

CREED

THE FOODSERVICE COMPANY

NEWS & EVENTS / CHRISTMAS FOR EVERYONE AS CREED LAUNCHES ITS 2019 FESTIVE RANGE

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BFFF Member, Creed Foodservice, festive range

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Independent national delivered wholesale company Creed Foodservice has unveiled its Christmas and New Year 2019 product guide

Creed Christmas 2019 features many new products with an increased focus on vegan and vegetarian eating, as well as grab and go options for extending catering throughout the festive season and easy serving suggestions from Creed Foodservice's Executive Business Development Chef, Rob Owen. There are options available for all Christmas catering opportunities from buffets and grab & go to the 'main event'.

While consumers still enjoy traditional Christmas food, they are looking for new takes on familiar foods. From Creed Family Butchers there are fresh whole turkeys and turkey crowns available of course, as well as a Turkey Butterfly Lobe which makes large numbers of Christmas lunches easy to

carve and serve with minimum wastage. Creed is also offering a range of turkey alternatives from fully cooked Belly Pork portions to Rib of Beef.

When it comes to desserts, although classic Christmas pudding is still popular, consumers are looking for different treats too. This year Creed is offering tempting desserts such as bang on trend gluten free Raspberry Gin Cheesecake, retro-feel Black Forest Roulade, Amaretti & Pistachio Tiffin or Baked Belgian Chocolate Espresso Tart. Many desserts are also vegan-friendly and gluten-free such as the Pumpkin Cheesecake.

According to Kantar, 1 in 12 consumers are now looking to enjoy a meat-free Christmas and this year Creed is offering vegan and vegetarian canapé and buffet products, starters, main course and puddings. New for this year is gluten free Squash, Brie, Beetroot and Truffle Oil Infused Tart, Cajun Spice Sweet Potato Roulade and some delicious vegan puddings including Christmas Pudding Pie and Billionaire Bar, a rich and indulgent chocolate dessert.

Festive themed grab and go items mean that caterers in all foodservice channels can offer portable dishes and snacks full of the flavours of Christmas, so maximising sales uptake of Christmas and New Year fare throughout December.

As well as tempting foods, Creed has expanded its drinks offering for this year too, with more non-alcoholic options available such as Belvoir Mulled Winter Punch or Luscombe Wild Elderflower Bubbly, to appeal to the 20% of the population who now claim to be teetotal.

For more information www.creedfoodservice.co.uk