WHOLESALE NEWS

Creed Foodservice produces fresh look

Wholesaler revamps its butchery and fresh produce ranges to demonstrate “dedicated provision”

There’s a new look and feel to Creed Foodservice’s butchery and fresh produce ranges, as the company embraces its family values and high standards.

The **Country Range Group** member’s in-house brand was formerly known as Mise en Place, but has now morphed into Creed Family Butchers, while the fresh product division has rebranded as Creed Fresh Produce.

To go along with the changed name, Creed has rolled out new graphics that shares a strong identity with the overall business’s style.

The rebrand isn’t the end of the Mise en Place moniker though and will still be used for speciality nice products that are sold through Creed Fresh Produce.

“The rebrand of Creed Foodservice Butchery and Fresh Produce will enable customers to see at a glance that we have dedicated provision in these areas,” said Marketing Controller Rhian Hawkings.

“Being able to source high-quality, assured beef, lamb, pork and chicken in the cut or format they require for their foodservice operation, along with the rest of their order, is a real benefit.

“Caterers can source their butchery from their local family butchers, but have the reassurance of full traceability and assurance schemes that an established delivered wholesale company offers.”