



THE WORLD'S FINEST INGREDIENTS ON YOUR MENU

When it comes to creating memorable dishes it's an accepted fact that the first, and possibly the most important step is finding the right ingredients

In order to do just this, operators rely on suppliers to work closely with them. It's crucially important, therefore, to find a supplier partner that understands the market, the specific needs of your business and, of course, has the expertise to source the best ingredients for your menu.

Chris Denoven, Research & Development Manager at Domino's Pizza, the world leaders in pizza delivery, knows that, to keep customers ordering again and again, the company's menu must constantly evolve with exciting, high quality additions that reinforce Domino's reputation as the innovating pizza delivery experts. Chris's background as a chef has equipped him well for this demanding role. So who does Chris go to when he's developing one of Domino's brand new pizzas, such as the very recent guest pizza the 'Football Fanatic'?



"Domino's has been working with Atlantic Foods for years now. They understand our business and help us to source high quality ingredients from around the world which meet our very demanding criteria," comments Chris.

"My life is made that much easier because they have David Grainger, their Food Development Director. His experience as a chef means that we can work together

in the development kitchen and cook up innovative pizzas far more quickly. One example where Atlantic Foods really came up trumps is with the discovery of Peppadew Peppers, which feature on our new 'Football Fanatic' pizza. It's definitely one of my favourite new toppings because of the really sweet taste that works exceptionally well with tangy vine-ripened sauce and creamy mozzarella."



But it's not just pizza toppings that Atlantic Foods excel at; "They are a master of all trades and we work with them on other areas of our menu - from our delicious Chicken Strippers™ to our Crust Dunkin' Dips. In fact, some of our customers love Atlantic's Garlic & Herb and BBQ dips so much that they have asked to buy them in bulk!" added Chris.

Atlantic Foods' expertise in the foodservice market extends beyond the QSR sector with high profile clients

HUNGRY HORSE

in the chain restaurant and pub group sector. Indeed, Greene King one of the country's leading pub retailers also works closely with Atlantic Foods when it comes to their menu.

Chris Rickaby, Food Development Manager for Greene King has been working with Atlantic Foods for the past three years and is responsible for setting the menus across the Hungry Horse and Giant Plate estates as well as Greene Kings' community offers. "The great thing about Atlantic is that they are really proactive, flexible and easy to work with. We have developed a great relationship with them and they have impressed us with their ability to source and develop quality products specifically tailored to our needs. One example that springs to mind is the Jumbo Chicken Skewer, which they managed to develop and source from the initial brief in just 4 weeks! Currently on the menu at Giant Plate, it's one of my favourites and is performing very well. So much so, we are now working closely with Atlantic to look at other ways to serve this 'big eat' chicken skewer."

With 15 years experience, sourcing the finest products from around the world, Atlantic Foods pride themselves on working closely with their customers. However, as well as providing bespoke solutions for individual customers they also have a comprehensive range of products across three brands: Harvest, a versatile range of quality, frozen, value added chicken products suitable for all menu occasions. House of Lords, a quality range of ambient sauces and dressings, perfect for salads, dips and glazes, imported exclusively from the USA and finally Salad Cart, a comprehensive range of quality ambient accompaniments.

"At Atlantic Foods we have worked hard to bring together a range of products of the highest quality. We



understand the foodservice market and believe only the best will do when it comes to ingredients." Nigel Parkes, Joint Managing Director, Atlantic Foods.

By traveling the globe Atlantic Foods take in international influences, helping them stay ahead of the game when it comes to menu trends and changing consumer demands. They use this field research to continuously develop new products across their brands in order to create menu solutions that have the edge on the competition. So whether it's working closely to develop a new dish with a leading chain operator or offering a quality range for the independent market, it would seem Atlantic Foods have a lot to offer!



For more information

on the range please call 01252 846 500 or visit www.atlanticfoods.co.uk

