



CCM Chefs'
Own-Brand
Awards 2023



**Cash & Carry
Management**
incorporating Delivered Wholesaler

Cash & Carry Management
in association with the
Craft Guild of Chefs
announces the

2023 WINNERS

CCM Chefs' Own-Brand Awards

CCM Awards help wholesalers to guide customers towards top own-brand lines



Faced with cost pressures and the demand from consumers for more affordable eating out experiences, foodservice operators are looking to their wholesalers to provide high quality products at a good price.

In research commissioned on 4 January exclusively for *Cash & Carry Management*, consumers told TWC how they plan to combat the cost-of-living challenge when eating out: 38% say they will eat out less frequently.

24% say that they will look for more deals/promotions.

18% say that they will be looking for cheaper places to eat.


18% say that they will be ordering cheaper options.

"All of this is evidence of the vital role of own-brand products in enabling foodservice operators to deliver cost-effective experiences and keep customers coming back," said Martin Lovell, managing director of *Cash & Carry Management* at the CCM Chefs' Own-Brand Awards lunch, held recently at the prestigious venue of The Royal Horseguards Hotel in London.

Now in their sixth year, the awards recognise the best foodservice own brands available from wholesalers. "These awards raise the profile of own brands by highlighting the best product in each category – helping wholesalers to guide their customers towards products that are sure to go down well with consumers," said Lovell.

The judging was conducted in blind tastings by: Andrew Green, chief executive of the Craft Guild of Chefs; Matt Owens, chairman of the Craft Guild of Chefs and head of culinary for Alliance Group; and Jason Gordon, catering manager for the General Medical Council.

Two of the products were rated so highly that they were awarded a 'Best of the Best' accolade, and this year there was also a new award, 'Star of the Show', for the top-scoring product out of all the products judged by the expert panel.

A special feature of the awards is that feedback is provided on each and every product entered. "By doing this, we hope to raise the bar even further," Lovell explained. 

Category: Best Innovation (Savoury)

Winner: Brakes Sysco La Boulangerie
Artisan Super Sourdough Sliced Half Boule



Vanessa Baker, senior category manager at Brakes, and Martin Lovell of Cash & Carry Management.

Category: Best Innovation (Sweet)

Winner: Caterforce
Chefs' Selections Vegan Chocolate Pecan Pie



Eleanor Bright, junior buyer at Caterforce, and Martin Lovell.

[CCM CHEFS' OWN-BRAND AWARDS]

Category: Star of the Show

Winner: Brakes
Sysco Pommes Anna

TOP
SCORING
PRODUCT



Natalie Phillips, head of food & brand at Brakes, and Martin Lovell.

Category: Butchery

Winner: Brakes Sysco Birchstead Reserve
Ribeye Steak 28 Day Aged



Natalie Phillips, head of food & brand at Brakes, and Martin Lovell.

Category: Afternoon Tea

Winner: Country Range
Hummingbird Cake



Dean Pendlebury, head of trading at Country Range, and Martin Lovell.

Category: Butters, Fats & Spreads

Winner: Country Range
Extra Virgin Olive Oil



Dean Pendlebury, head of trading at Country Range, and Martin Lovell.

Category: Bakery

Winner: Brakes Sysco La Boulangerie
Artisan Cheese & Onion Sourdough Loaf



Vanessa Baker, senior category manager at Brakes, and Martin Lovell.

Category: Canned Products

Winner: Caterforce Chefs' Selections
Skipjack Tuna Chunks in Brine



Rebecca Woollam, own-brand marketing manager at Caterforce, and Martin Lovell.

[CCM CHEFS' OWN-BRAND AWARDS]

Category: Cheese
Winner: Mevalco
Olavidia

BEST
OF THE
BEST



Justin Slawson, managing director of Mevalco, and Martin Lovell.

Category: Cleaning Products
Winner: Confex
CORE Heavy Duty Degreaser



Matt Norman, foodservice controller at Confex, and Martin Lovell.

Category: Children's Selection
Winner: Fairway Assured
MSC Minced Cod Fish Fingers



Toby Jordon, marketing strategist at Fairway Foodservice, and Martin Lovell.

Category: Confectionery
Winner: Bestway
Buddies Peach Hearts



Bestway's trading controller Lisa-Jayne Hanson (left) and head of marketing Mindy Mondair and Martin Lovell.

Category: Chocolate, Mints & Petits Fours
Winner: Brakes Sysco La Boulangerie
French Macaroon Selection



Vanessa Baker, senior category manager at Brakes, and Martin Lovell.

Category: Cooking Sauces
Winner: Country Range
Katsu Curry Sauce



Dean Pendlebury, head of trading at Country Range, and Martin Lovell.

[CCM CHEFS' OWN-BRAND AWARDS]

Category: Desserts

Winner: Bidfood Premium Selection
Raspberry & Pistachio Semifreddo



Bidfood's senior brand marketing manager Andy Small and technical manager Abena Nkrumah-Asare and Martin Lovell.

Category: Fork Buffet

Winner: Fairway Assured
Southern Fried Chicken Goujons



Toby Jordon, marketing strategist at Fairway Foodservice, and Martin Lovell.

Category: Egg Products

Winner: Fairway Assured
Quiche Lorraine



Amy Flint-Johnson, graphic designer at Fairway Foodservice, and Martin Lovell.

Category: Frozen Vegetables

Winner: Brakes
Sysco Premium Petits Pois



Cathy Lee, food centre coordinator at Brakes, and Martin Lovell.

Category: Fish & Seafood

Winner: Fairway Assured
Luxury Cold Water Prawns



Amy Flint-Johnson, graphic designer at Fairway Foodservice, and Martin Lovell.

Category: Gluten-Free

Winner: Brakes
Sysco Classic Pancetta Alfredo Sauce



Emma Hilbrands, product development manager at Brakes, and Martin Lovell.

[CCM CHEFS' OWN-BRAND AWARDS]

Category: Gravies, Stocks & Bouillon

Winner: Confex

CORE Tempranillo Red Cooking Wine



Matt Norman, foodservice controller at Confex, and Martin Lovell.

Category: Iced Coffee

Winner: Bestway

Best-One Iced Coffee Espresso



Bestway's trading controller Lisa-Jayne Hanson (left) and head of marketing Mindy Mondair and Martin Lovell.

Category: Hot Beverages

Winner: Caterforce

Chefs' Selections Drinking Chocolate



Eleanor Bright, junior buyer at Caterforce, and Martin Lovell.

Category: Packaging & Disposables

Winner: Confex

CORE Baking Parchment



Matt Norman, foodservice controller at Confex, and Martin Lovell.

Category: Ice Cream

Winner: Bidfood

Yarde Farm Tropical Delight



Tony Hackley, commercial manager at Yarde Farm Ice Cream, and Martin Lovell.

Category: Pizza & Pasta

Winner: Brakes

Roquette Pesto Chicken Pasta



Cathy Amos, head of customer marketing at Brakes, and Martin Lovell.

[CCM CHEFS' OWN-BRAND AWARDS]

Category: Plant-Based Foods

Winner: Brakes

Sysco Classic Cannellini Bean Ragu



Emma Hilbrands, product development manager at Brakes, and Martin Lovell.

Category: Ready Meals

Winner: Brakes

Pulled Beef Chili



Charlotte Murray, product development executive at Brakes, and Martin Lovell.

Category: Potato Products

Winner: Unitas Caterers Kitchen

Premium A Grade Chips 12/12mm



Phil Dawson, trading controller at Unitas, and Martin Lovell.

Category: Sauces & Condiments

Winner: Fairway Assured

70% Premium Real Mayonnaise



Amy Flint-Johnson, graphic designer at Fairway Foodservice, and Martin Lovell.

Category: Processed Meats

Winner: Brakes

Sysco Pork Belly Porchetta



Caroline Dorey, technical manager at Brakes, and Martin Lovell.

Category: Seasonal Products

Winner: Caterforce

Chefs' Selections Mince Pie Cheesecake Tart



Eleanor Bright, junior buyer at Caterforce, and Martin Lovell.

[CCM CHEFS' OWN-BRAND AWARDS]

Category: Soft Drinks

Winner: Bestway

Mount Aqua Summer Fruits



Bestway's trading controller Lisa-Jayne Hanson (left) and head of marketing Mindy Mondair and Martin Lovell.

Category: Street Food

Winner: Country Range

Signature Seasoned Waffle Fries



Dean Pendlebury, head of trading at Country Range, and Martin Lovell.

Category: Soup

Winner: Brakes

Sysco Classic Maple Parsnip Soup



Natalie Phillips, head of food & brand at Brakes, and Martin Lovell.

Category: Vegan

Winner: Caterforce Chefs' Selections

Gluten Free & Vegan Lemon & Berry Dessert



Rebecca Woollam, own-brand marketing manager at Caterforce, and Martin Lovell.

Category: Spices & Seasonings

Winner: Brakes

Spiced Garlic & Herb Seasoning



Cathy Amos, head of customer marketing at Brakes, and Martin Lovell.

Category: Vegetarian

Winner: Brakes Sweet Potato & Red Onion

Marmalade Seeded Tart



Emma Hilbrands, product development manager at Brakes, and Martin Lovell.