



SUPPLIER BROCHURE

Your Foodservice Partner for
National Distribution in the UK

Who are we?

We are a family-owned independent company established in 1988, catering for all kinds of food outlets from restaurants and takeaways to hotels, schools, hospitals and the general public.

Our branches are open seven days a week for collection and next day delivery. Orders can be placed on the website and App or by our friendly telesales team.



11 UK branches



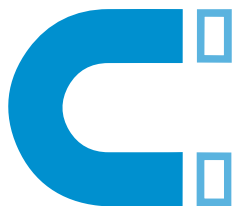
Taking up to 34,000 orders a week



Approaching 1000 employees



3000 product lines



Reaching more than 83,000 foodservice and home customers



Working with more than 400 local and global active suppliers

Where are we?

We have **11 UK branches** strategically placed offering suppliers nationwide coverage:

Basingstoke

Birmingham

Bristol

Dagenham

Doncaster

Enfield

Leeds

Leicester

Manchester

Newcastle

Sidcup



Manchester



Newcastle



Leeds



Leicester



Doncaster



Birmingham



Enfield



Bristol



Dagenham



Basingstoke



Sidcup



Who are our customers?

We reach a wide range of food sectors from sandwich bars to Michelin Stars!

We have extensive knowledge of the UK foodservice sector and can cater for a wide range of businesses.



- Takeaways
- Restaurants & Pubs
- Cafe, Deli and Sandwich Bar
- Hotels
- Schools and Universities
- Public Sector
- Export
- Independent convenience retailers

Who Do We Work With?

We work with more than 400 active suppliers, including the biggest brands in the world:





Health & Safety Standards

It's never been a more important time to uphold the highest Health and Safety standards. Our products and processes comply with the latest ISO standards and our branches are MSC certified.



FS598041



EMS598042



OHS548260



ENMS63379





MSC-C-56023

Seafood with this mark comes from an MSC certified sustainable fishery.

www.msc.org

Own-brand lines

37% of our sales come from own-brand products – we have everything from Super Crisp Chips to fresh poultry, lamb, bakery products, water and nuts!

JJ Brands

- 4 Flame
- Aquafish
- Buffalo
- Falcon
- Famosa
- Fineats
- Hi-Jean
- JJ
- JJ Blue Label
- JJ Fresh
- JJ Icelandic
Cod
- JJ Red Label
- JJ Super Crisp
- Letsdough
- Natura
- NSFIL
- PremiumEat
- SQ-EasySauce
- V Naturale
- Vittorios
- Vivat
- White Gold
Mr. Chingri



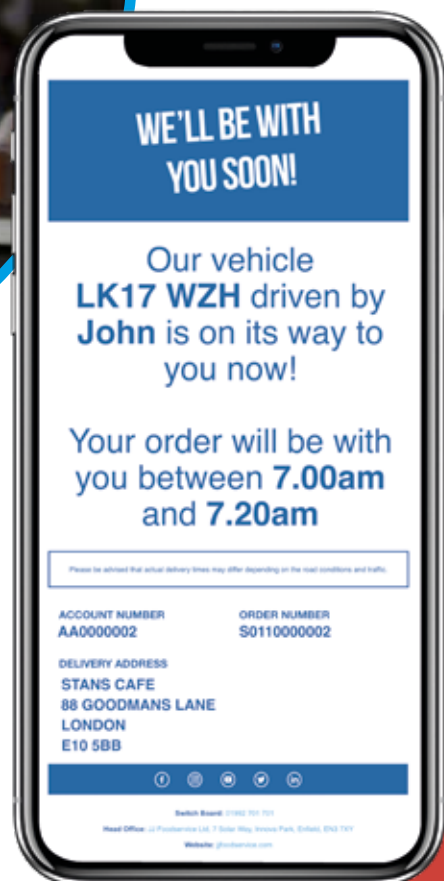
Leaders in Digital Innovation

Our IT and marketing teams have been **first to market** with **predictive ordering**, same day deliveries, **Estimated Time of Arrival** and pay online discounts, to give customers a first-class online experience.

Today, our website is visited **three million times** a year by more than **83,000** customers.

“With most suppliers, your order could be delivered anywhere from 8am to 4pm but with JJ we get notified when the delivery has been dispatched and again when it’s just minutes away. It helps us to save time and get on with what we do best – making delicious sushi.”

Jake O’Neill,
Owner of Bonbori Sushi (Southwark)
a JJ Foodservice customer



Don't just take our word for it...

Over the years we have accumulated more than **30 Awards**, including accolades from the Grocer Gold, The Cateys, The FWD Gold Medals, Microsoft, and the Institute of Grocer Distributors for our service to caterers and digital innovation.





THE CATERER
FOOD AWARDS

Greco
Gold Awards 2023

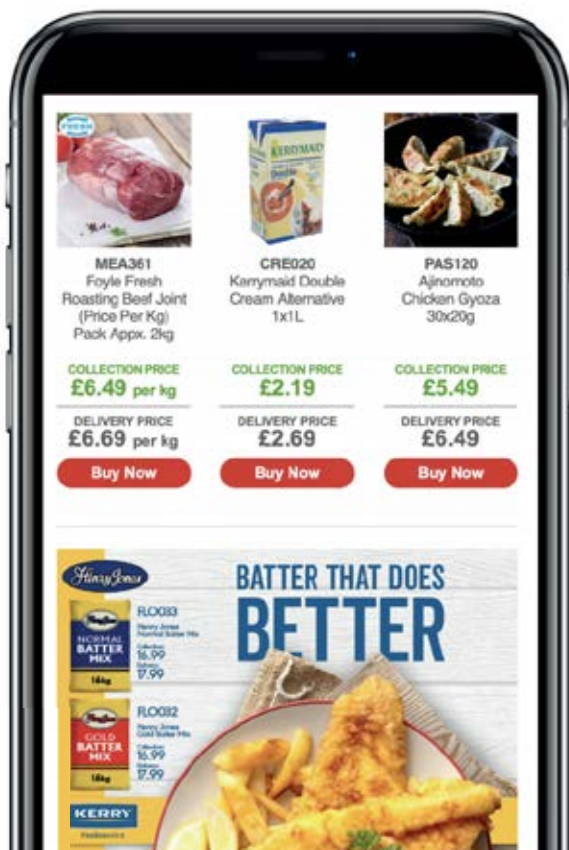
Technology Supplier of the Year
UK Food Service



How we communicate your brand

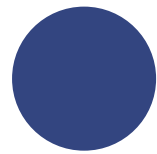
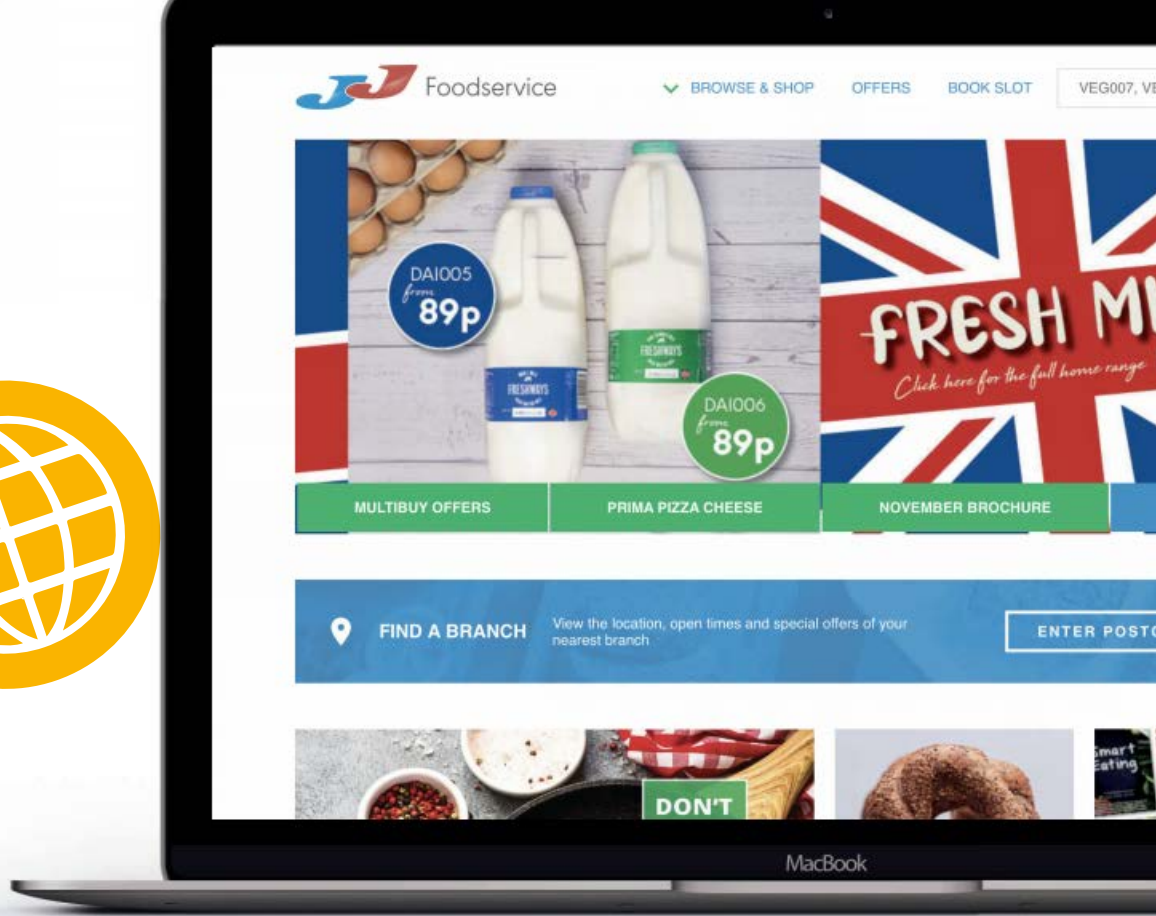


We are leaders in **digital marketing** and communicate with our customers on **email, web, print** and **social media** marketing.



We regularly **invest in trade** and **social media advertising** to **boost our visibility**.





We care about our people

Corporate social responsibility is important to our business. That's why we are involved in initiatives that **attract and retain** the best talent and help to cultivate a **diverse and inclusive** workforce.

We have a dedicated **learning and development** team to make sure all our staff have the support they need to reach their full potential.

- **Founder of Women in Fish & Chips**
- **Founding Supporter of Women in Wholesale**
- **Industry-first Warehouse Women Recruitment Campaign**
- **Dedicated Learning and Development Team**



Our team

Our team is made up of more than 40 different nationalities, meaning we are well equipped to deliver first class service and support to a diversity of customers.

Our team has received exceptional reviews and ratings on Google Reviews, Trustpilot and Facebook Business for our efforts and service.



“

**ABSOLUTELY
AMAZING!**

**RYUJI
YAMAZAKI**

”

“

**COUNTER
STAFF WERE
SO HELPFUL.
NICE PEOPLE
AND A WIDE
PRODUCT RANGE**

JONATHAN WITCOMBE

”

“

**GREAT
CUSTOMER
SERVICE AND
PROMPT
DELIVERY.**

JERRY EVANS


”

Google Reviews

We care about our planet

We care passionately about the **environment**, which is why we have invested in **bio-packaging**, **renewable energy**, **paperless** warehouses and are constantly working to **reduce** our **carbon footprint**.





SOLAR PANEL ENERGY



FUEL EFFICIENT VEHICLES



BIODEGRADABLE PACKAGING



VEGAN AND VEGETARIAN OPTIONS



HEALTHIER CATERING OPTIONS




PAPERLESS WAREHOUSES



TELEMATICS



CARBON BALANCED PAPER



REDUCING CARBON EMISSIONS



**We are here
to stay**

We have consistently appeared in the Sunday Times
Top Track 250.



**TOP
TRACK**

“

WE ARE
HERE FOR
THE LONG
TERM AND

WHEN YOU WORK
WITH US, WE WILL
GROW TOGETHER

”



**We are here,
contact us**



If you are interested in partnering
with us, please get in touch:

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