



FOODSERVICE



DISCOVER THE UK'S BEST QUALITY AND BEST VALUE FOODSERVICE INGREDIENTS RANGE.

THE CHEF WILLIAM BRAND WAS CREATED OVER 25 YEARS AGO BY SLEAFORD QUALITY FOODS AND NAMED AFTER OUR FOUNDER, MR WILLIAM ARNOLD. NOW, WILLIAM WAS A MAN OF RARE VISION AND KNEW BACK IN THE DAY THAT REAL VALUE COMES ABOUT WHEN YOU CAN HAVE HIGH QUALITY AND GOOD PRICES TOGETHER.



TODAY THE CHEF WILLIAM BRAND IS THE VERY EMBODIMENT OF WILLIAM'S VISION. WE SOURCE INGREDIENTS FOR THE CHEF WILLIAM RANGE FROM ALL AROUND THE WORLD, ALWAYS FOCUSING ON GETTING A GREAT PRODUCT AT A GREAT PRICE FOR OUR CUSTOMERS. WE THINK WILLIAM WOULD BE MIGHTY PLEASED OF THE BRAND THAT NOW CARRIES HIS NAME AND WHAT IT STANDS FOR.

ESTABLISHED IN 1968 SLEAFORD QUALITY FOODS HAS AN UNRIVALLED REPUTATION FOR QUALITY AND SERVICE. WE ARE A LEADING SUPPLIER OF HIGH QUALITY INGREDIENTS FOR THE FOOD MANUFACTURING AND CATERING INDUSTRIES. WE SPECIALISE IN DRIED AND DEHYDRATED FOOD PRODUCTS FROM HERBS AND SPICES TO POTATOES, ONION, FRUIT AND VEGETABLES THROUGH TO SOUPS, BOUILLONS, GRAVIES, SEASONING AND CORE COOKING INGREDIENTS.

SLEAFORD QUALITY FOODS ARE PART OF THE JAIN GROUP WITH THEIR HEAD OFFICE IN JALGAON, INDIA. THE GROUP INCLUDES THE FARMFRESH BRAND, CASCADE SPECIALITIES AND WHITE OAK FROZEN FOODS IN THE USA AND OFFER A WIDE RANGE OF QUALITY PRODUCTS.

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TO PLACE AN ORDER, OR FOR MORE INFORMATION, CONTACT A MEMBER OF THE TEAM ON **01529 305000**

EMAIL US AT: ENQUIRIES@SLEAFORDQF.COM
OR VISIT WWW.SLEAFORDQF.COM

FINE HERBS & SPICES

A LARGE RANGE OF HIGH QUALITY HERBS AND SPICES SOURCED FROM ACROSS THE GLOBE.

DRIED HERBS			
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER
BASIL SS	6 x 150G	150	30
BAY LEAVES SS	6 x 50G	150	30
CHIVE FLAKES FD	6 x 40G	150	30
PARSLEY SS	6 x 100G	150	30
HERBS DE PROVENCE SS	6 x 130G	150	30
ITALIAN SEASONING SS	6 x 180G	150	30
MARJORAM SS	6 x 125G	150	30
MINT SS	6 x 140G	150	30
MIXED HERBS SS	6 x 140G	150	30
OREGANO SS	6 x 190G	150	30
ROSEMARY NEEDLES SS	6 x 205G	150	30
RUBBED DILL SS	6 x 50G	150	30
SAGE SS	6 x 240G	150	30
TARRAGON SS	6 x 90G	150	30
THYME SS	6 x 210G	150	30

SS = STEAM STERILISED FD = FREEZE DRIED







FINE HERBS & SPICES

A LARGE RANGE OF HIGH QUALITY HERBS AND SPICES SOURCED FROM ACROSS THE GLOBE.

DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER	
GROUND ARROWROOT	6 x 475G	150	30	
WHOLE GREEN CARDAMOM	6 x 285G	150	30	
GROUND CAYENNE PEPPER SS	6 x 500G	150	30	
CINNAMON STICKS	6 x 180G	150	30	
CRUSHED CHILLIES SS	6 x 260G	150	30	
GROUND CINNAMON SS	6 x 450G	150	30	
WHOLE CLOVES	6 x 360G	150	30	
GROUND CLOVES SS	6 x 500G	150	30	
GROUND CORIANDER SS	6 x 450G	150	30	
GROUND CUMIN SS	6 x 450G	150	30	
GARLIC GRANULES	6 x 500G	150	30	
GARLIC POWDER	6 x 500G	150	30	
GROUND GINGER SS	6 x 500G	150	30	
MIXED SPICE SS	6 x 450G	150	30	
MUSTARD POWDER SS	6 x 450G	150	30	
GROUND NUTMEG SS	6 x 500G	150	30	
GROUND PAPRIKA SS	6 x 500G	150	30	
SAFFRON	15 x 1G	-	-	
GROUND TURMERIC SS	6 x 550G	150	30	
VANILLA PODS	12 x 2 PODS	840	168	

SS = STEAM STERILISED











SEASONINGS & PEPPER

WE OFFER A RANGE OF SEASONINGS THAT ARE BLENDED AND PACKED ON SITE. THE FINEST QUALITY BLACK & WHITE PEPPERS.

SEASONINGS				
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER	
CAJUN SEASONING	6 x 500G	150	30	
CHILLI POWDER SS	6 x 500G	150	30	
CHINESE FIVE SPICE SS	6 x 450G	150	30	
GARAM MASALA SS	6 x 450G	150	30	
ITALIAN SEASONING SS	6 x 180G	150	30	
HOT CURRY POWDER SS	6 x 450G	150	30	
MADRAS CURRY POWDER	6 x 500G	150	30	
MILD MADRAS CURRY POWDER SS	6 x 400G	150	30	

PEPPER			
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER
WHOLE BLACK PEPPERCORNS SS	6 x 550 G	125	25
CRACKED BLACK PEPPERCORNS SS	6 x 450 G	125	25
GROUND BLACK PEPPER SS	6 x 525 G	125	25
WHOLE PINK PEPPERCORNS SS	6 x 200 G	125	25
GROUND WHITE PEPPER SS	6 x 600 G	125	25
WHOLE WHITE PEPPERCORNS SS	6 x 575 G	125	25

SS = STEAM STERILISED







SEEDS & PULSES

WE SUPPLY A LARGE SELECTION OF SEEDS AND PULSES, BOTH IN SMALL POTS AND LARGER LAMINATE BAGS.

SEEDS			
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER
CARAWAY SEEDS	6 x 500G POTS	150	30
POPPY SEEDS SS	6 x 500G POTS	150	30
SESAME SEEDS SS	6 x 590G POTS	150	30
FENNEL SEEDS SS	6 x 330G POTS	150	30
WHOLE CUMIN SEEDS SS	6 x 700G POTS	150	30
PUMPKIN SEEDS	6 x 430G POTS	150	30

PULSES			
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER
CHICK PEAS	4 x 3 KG	50	10
GREEN SPLIT PEAS	4 x 3 KG	50	10
YELLOW SPLIT PEAS	4 x 3 KG	50	10
MARROWFAT PEAS	4 x 3 KG	50	10
MARROWFAT PEAS	12.5 KG	77	7
BLACK EYED BEANS	4 x 3 KG	50	10
HARICOT BEANS	4 x 3 KG	50	10
DARK SPECKLED LENTILS	4 x 3 KG	50	10
RED LENTILS	4 x 3 KG	50	10
BROTH MIX	4 x 3 KG	50	10
PEARL BARLEY	4 x 3 KG	50	10

SS = STEAM STERILISED









PASTA & RICE

WE OFFER A WIDE RANGE OF HIGH QUALITY PASTA AND RICE.

PASTA				
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER	
CONCHIGLIE (SHELLS)	4 x 3 KG	40	10	
FARFALLE (BOWS)	4 x 3 KG	40	10	
FUSILLI (TWISTS - SMALL)	4 x 3 KG	40	10	
FUSILLI (TWISTS - LARGE)	4 x 3 KG	40	10	
LASAGNE	4 x 6 x 500 G	65	25	
LASAGNE VERDI	4 x 6 x 500 G	65	25	
MACARONI	4 x 3 KG	54	12	
PENNE (QUILLS)	4 x 3 KG	40	10	
SPAGHETTI	4 x 3 KG	69	23	
TAGLIATELLE NESTS	6 x 500 G	240	12	
SEMOLINA	4 x 3 KG	50	10	

RICE					
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER		
BASMATI RICE	4 x 3 KG	50	10		
GROUND RICE	4 x 3 KG	50	10		
SHORT GRAIN RICE	4 x 3 KG	50	10		
LONG GRAIN RICE	4 x 3 KG	50	10		
LONG GRAIN BROWN RICE	4 x 3 KG	50	10		
PAR-BOILED RICE	4 x 3 KG	50	10		
TAPIOCA	4 x 3 KG	50	10		











SOUPS, GRAVY & BOUILLONS

WE OFFER A RANGE OF SOUPS, GRAVIES AND BOUILLONS SUPPLIED IN OUR NEWLY ENHANCED BLACK AND RED CHEF WILLIAM TUBS.

DRIED SOUP MIXES				
DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
CHICKEN FLAVOUR SOUP (V	4 x 2.5 KG TUBS	11.4 LITRES	45	9
MINESTRONE SOUP	4 x 2.5 KG TUBS	12.5 LITRES	45	9
MUSHROOM SOUP	4 x 2.5 KG TUBS	10 LITRES	45	9
VEGETABLE SOUP	4 x 2.5 KG TUBS	12.5 LITRES	45	9
TOMATO SOUP	4 x 2.5 KG TUBS	10 LITRES	45	9
FRENCH ONION SOUP	4 x 2.5 KG TUBS	-	45	9
LIGHTLY SALTED CROUTONS	4 x 250 G	-	160	16
GARLIC AND HERB CROUTONS	4 x 250 G	-	160	16

GRAVY				
DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
GRAVY MIX V	4 x 2.5 KG TUBS	16 LITRES	45	9
GRAVY MIX 🚺	4 x 3 KG BAGS	16 LITRES	50	10
GRAVY MIX 🚺	6 x 2.5 BAG IN BOX	16 LITRES	54	9
GRAVY BROWNING 🛡	6 x 2.5 LITRES	-	50	10

BOUILLON POWDERS				
DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
BEEF FLAVOUR BOUILLON (V	4 x 2.5 KG TUBS	50 LITRES	45	9
CHICKEN FLAVOUR BOUILLON V	4 x 2.5 KG TUBS	50 LITRES	45	9
VEGETABLE FLAVOUR BOUILLON	4 x 2.5 KG TUBS	50 LITRES	45	9

V = VEGETARIAN











SAVOURY MIXES

WE BLEND AND PACK A NUMBER OF SAVOURY MIXES ON-SITE, INCLUDING OUR EXTREMELY POPULAR SAGE AND ONION STUFFING.

DRIED SAVOURY MIXES				
DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
BATTER MIX	4 x 3.5 KG	2.24 LITRES	54	9
NATURAL BREADCRUMBS	4 x 3 KG	-	35	7
GOLDEN BREADCRUMBS	4 x 3 KG	-	35	7
SAGE AND ONION STUFFING	4 x 3 KG	-	35	7
SAGE AND ONION STUFFING	4 x 2 KG	3.9 KG	54	9
COUSCOUS	4 x 3 KG	2 KG	50	10
COUSCOUS	12 x 1 KG	-	54	9
MEDITERRANEAN COUSCOUS	12 x 1 KG	3 KG	54	9
MOROCCAN SPICY COUSCOUS WITH APRICOTS	12 x 1 KG	3 KG	54	9
BECHAMEL SAUCE COLD MIX	4 x 2.5 KG TUBS	8 KG	54	9
COMPLETE CURRY SAUCE MIX	4 x 3.5 KG TUBS	5.2 KG	54	9
DEMI GLACE SAUCE MIX	4 x 2.5 KG TUBS	8 KG	54	9
PASTY MIX	10 KG	6 KG	70	7
PIZZA SAUCE TOPPING MIX	12 x 1 KG	5 LITRES	35	7











CANNED VEGETABLES

SIMILARLY, WE OFFER A RANGE OF CANNED VEGETABLES, INCLUDING OUR RECENTLY ADDED REDUCED SUGAR AND SALT BAKED BEANS.

CANNED VEGETABLES				
DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
BAKED BEANS	6 x 3 KC	-	56	7
BAKED BEANS (REDUCED SUGAR AND SALT)	6 x 3 KC	-	56	7
BLACK EYED BEANS	6 x 3 KC	1.5 KG	56	7
BORLOTTI BEANS	6 x 3 KC	1.5 KG	56	7
BUTTER BEANS	6 x 3 KC	1.5 KG	56	7
CANNELLINI BEANS	6 x 3 KC	1.5 KG	56	7
CHICK PEAS	6 x 3 KC	1.5 KG	56	7
HARICOT BEANS	6 x 3 KC	1.5 KG	56	7
JALAPENO PEPPERS	6 x 3 KC	1.5 KG	56	7
MUSHY PEAS	6 x 3 KC	-	56	7
PINTO BEANS	6 x 3 KC	1.5 KG	56	7
CHOPPED TOMATOES	6 x 3 KC	-	56	7
PLUM TOMATOES	6 x 3 KC	-	56	7
RED KIDNEY BEANS	6 x 3 KC	1.5 KG	56	7











BAKING RANGE

WE BRING YOU A LARGE SELECTION OF ESSENTIAL BAKING INGREDIENTS, TOGETHER WITH TASTY READY MADE MIXES.

BAKING RANGE				
DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
BAKING POWDER	4 x 3.5 KG	-	50	10
BAKING POWDER	6 x 800 G POTS	-	150	30
BICARBONATE OF SODA	4 x 3 KG	-	90	18
BICARBONATE OF SODA	6 x 1 KG POTS	-	120	30
CHEESE CAKE BASE	4 x 3 KG	-	50	10
CHEESE CAKE FILLING MIX	4 x 2.5 KG	1.6 LITRES	54	9
CHOCOLATE SPONGE MIX	4 x 3.5 KG	-	54	9
SUPREME SPONGE MIX	4 x 3.5 KG	-	54	9
COMPLETE CUSTARD MIX	4 x 3.5 KG	6 LITRES	35	7
CUSTARD POWDER	4 x 3.5 KG	20 LITRES	35	7
CRUMBLE MIX	4 x 3.5 KG	-	50	10
CORNFLOUR	4 x 3.5 KG	-	35	7
MONOSODIUM GLUTAMATE	6 x 500 G	-	80	8
SALT	2 x 12 x 100 G	-	160	20
SALT	4 x 5 KG	-	45	9
SCONE MIX	4 x 3.5 KG	-	54	9
SHORT CRUST PASTRY MIX	4 x 3.5 KG	-	50	10
SKIMMED MILK POWDER	4 x 2 KG	-	50	10
VEGETABLE SUET SHORT CUT	4 x 3.5 KG	-	35	7
SUET PUDDING MIX	4 x 3.5 KG	-	54	9

DRIED FRUIT PIE FILLINGS				
DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
APPLE AND RASPBERRY	6 x 1.5 KG	4 KG	56	14
APPLE AND BLACKCURRANT	6 x 1.5 KG	4 KG	56	14
APPLE AND BLACKBERRY	6 x 1.5 KG	4 KG	56	14
APPLE PIE WITH FLAKE	4 x 3.125 KG	4 KG	54	9
APPLE PIE WITH DICE	4 x 3.125 KG	4 KG	35	7
APPLE PIE WITH DICE	12.5 KG	4 KG	35	7







DESSERT RANGE

OUR DESSERT RANGE INCLUDES STANDARD, SUGAR FREE, AND VEGETARIAN JELLIES, AS WELL AS BLANCMANGES, LOW SUGAR MOUSSES AND MORE.

DESCRIPTION	PACK SIZE	YIELD FROM 1 KG	CASES PER PALLET	CASES PER LAYER
RASPBERRY JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
STRAWBERRY JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
BLACKCURRANT JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
ORANGE JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
LEMON JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
LIME JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
VEGETARIAN RASPBERRY JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
VEGETARIAN STRAWBERRY JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
VEGETARIAN ORANGE JELLY CRYSTALS	4 x 3.5 KG	6 KG	54	9
RASPBERRY JELLY CRYSTALS SUGAR FREE D	4 x 1 KG	6 KG	110	22
STRAWBERRY JELLY CRYSTALS SUGAR FREE 📵	4 x 1 KG	6 KG	110	22
RASPBERRY BLANCMANGE	5 KG	16 KG	90	18
STRAWBERRY BLANCMANGE	5 KG	16 KG	90	18
LOW SUGAR CHOCOLATE FLAVOUR MOUSSE	4 x 1 KG	6 KG	110	22
LOW SUGAR STRAWBERRY FLAVOUR MOUSSE	4 x 1 KG	6 KG	110	22
LEMON PIE FILLING*	4 x 2.5 KG	4.8 KG	56	14
CRÈME PATISSERIE*	10 KG	2.9 KG	56	7
SEMOLINA	4 x 3 KG	-	50	10
TAPIOCA	4 x 3 KG	-	50	10

D = DIABETIC FRIENDLY

*subject to a minimum order of 250KG











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DRIED FRUIT

OUR WIDE DRIED FRUIT SELECTION IS SOLD BAG IN BOX

DESCRIPTION	PACK	CASES	CASES
	SIZE	PER PALLET	PER LAYER
APRICOTS	4 x 3 KG	50	10
DICED APRICOTS	4 x 3 KG	50	10
COCONUT MEDIUM	4 x 2 KG	54	9
COCONUT FINE	4 x 2 KG	54	9
CRYSTALLISED GINGER	4 x 5 KG	36	9
CURRANTS	4 x 3 KG	35	7
PITTED DATES	4 x 3 KG	35	7
RICE ROLLED CHOPPED DATES	4 x 3 KG	35	7
HONEY DIPPED BANANA CHIPS	1 x 6.8 KG	50	10
CANDIED LEMON PIECES	1 x 10 KG	30	6
MANGO DICE	4 x 5 KG	32	8
MIXED FRUIT	4 x 3 KG	50	10
PAPAYA DICE	4 x 5 KG	32	8
PINEAPPLE DICE	4 x 5 KG	32	8
SULTANAS	4 x 3 KG	50	10
RAISINS	4 x 3 KG	50	10
DRIED CRANBERRIES	6 x 1 KG	50	10











OTHER INGREDIENTS

CEREALS				
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER	
OAT FLAKES	4 x 3KG	35	7	
MUESLI HIGH FRUIT AND FIBRE	6 x 2KG	35	7	
GRANOLA	10 KG	56	7	

ONIONS			
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER
CRISPY FRIED ONIONS	6 x 500 KG	40	10
CRISPY FRIED ONIONS	1 x 5 KG	70	7
SLICED ONION	6 x 1.36 KG	40	5

РОТАТО				
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER	
POTATO POWDER	6 x 2.27 KG	50	10	
COMPLETE POTATO MIX	6 x 2.26 KG	50	10	

OTHER				
DESCRIPTION	PACK SIZE	CASES PER PALLET	CASES PER LAYER	
MONOSODIUM GLUTAMATE	6 x 500 KG	80	8	
SALT	4 x 5 KG	45	9	
SEA SALT	6 x 1.2 KG	125	25	
POLENTA	6 x 1 KG	75	15	
SUNDRIED CHOPPED TOMATOES	10 x 1 KG	35	7	
SUGAR	25 KG	40	6	

IN ADDITION TO THE PRODUCTS LISTED IN THIS BROCHURE, SLEAFORD QUALITY FOODS OFFER A WIDE RANGE OF DEHYDRATED POTATOES, ONION, GARLIC AND VEGETABLES.

WE CAN ALSO SUPPLY PRODUCTS LISTED IN BULK QUANTITIES.



OUR COMMITMENT

TO SUPPLY OUR CUSTOMERS WITH QUALITY PRODUCTS, IN FULL, ON TIME AND AT AGREED PRICES, THEREBY MEETING AND EXCEEDING EXPECTATIONS.

A SELECTION OF THE CHEF WILLIAM RANGE INCLUDES:

- HERBS AND SPICES
- SOUPS, GRAVIES AND BOUILLONS
- TRADITIONAL AND MODERN STUFFINGS
- RICES, PASTA AND COUSCOUS
- PULSES, BEANS, PEAS AND SEEDS
- DRIED TRADITIONAL AND EXOTIC FRUIT
- DESSERT RANGE
- BAKING RANGE
- CANNED FRUIT AND VEGETABLES

IF YOU HAVE ANY QUERIES OR WOULD LIKE TO PLACE AN ORDER PLEASE CONTACT A MEMBER OF THE TEAM ON **01529 305000** EMAIL US ON: **ENQUIRIES@SLEAFORDQF.COM** OR VISIT **WWW.SLEAFORDQF.COM** OR **WWW.CHEFWILLIAM.CO.UK**







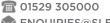






SLEAFORD QUALITY FOODS LTD.

WOODBRIDGE ROAD, EAST ROAD INDUSTRIAL ESTATE, SLEAFORD, LINCOLNSHIRE NG34 7JX



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The information in this brochure is for guidance only and is subject to change. We cannot be held responsible for any discrepancies.