

FRESH THINKING ... THAT'S THE DIFFERENCE

BARROWCLIFFES HAVE BEEN THE LEADING SUPPLIERS OF PREPARED FRESH PRODUCE SINCE 1985. BASED IN THE CARLTON AREA OF NOTTINGHAM, BARROWCLIFFE'S OPERATE OUT OF TWO FACTORIES THAT FUNCTION INTERACTIVELY WITHIN A MODERN 30,000FT² FACILITY.

With more than 25 years of experience in the specialist arena of whole or prepared fresh and exotic produce, Barrowcliffes process up to 60 different types of fruit, vegetables and herbs into 300 products lines for discerning blue-chip customers throughout the length and breadth of the UK.

Barrowcliffes customers include the majority of the leading food manufacturers, all of which have their own individual and very specific requirements. Furthermore, and in order to successfully serve its customers needs, the company operate three main divisions: High Care, Chilled Prepared Produce and a dedicated Root Crop facility.

Building the entire business around 'fresh thinking', to the

Barrowcliffes

LEADING SUPPLIERS OF PREPARED FRESH PRODUCE SINCE 1985

company's highly skilled and experienced team, this means constantly striving to work more efficiently, more creatively and more diligently in order to meet its customers' ever-evolving needs. In fact, everything that Barrowcliffes do and stand for comes down to the very clear goal of providing access to superior quality and value, thereby ensuring that doing business with the company gives customers complete peace of mind when they most need

it. As a matter of fact, Barrowcliffes encourage all chefs and customers to come on-site and check-out the facilities, including all of the possibilities as regards sizes, shapes and bespoke solutions

SERVING THE UK'S LEADING MANUFACTURERS

Barrowcliffes modern facilities, energetic technical team and trained line operatives can turn out just about any type of prepared fruits, vegetables and herbs that a customer may require, from peeling, slicing, dicing and chopping through to shredding, batons, florets ... the list is endless. The company's machinery will cut to customers' precise wishes over a broad array of parameters, with Barrowcliffes also providing a bespoke hand-cutting and finishing option for specialist requirements.

Barrowcliffes also have the capability to operate as a service to its customers' who have need for small 'packets' or 'bowls' of prepared fruit and vegetables, frequently as an addition to complete a ready meal presentation. The high-tech equipment utilised by the pre-pack

division includes a weighing and bagging machine that is capable of producing 100g, 150g and 200g packets of gas flushed and hermetically sealed fresh vegetables or fruit in any mix required.

The market, needless to say, is always changing; that's why Barrowcliffes' proactive development team is constantly creating new niche and bespoke products, and is forever on the lookout for new concepts and ideas.

These include everyday needs such as sliced tomatoes, diced onions and cut fruit, specialty items such as fruit blends and custom packs, and customer-specified products such as stir-fry ingredients and fajita mixes.

Barrowcliffes also offer a wholesale service, with the company being able to source a huge variety of fruit, vegetables and herbs quickly, efficiently and of an exceptionally high quality standard.

AN INVESTMENT STRATEGY THAT WORKS AS HARD AS YOU DO

At a cost of over £50,000 the company last year invested in a new





Barrowcliffes
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BARROWCLIFFES



High-Care facility, allowing them to wash fruit, vegetables and herbs to achieve strict micro standards, as well as installing a blast chill facility and new loading bays.

Barrowcliffes have also invested in automatic process control units to enhance food safety by ensuring the optimum cleansing and bacteriological reduction on produce prepared in its High care facility.

When it comes to protecting its customers, Barrowcliffes are always on the case, having received British Retail Consortium A grade accreditation for its high standards and processes and achieving STS accreditation, the latter providing it with the opportunity to work in partnership with the Government sector for bodies such as the NHS and local schools.

QUALITY SERVICE, QUALITY PEOPLE

As with any thriving company, of course, Barrowcliffes' greatest asset is its staff; a team of 170 people who

are committed to exceeding expectations in terms of quality, value and service. Barrowcliffes have a remarkably strong technical team including three QA Auditors. Their Purchasing Department, include a dedicated Buyer permanently based in Spain and a Consultant Agronomist who is available to troubleshoot on behalf of suppliers. This ensures that the company obtains only the very best raw materials.

It's a dynamic team too, led from the front by hands-on bosses Lee Miller and Tony Archer, who between them have vast experience of the industry. And in 2011, Tony Archer began to oversee a new NPD team, which has fuelled further growth and innovation within the company.

WORKING HAND-IN-HAND WITH GROWERS

Barrowcliffes' buying power guarantees that its produce is of a high standard, in terms of both



quality and technical requirements. Its growers and suppliers are wide ranging and, with comprehensive knowledge and expertise, the company has developed long-term

and mutually beneficial relationships with them, enabling it to source with speed and efficiency.

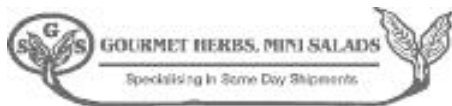
The company works very closely with its approved growers and pre-packers regularly audited by their Quality Control Manager to ensure full traceability on all products. Each and every one of its suppliers is certified against Red Tractor and Global Gap as a minimum. What is more, every step of production is monitored, from receiving the product through to storage, cleaning, cutting, washing, packing and shipping, all at the correct temperature

All of the procurement at Barrowcliffes is handled personally by the Managing Director, Lee Miller, highlighting the importance the company place in this area, thus ensuring 100% customer quality and service levels.

THERE TO MEET THE CHALLENGE

Customer Service starts with a business relationship of open communication and teamwork, and this philosophy has driven ongoing growth at Barrowcliffes, allowing it to increase its customer-base from 18





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**PRODUCE
NEWS**

BARROWCLIFFES



to 31 market leading companies in just 18 months. Actually, the company is in such demand that it is now talking to the local council about extending its facilities further, with plans currently waiting for approval.

Barrowcliffes don't have problems, they only face challenges. When their customers require

unexpectedly high volumes of orders with unique specifications, Barrowcliffes pride themselves on their ability to produce and deliver on time.

Moreover, because it has a supply base that straddles the continent, Barrowcliffes has the ability to achieve a year round supply, vital for today's modern food industry and for

meeting its customers' expectations. It's ability to buy smarter and store more efficiently keeps it a step ahead and allows it to buy fresher product at more competitive prices. The company's blue-chip customer-base means that it is always moving new raw material in and out of its state-of-the-art facility, assuring positive results every single time.

DRIVING FORWARDS

Despite its success, Barrowcliffes is a company that refuses to stand still and over the last three months has gone through a major re-branding exercise, from business cards through to investing in four brand new lorries to compliment their existing fleet. With a delivery team that operate seven days of the week, and emergency back-up, specialist delivery is available by arrangement. All vehicles which have been fitted with fully integrated tracker systems to ensure complete knowledge and

control of delivery schedules, are on full maintenance contracts with a leading UK contract specialist, and it is Barrowcliffes' aim to cover all of the transportation requirements of its customers both locally and nationally. Nevertheless, not a company to leave anything to chance, it also has access to highly regarded chilled distributors when required ensuring that all deliveries are brought to their customers at precisely the correct temperatures specifications

Barrowcliffes' objectives are clear: to consistently source, process and market produce that comply with the highest quality that their customers expect to fully meet their requirements.

TO FIND OUT FOR YOURSELF HOW DIFFERENT BARROWCLIFFES IS FROM THE 'OTHER GUYS', CALL 0115 950 0505, OR VISIT THE COMPANY'S INFORMATIVE WEBSITE AT WWW.BARROWCLIFFES.COM



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