



CCM Chefs'  
Own-Brand  
Awards 2024



**Cash & Carry  
Management**  
incorporating Delivered Wholesaler

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

**2024 WINNERS**

**CCM Chefs' Own-Brand Awards**

# Wholesalers take on board chefs' views to enhance quality of own brands

The winners of the 2024 CCM Chefs' Own-Brand Awards were announced earlier this month at the prestigious venue of The Royal Horseguards Hotel in London.

An exclusive awards lunch for the winners and special guests celebrated the top foodservice own-brands available from wholesalers and buying groups across the UK.

The judging is conducted in blind tastings by an esteemed panel of highly experienced chefs, headed up by Andrew Green, chief executive of Craft Guild of Chefs. He was joined by Jason Gordon, catering manager for the General Medical Council, and Mark Reynolds, national chairman of the Craft Guild of Chefs and regional executive head chef of sports and entertainment catering business Levy UK.

As always, the judging was intense, and five of the products were rated so highly that they were awarded a 'Best of the Best' accolade. What's more, the judges nominated the Star of the Show – the overall top-scoring product – and Best Innovation winners in both savoury and sweet categories.

A special feature of the awards is that feedback is provided on every product entered.

Martin Lovell, managing director of Cash & Carry Management, told the guests that the awards have grown in status and size every year since their launch seven years ago. "There was a 43% increase in the number of entries for this year's awards, which illustrates the importance attached to foodservice own-brands by wholesalers, buying groups and their customers.

"It is clear from the breadth and depth of entries that wholesalers and their buying groups continue to invest in their own-brand ranges, and it is encouraging to see that feedback given by our judging panel in previous years is being acted upon to enhance the quality of own-brand lines."



Lovell added: "Congratulations to all our winners – your success is well deserved!"

CCM

**Category:** Best Innovation (Savoury)

**Winner:** Signature by Country Range  
Potato Sidewinders



Left to right: Martin Lovell of Cash & Carry Management; Rachel Porter and Martin Ward of Country Range; and Andrew Green of the Craft Guild of Chefs.

**Category:** Best Innovation (Sweet)

**Winner:** The Wholesale Group Fairway  
Assured Lemon & Raspberry Frangipane



Left to right: Martin Lovell; Richard Ellison of The Wholesale Group; and Andrew Green.

## [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Star of the Show  
**Winner:** Sysco  
Portico Premium Pan-Ready Cornish Sole



Left to right: Martin Lovell; Natalie Phillips of Brakes; and Andrew Green.

**Category:** Bakery  
**Winner:** JJ Foodservice  
Letsdough Istanbul Style Simit



Left to right: Martin Lovell; Huseyin Hosgor and Ozlem Kiamil of JJ Foodservice; and Andrew Green.

**Category:** Afternoon Tea  
**Winner:** Country Range  
Oat, Lemon & Raisin Cookie Pucks



Left to right: Martin Lovell; Rachel Porter of Country Range; Andrew Green; and Martin Ward of Country Range.

**Category:** Biscuits  
**Winner:** Bestway  
Best-in Raspberry Bakewell Flapjack



Left to right: Martin Lovell; Lisa-Jayne Hanson of Bestway; and Andrew Green.

**Category:** Antipasto  
**Winner:** Mevalco  
Olives



Left to right: Martin Lovell; Justin Slawson of Mevalco; and Andrew Green.

**Category:** Butchery  
**Winner:** Sysco Birchstead Reserve  
28 Day Dry Aged Sirloin Steak



Left to right: Martin Lovell; Natalie Phillips of Brakes; and Andrew Green.

## [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Butters, Fats & Spreads

**Winner:** JJ Foodservice  
Tabaki Extra Virgin Olive Oil



Left to right: Martin Lovell; Mehmet Nohutcu and Ozlem Kiamil of JJ Foodservice; and Andrew Green.

**Category:** Cereal

**Winner:** Brakes  
Swiss Style Muesli



Left to right: Martin Lovell; Clare Payne of Brakes; and Andrew Green.

**Category:** Canned Beans

**Winner:** The Wholesale Group  
Confex CORE Baked Beans



Left to right: Martin Lovell; Tabitha Hunter-Smale of The Wholesale Group; and Andrew Green.

**Category:** Cheese

**Winner:** Sysco  
Classic Mature White Cheddar



Left to right: Martin Lovell; Jo White of Brakes; and Andrew Green.

**Category:** Canned Fish

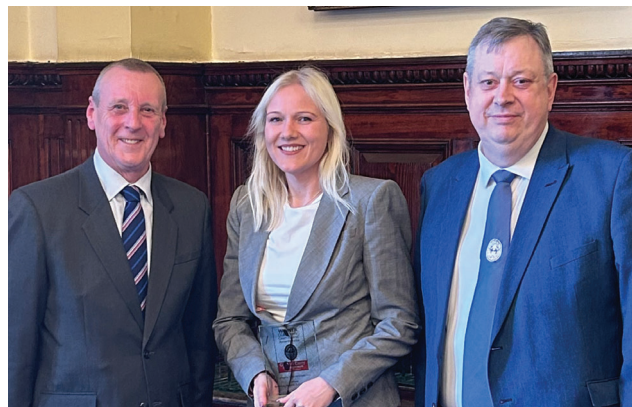
**Winner:** Unitas  
Caterers Kitchen Tuna Chunks in Brine



Left to right: Martin Lovell; Katie Hinchliffe of Unitas; and Andrew Green.

**Category:** Children's Selection

**Winner:** Bestway  
Best-in Rainbow Cookie



Left to right: Martin Lovell; Lisa-Jayne Hanson of Bestway; and Andrew Green.

## [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Cleaning Products  
**Joint Winner:** Brakes  
Essentials Kitchen Degreaser



Left to right: Martin Lovell; Clare Payne of Brakes; and Andrew Green.

**Category:** Cooking Sauces  
**Winner:** Sysco  
Premium Pink Peppercorn Sauce



Left to right: Martin Lovell; Grant Allen of Brakes; and Andrew Green.

**Category:** Cleaning Products  
**Joint Winner:** The Wholesale Group Confex  
CORE 20% Concentrated Washing Up Liquid



Left to right: Martin Lovell; Kish Ramasamy of The Wholesale Group; and Andrew Green.

**Category:** Crisps & Popcorn  
**Winner:** Brakes  
Ready Salted Crisps



Left to right: Martin Lovell; Suzy Sapmaz of Brakes; and Andrew Green.

**Category:** Confectionery  
**Winner:** Bestway  
Best-in Rainbow Pencils



Left to right: Martin Lovell; Lisa-Jayne Hanson of Bestway; and Andrew Green.

**Category:** Desserts  
**Winner:** Caterforce  
Chefs' Selections Berry Cheesecake Tart



Left to right: Martin Lovell; Rebecca Woollam and Joanna Halucha of Caterforce; and Andrew Green.

# [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Egg Products

**Winner:** Sysco

Premium Baked Deep Filled Quiche Lorraine



Left to right: Martin Lovell; Des Cloke of Brakes; and Andrew Green.

**Category:** Gluten Free (Savoury)

**Winner:** Brakes

British Cumberland Sausage



Left to right: Martin Lovell; Cathy Lee of Brakes; and Andrew Green.

**Category:** Fork Buffet

**Winner:** Sysco

Classic Mighty Pea Bites



Left to right: Martin Lovell; Natalie Phillips of Brakes; and Andrew Green.

**Category:** Gluten Free (Sweet)

**Joint Winner:** Caterforce Chefs' Selections

Vegan & Gluten Free Chocolate Orange Dessert



Left to right: Martin Lovell; Rebecca Woollam and Joanna Halucha of Caterforce; and Andrew Green.

**Category:** Frozen Vegetables

**Winner:** Sysco Classic

Roasted Mediterranean Vegetable Medley



Left to right: Martin Lovell; Vanessa Baker of Brakes; and Andrew Green.

**Category:** Gluten Free (Sweet)

**Joint Winner:** The Wholesale Group Fairway

Assured GF Chocolate Brownie Traybake



Left to right: Martin Lovell; Richard Ellison of The Wholesale Group; and Andrew Green.

## [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Gravies, Stocks & Bouillon

**Winner:** The Wholesale Group  
Confex CORE Pardina White Cooking Wine



Left to right: Martin Lovell; Matthew Norman of The Wholesale Group; and Andrew Green.

**Category:** Packaging

**Joint Winner:** JJ Foodservice  
Bagasse Packaging



Left to right: Martin Lovell; Elit Rowland and Tim Hassan of JJ Foodservice; and Andrew Green.

**Category:** Hot Beverages

**Joint Winner:** The Wholesale Group Fairway  
Excellence Pure Arabica Whole Bean Coffee



Left to right: Martin Lovell; Richard Ellison of The Wholesale Group; and Andrew Green.

**Category:** Packaging

**Joint Winner:** Sysco  
Earth Plus Unbleached Bagasse Medium Box



Left to right: Martin Lovell; Clare Payne of Brakes; and Andrew Green.

**Category:** Ice Cream

**Joint Winner:** Signature by Country Range  
Chocolate Dairy Ice Cream



Left to right: Martin Lovell; Rachel Porter and Martin Ward of Country Range; and Andrew Green.

**Category:** Pizza & Pasta

**Winner:** Brakes La Boulangerie  
Pizza Doughball made with Sourdough



Left to right: Martin Lovell; Charlotte Murray of Brakes; and Andrew Green.

# [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Plant-Based Foods

**Winner:** Sysco Simply Plant Based  
Grilled Vegetable & Harissa Chickpea Tart



Left to right: Martin Lovell; Des Cloke of Brakes; and Andrew Green.

**Category:** Processed Meats

**Winner:** Brakes Prime Meats  
British Old English Pork Sausages



Left to right: Martin Lovell; Vanessa Baker of Brakes; and Andrew Green.

**Category:** Potato Products

**Winner:** Signature by Country Range  
Chefs Chunky Fries



Left to right: Martin Lovell; Martin Ward and Rachel Porter of Country Range; and Andrew Green.

**Category:** Rice

**Winner:** Brakes  
Pilau Rice Portions



Left to right: Martin Lovell; Jo White of Brakes; and Andrew Green.

**Category:** Preserves

**Winner:** Brakes  
Strawberry Jam



Left to right: Martin Lovell; Suzy Sapmaz of Brakes; and Andrew Green.

**Category:** Sauces & Condiments

**Winner:** The Wholesale Group  
Confex CORE Light Mayonnaise



Left to right: Martin Lovell; Tabitha Hunter-Smale of The Wholesale Group; and Andrew Green.



## [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Seasonal Products  
**Winner:** Caterforce  
Chefs' Selections Mulled Wine



Left to right: Martin Lovell; Rebecca Woollam and Joanna Halucha of Caterforce; and Andrew Green.

**Category:** Spices & Seasonings  
**Winner:** Sysco  
Classic Spicy Chip Seasoning



Left to right: Martin Lovell; Jo White of Brakes; and Andrew Green.

**Category:** Shellfish  
**Winner:** Sterling  
Caterers Essentials Warm Water Prawns



Left to right: Martin Lovell; Daniel Larkin of Sterling Supergroup; and Andrew Green.

**Category:** Street Food  
**Winner:** Country Range  
Potato Halos



Left to right: Martin Lovell; Martin Ward and Rachel Porter of Country Range; and Andrew Green.

**Category:** Soup  
**Winner:** Sysco Classic Spiced Winter  
Vegetable Soup



Left to right: Martin Lovell; Grant Allen of Brakes; and Andrew Green.

**Category:** Vegan  
**Winner:** Sysco Classic Vegan & Gluten Free  
Chocolate & Raspberry Tart



Left to right: Martin Lovell; Charlotte Murray of Brakes; and Andrew Green.

## [ CCM CHEFS' OWN-BRAND AWARDS ]

**Category:** Vegetarian

**Winner:** Sysco Premium Baked Vintage Cheddar & Caramelised Onion Chutney Quiche



Left to right: Martin Lovell; Des Cloke of Brakes; and Andrew Green.

**Category:** Yogurts

**Winner:** Brakes Organic Natural Yogurt



Left to right: Martin Lovell; Natalie Phillips of Brakes; and Andrew Green.

## JUDGES' REMARKS

**'The overall quality of the entries was improved from last year. We saw more innovation and I felt that more thought went into the ingredients of the products. We also saw a more diverse range this year, with some products we had not seen before and would use in our business'**

Jason Gordon, catering manager,  
General Medical Council

**'The quality of the own-brand products has stepped up again. Each year it tends to move forward a small amount and hopefully that's due to some of the critiquing and information fed back to the entrants from the judging. We obviously like to think that the wholesalers listen and act upon what they're hearing'**

Andrew Green, chief executive,  
Craft Guild of Chefs



Left to right: Jason Gordon, Andrew Green, Mark Reynolds.

**'It was the first year I had judged and I had never seen some of the brands before but now I know to look out for them in the market. I have noted some items I would like to use in my operations'**

Mark Reynolds, Levy UK's  
regional executive head chef