Long Grain & Wild*	3 x 5kg

WHY CHOOSE OUR RICE?

- UNCLE BEN'S® deliver a 'fool proof' range of rice that can cook within 10 minutes.
- Our rice goes through 215 quality checks from field to plate, has a generous yield and delivers perfect results every time.
- Superior holding time, consistent quality and back-of-house performance you demand.
- #1 rice brand in the world.

*Long Grain & Wild rice has a 20-minute cook time.



PRODUCT LISTING BY BRAND PREMIER FOODS



SINCE 1889
Sharwood's

SHARWOOD'S CULINARY SAUCES & CHUTNEY		
Code	Description	Case Size
4957	Sharwood's Honey & Ginger Cook Sauce	2 x 2kg
4959	Sharwood's Blackbean Cooking Sauce	2 x 2kg
4956	Sharwood's Jalfrezi Cooking Sauce	2 x 2kg
4955	Sharwood's Korma Cooking Sauce	2 x 2kg
4911	Sharwood's Tikka Masala Cooking Sauce	2 x 2kg
4960	Sharwood's Balti Curry Cooking Sauce	2 x 2kg
18	Sharwood's Green Label Mango Chutney	2 x 2.5kg

SHARWOOD'S ACCOMPANIMENT'S			
Code	Description	Case	Portion
12	Sharwood's Extra Large Plain Poppadum's	1 x 1kg	88
4882	Sharwood's Medium Egg Noodles	1 x	48 Approx.

SHARWOOD'S POPPADUM

- No artificial preservatives, flavourings or colours.
- Microwavable for healthier eating.
- Cooks in 2 – 3 Seconds.

SHARWOOD'S INDIAN CURRY POWDERS			
Code	Description	Case Size	Portion Guide
8824	Sharwood's Madras Hot	1 x 3.18kg	530
1009	Sharwood's Madras Mild	1 x 3.18kg	530

SHARWOOD'S INDIAN CURRY POWDER

Sharwood's hot curry powder blend of coriander, fennel and chilli, perfect for making hot curries like madras and our mild curry powder with a blend of coriander, cinnamon and fennel is perfect for making mild curries like korma.

BISTO GRAVY



BISTO GRAVY		
Code	Description	Case Size
1077	Bisto Gravy Powder (Makes 40 Litres)	3kg x 1
1043	Bisto Gravy Granules (Makes 25 Litres)	1.9kg x 1

FOR THE PERFECT ROAST GRAVY

- 1ltr Boiling water
- 75g Bisto Gravy Granules
- 1 Sprig of rosemary
- 50g Redcurrant jelly

METHOD

Retain the meat juices from your roasted joint, skim the fat from the surface of the juices and discard. Place the roasting tray on the stove on a high heat, add the boiling water and then whisk in the Bisto Gravy Granules. Add the rosemary and redcurrant jelly and allow to infuse, then pass the gravy through a sieve.

DID YOU KNOW? BISTO WAS FOUNDED IN 1908 AND THE HOUSEHOLD NAME STANDS FOR: 'IT BROWNS, IT SEASONS AND THICKENS IN ONE'*



PRODUCT LISTING BY BRAND PREMIER FOODS



PAXO STUFFING



PAXO		
Code	Description	Case Size
1195	Paxo Sage &	2.5kg x 2



BIRD'S



BIRD'S CUSTARD		
Code	Description	Case Size
7486	Bird's Custard Ready to Serve	1kg x 12
7483	Bird's Custard Powder	3kg x 4

Invented in 1837 by Alfred Bird, the Bird's brand is an iconic store cupboard staple. Available as a powder mix or in a ready-to-serve format, Bird's custard allows you to use the product that is most appropriate for your kitchen environment.

BIRD'S DESSERTS		
Code	Description	Case Size
S8215	Bird's Cheesecake Mix	565g x 6

Original flavour cheesecake filling mix and biscuit crumb base. Just add milk and butter. Part of a range of Bird's dessert mixes offering high quality, consistency and perfect portion control. Suitable for vegetarians. Each pack is 565g and makes approximately 24 portions.



MCDUGALL'S



MCDUGALL'S JELLY CRYSTALS		
Code	Description	Case
1845	McDougall's Strawberry Flavour Jelly	3.5kg x 2
1846	McDougall's Raspberry Flavour Jelly	3.5kg x 2
1847	McDougall's Orange Flavour Jelly	3.5kg x 2

MCDUGALL'S MIXES		
Code	Description	Case Size
1006763	McDougall's Fish Batter Mix	3.5kg x 4
1825	McDougall's Crumble Mix	3.5kg x 4



SAXA



SAXA TABLE SALT		
Code	Description	Case Size
1127	Saxa Table Salt	6kg x 1
1126	Saxa Free Flowing Table Salt	750g x 12



DREAM

NO ADDED SUGAR
GLUTEN FREE

HYPOALLERGENIC
PERFECT FOR LUNCH BOXES



DAIRY FREE
SOYA FREE

Product Code	Description	Unit	Case Size
PF35101000	Rice Dream Original Org UK 1L	1L	12
PF35103000	Rice Dream Calcium UK 1L	1L	12
PF35304000	Rice Dream + Calcium 3x200ml	3X200ml	5
PF37101000	Oat Dream UK 1L	1L	10
PF32608000	Rice Dream Almond Unsweet+Calcium 1L	1L	10

PRODUCT LISTING BY BRAND HAIN CELESTIAL



SINGLE SERVE PORTION

Code	Description	Case Size
PF10001723	Hartley's Strawberry Jam	20g x 100
PF10001722	Hartley's Raspberry Jam	20g x 100
PF10001726	Hartley's Blackcurrant Jam	20g x 100
PF10001728	Hartley's Assorted Jams	20g x 100
PF10001720	Robertson's Golden Shred Marmalade	20g x 100
PF10001727	Gales Original Clear Honey	20g x 100
PF10001750	Frank Copper's Original Marmalade (Glass Pot)	28g x 96
PF10001747	Frank Copper's Strawberry Conserve (Glass Pot)	28g x 96
PF10001744	Frank Copper's Raspberry Conserve (Glass Pot)	28g x 96
PF2008102	Sunpat Smooth Peanut Butter	15g x 160

SPREADS & SYRUPS

Code	Description	Case Size
10002352	Sunpat Crunchy Peanut Butter	200g x 6
10002353	Sunpat Smooth Peanut Butter	200g x 6
10002448	Sunpat Crunchy Peanut Butter	400g x 6
10002446	Sunpat Smooth Peanut Butter	400g x 6
PF10003026	Clarks Clear Runny Honey Bottle	710g x 6
10003005	Clark's Pure Maple Syrup (Grade A)	500ml x 6
10003002	Clark's Original Maple & Carob Syrup	500ml x 6
10003027	Clarks Catering Honey Squeeze Bottle	1.36kg x 6
10003009	Clarks Pure Maple Syrup Squeeze Bottle	1ltr x 6
PFS13	Cadbury Smooth Chocolate Spread	400g x 6
PF10002127	Cadbury Crunchie Chocolate Spread	400g x 6
PF10002125	Cadbury Caramel Chocolate Spread	400g x 6

HARTLEY'S JELLY TABLETS

Code	Description	Case Size
PFW6813	Hartley's Strawberry Jelly Tablet	135g x 12
PFT6810	Hartley's Raspberry Jelly Tablet	135g x 12
PFY7085	Hartley's Assorted Jelly Tablet	135g x 12
PFR6812	Hartley's Orange Jelly Tablet	135g x 12
PFP6814	Hartley's Lemon Jelly Tablet	135g x 12
PFZ6811	Hartley's Blackcurrant Jelly Tablet	135g x 12
PFS6809	Hartley's Lime Jelly Tablet	135g x 12

HARTLEY'S SUGAR FREE JELLY CRYSTALS

Code	Description	Case Size
PFV61	Hartley's Sugar Free Strawberry Jelly Crystals	23g x 12
PFV62	Hartley's Sugar Free Raspberry Jelly Crystals	23g x 12
PFV64	Hartley's Sugar Free Orange Jelly Crystals	23g x 12
PFV63	Hartley's Sugar Free Blackcurrant Jelly Crystals	23g x 12
PF10000718	Hartley's Sugar Free Lemon & Lime Jelly Crystals	23g x 12

PRESERVE BUCKETS

Code	Description	Case Size
PFJ01	Hartley's Strawberry Jam	2 x 3.18kg
PFJ02	Hartley's Raspberry Jam	2 x 3.18kg
PFJ03	Hartley's Mixed Fruit Jam	2 x 3.18kg
PFJ04	Hartley's Apricot Fruit Jam	2 x 3.18kg
PFJ05	Hartley's Breakfast Marmalade	2 x 3.18kg
10003028	Clarke's Catering Honey	3 x 3kg
3074	Robertson's Classic Mincemeat	4 x 2.72kg

BAKERS EASY SPREAD JAM

Code	Description	Case Size
PFT4032	Nelson's Apple & Raspberry Jam Bucket	12.5kg x 1
PFZ3	Histon's Seedless Confectionery Jam	12.5kg x 1
10003015	Clark's Carob Fruit Syrup	14kg x 1

PRODUCT LISTING BY BRAND

GREEN SAFFRON PROFESSIONAL



A MODERN INDIAN RANGE OF VIBRANT
CONCENTRATED SAUCES, SPICE BLENDS, AND
OUR TAKE ON A STUNNING MANGO CONDIMENT.

Ask your Primeline foodservice representative
for further details.

CONCENTRATED CULINARY SAUCES	
Description	Case Size
Karnataka Curry (Mild)	1kg x 4
Hyderbadi Korma (Mild)	1kg x 4
Moti Tikka Masala (Medium)	1kg x 4

SPICE BLENDS	
Description	Case Size
Crackin Curry Powder	500g x 1
Bombay Potato	500g x 1
Malabari Red Lentil Dahl	500g x 1

CONDIMENT	
Description	Case Size
Mango and Date Chatni Chutney	500g x 1

CHATNI IS A HINDI WORD. IT MEANS 'TO RELISH OR SAVOUR' WHEN TRANSLATED INTO ENGLISH. THE BRITISH ADOPTED THE WORD IN COLONIAL TIMES AND IT'S NOW COMMONLY USED AS A NOUN FOR THE CONDIMENT, CHUTNEY.

THE GREEN SAFFRON RANGE IS

- 100% natural
- Plant-based, Vegan certified
- Made in Ireland
- Low in salt, sugar and fat
- Gluten Free, Coeliac Society of Ireland certified
- Concentrated Sauce bases allowing the addition of water, tomatoes, almond or coconut milks to increase yield 5-fold
- Green Saffron's exceptional quality, farm-fresh spice
- Provenance specific, authentic recipes and flavours
- Backward Integrated to farm level, fully Sedex verified spices sourced responsibly from partner spice farms and plantations, the best in India
- Taste Gazab (amazing)!



PRODUCT LISTING BY BRAND



VICTORIA FOODS BAKING MIXES		
Code	Description	Case Size
JMo400084	Victoria Baking Powder	4 x 3kg
JMo401072	Victoria Lemon Flavour Pie Filling Mix	4 x 3.18kg



YR ORIGINAL SPICY BROWN SAUCE		
Code	Description	Case Size
PFRo3847	YR Original Spicy Brown Sauce Glass Bottle	12 x 250g
PFRo3848	YR Original Spicy Brown Sauce Squeeze Bottle	12 x 485g
PFRo3862	YR Original Spicy Brown Sauce	12 x 485g



YR Sauce is Ireland's original spicy sauce since 1837 and has been in the heart of Irish families for generations. You may recall childhood memories of YR sauce on your kitchen table for a traditional full Irish breakfast, at lunch time with a bacon breakfast sandwich or at dinner with chips, a juicy burger or BBQ bites. YR is a traditional and reliable go-to sauce but it has also got a lot of modern oomph! Through its variety of quality ingredients, it has the ability to bring to life various food recipes whether they are for meat dishes, vegetarian and vegan meals or snacks.

ITS DELICIOUS COMBINATION OF APPLES, TOMATOES, ONIONS, DATES, VINEGAR AND SPICES HELPS IT COMPLEMENT A VARIETY OF QUALITY FOOD DISHES



PRODUCT LISTING
BY BRAND
HYGIENE PRODUCTS

NOTES

MILTON



MILTON		
Code	Description	Case Size
7401019	Milton Disinfecting Fluid	2 x 5lt
7401612	Milton Sterilising Fluid	6 x 1lt
7400012	Milton Antibacterial Surface Wipes	7 x 30
7400187	Milton Antibacterial Hand Gel	6 x 100ml
7400005	Milton Antibacterial Surface Spray	6 x 500ml

MILTON'S RANGE OF HYGIENE PRODUCTS HAVE BEEN USED IN CLINICAL AND FOODSERVICE ENVIRONMENTS FOR OVER 70 YEARS AND HELP PROTECT AGAINST BACTERIA AND VIRUSES AND PREVENTING THE SPREAD OF GERMS.

PALMOLIVE HANDWASH



PALMOLIVE NATURAL HAND WASH		
Code	Description	Case Size
150434	Palmolive Almond & Milk Liquid Hand Wash	2 x 5lt

PALMOLIVE ALMOND & MILK HANDWASH IS A CREAMY, SOAP FREE FORMULA CONTAINING ALMOND EXTRACT. IT HAS A UNIQUE COMBINATION OF MILD CLEANSERS AND SKIN CONDITIONER. DERMATOLOGICALLY TESTED.

HOSPEC EXPERT CLEANING



HOSPEC EXPERT CLEANING		
Code	Description	Case Size
70002800	Hospec Cream Cleaner	12 x 500ml
70003342	Hospec Thin Bleach	3 x 5lt
70003343	Hospec Thick Bleach	3 x 5lt
70003344	Hospec PH Neutral Liquid Detergent	3 x 5lt
70003345	Hospec Pine Disinfectant	3 x 5lt
70003347	Hospec General Surface Cleaner (LEMON)	3 x 5lt
70005597	Hospec Thick Bleach	12 x 750ml
70005619	Hospec Daily Use Toilet Cleaner	8 x 750ml
70016115	Hospec PH Neutral Liquid Detergent	9 x 740ml
70020513	Hospec Machine Dishwasher Tablets - Phosphate Free 15g	8 x 100 pack

HOSPEC EXPERT CLEANING RANGE HAS BEEN USED BY THE UK'S NHS FOR OVER 30 YEARS AND IS HIGHLY TRUSTED BY HEALTHCARE PROFESSIONALS. HIGH QUALITY FORMULATIONS MEAN THAT HOSPEC PRODUCTS ARE PERFECTLY SUITABLE FOR ALL MANNER OF CLEANING REQUIREMENTS FOR FOODSERVICE.

NOTES



primeline
Sales & Marketing

