WHAT MAKES US DIFFERENT

We Believe in More

CREED

THE FOODSERVICE COMPANY

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WELCOME FROM OUR CHAIRMAN

"Creed Foodservice is a second-generation family business, leading the way in the UK foodservice industry by delivering quality and excellence at every step of the way. My father started the family business in Gloucestershire in 1972 and retired in 1990, when I became Managing Director. I am very proud of what we have created with the amazing team of people we have been fortunate to acquire along the way."

Chris Creed

ABOUT US

We are one of the UK's leading foodservice wholesalers, with family values at its core, specialising in supplying an extensive range of multi-temperature products and services to all sectors throughout the UK and services to all sectors. We operate from three strategically located depots to offer national coverage across the UK.

Our customer base encompasses local, independent businesses as well as larger national accounts, who have partnered with us for many years. Creed is built on family values and trust, recognising the importance of open, honest and supportive relationships that work for everyone. It is this approach, along with a dedicated team, which allows us to achieve an outstanding service level.

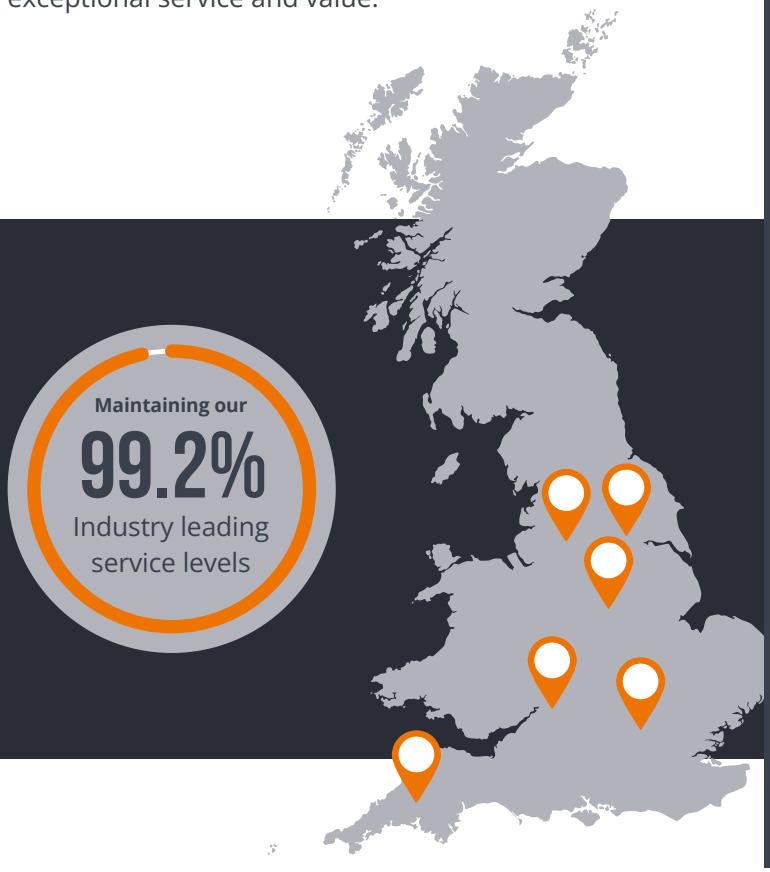
As part of our growth strategy, we were delighted to be acquired by the Kitwave group in September 2024, an exciting move forward in our commitment to delivering exceptional service and value.

BELIEVE IN MORE

"At Creed Foodservice, we believe in more. Thinking more, doing more and being more than just a foodservice provider."

Our brand message not only reflects our company-wide culture to go the extra mile for our customers, but also our aspirations to improve on our already industry-leading service levels.

We are proud, nurturing, commercial and friendly, and we are creating a community of like-minded people sharing values, commercial goals and personal objectives.
At Creed we truly #BelieveInMore.



Maintaining our
99.2%
Industry leading service levels

WHY CHOOSE CREED?

Great customer service is at the heart of our business. The experience that we offer is as important to us as it is to you.

- UK coverage with convenient depots
- Over 600 deliveries per day, 6 days per week
- 99.2% industry leading service levels
- Working towards net zero 2040
- Proud members of The Country Range Group
- Real time delivery driver tracking

OUR ADDED VALUE

More than a wholesaler, we're a partner to your business. Our added value services provide expert support, insights and inspiration to help you develop your offer and stay ahead in a fast-moving foodservice market.

- Account management
- Menu development
- Data analysis
- Contact available with all departments
- Customer and market insight
- Products in-line with customer needs and requirements
- Interactive events

Scan the QR code to see the highlights from our Food Festival

INNOVATE & DEVELOP WITH CREED

We're passionate about food and the role it plays in helping our customers succeed. Our dedicated Insights & Innovation team, sector specialists and Development Chefs work together to analyse industry trends, explore new ideas and create practical food-led solutions that support your business.

FANTASTIC CUSTOMER VENUES

Our unique customer venues are available for all Creed customers to use. Whether it's an innovation day with the Creed team, a supplier showcase or simply a place for your team to meet and collaborate, these spaces are designed to inspire ideas and bring people together.

FOOD INNOVATION CENTRE, CHELTENHAM: perfect to get creative and interactive with your menu offering

THE HUB, HIGH WYCOMBE: an informal meeting space designed to replicate a coffee shop environment

THE BARN & LODGE, CHELTENHAM an inspirational outdoor space focusing on unique cooking techniques

THE KITCHEN, CLITHEROE: a versatile space to explore new flavours, refine ideas, and bring your menus to life.

Rob Owen,
Executive Business Development Chef

DEVELOP NEW IDEAS

Our experienced Development Chefs bring years of hospitality expertise to help customers refine menus, explore new concepts and overcome operational challenges. From working with tight budgets to developing dishes that meet evolving dietary needs, they combine creativity with real-world kitchen knowledge.

Scan to learn more about the Creed 2026 Trends

CREED 2026 TRENDS

Each year we launch our Creed Trends, bringing together the key movements shaping the foodservice industry. By combining market data, supplier insight and real customer experience, we translate complex industry information into practical ideas that help operators adapt, innovate and stay ahead.

Scan to find out more about our sustainability vision.

ESG - Environmental, Social, Governance

WE BELIEVE IN MORE TODAY FOR A BETTER TOMORROW

With a focus on **People, Product & Planet** we work with our customers and suppliers to act responsibly whilst supporting the community we work in.

Our Vision

"We are committed to reducing our impact on the environment by empowering employees across all levels to include sustainability at the heart of everything we do."

WORKING WITH ClimatePartner TO ACHIEVE NET ZERO BY 2040

"Working with independent, group and national customers across the country, we recognise the part we play in ensuring a sustainable supply chain. Not only do we have our own ambitious ESG strategy and targets, we also support our customers in a variety of ways so they can progress and achieve their own initiatives. Whether that's exploring a more sustainable product option, trialling a reduced delivery schedule or providing plant-based recipes – we are here to support you."

Miles Roberts
Managing Director

A CONSOLIDATED SUPPLY CHAIN

Creed is your one-stop solution, as we supply a wide range of high-quality food products from all categories, to ensure we cover all your catering needs.

Our product range continues to evolve in-line with our customers' needs, the latest trends and innovation. It includes national leading brands, artisan suppliers and our own brand Country Range products, which offer exceptional value and product quality.

- ONE ORDER
- ONE DELIVERY
- ONE INVOICE

CountryRange

Created for the makers

PROUD MEMBER OF THE COUNTRY RANGE GROUP

We are proud members of the Country Range Group, a leading independent foodservice brand with over 30 years of heritage, providing value for money without any need to compromise on taste or quality.

The quality, consistency and affordability of the products make the Country Range brand widely regarded as the best in foodservice, with a number of award-winning products.

All suppliers are BRC (British Retail Consortium) accredited and have full traceability on all products.

ORDERING METHODS & CUSTOMER SERVICE

E-COMMERCE WEBSITE

Our site has been specifically designed with our customers in mind, providing a quick, easy and efficient way to place your order at any time of the day. It has a range of benefits, including:

- Easily view and reorder previous orders
- Download statements and invoices
- Real time stock information
- View new and featured products
- View current promotions and offers
- Easy-to-use navigation for a seamless customer experience

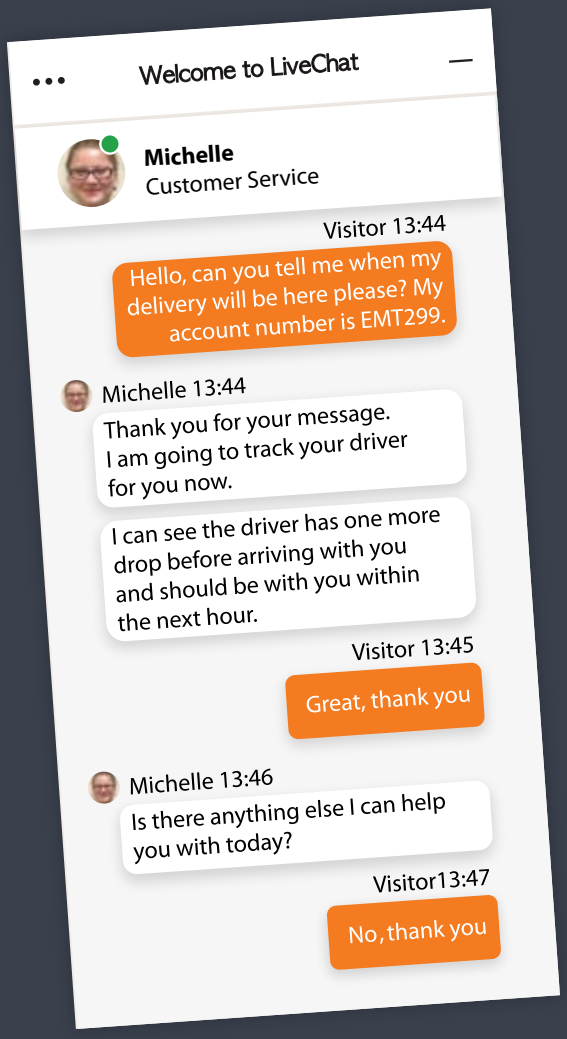
Shop all your catering needs across multi-temperature food and catering supplies

DEDICATED TELESALES TEAM

Our centralised Telesales team is based in our Ilkeston depot, providing our customers with a high-quality, personalised service. The team are extremely knowledgeable about our wide product offering and can help you select the ideal product for your catering needs.

EDI INTEGRATION

For customers using electronic ordering systems, we support integration with multiple EDI platforms to help create a smooth, efficient ordering process.



LIVE CHAT

Another way that our prospective and current customers can get in touch is by using our online Live Chat feature, available on our website. This enables you to speak to a member of our Customer Service team at the exact moment that you have a question.

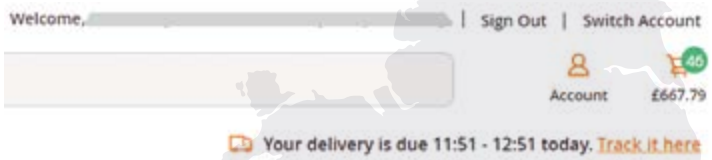
SERVICE CIRCLE

Every day, representatives from across the business meet in our 'service circle'. We use this forum to openly and honestly discuss any customer concerns, which fall short of our 99.2% service levels. This is done to identify improvements across all departments and ultimately strive for impeccable customer service.

REAL-TIME DELIVERY TRACKING AND TELEMATICS

Want to know when your delivery is arriving? Just log in to your account!

Within the customer account section on our website, we have a feature that alerts you of the time slot your order will be delivered in as well as real-time tracking of your driver! This intelligent system takes into account traffic and unforeseen delays and will update your order information as it happens giving you the most reliable timings within which to expect your order.



CREED FAMILY BUTCHERS

Our on-site, fully accredited butchery serves customers across education, care, leisure and hospitality sectors, as well as our own teams. We deliver **fresh, high-quality meats and poultry**, ensuring every product meets the highest standards of safety and excellence.

From traditional cuts to tailored selections, our state-of-the-art facility and expert butchery team are ready to support your operational needs with **flexibility, guidance, and consistency**.

What you can expect from Creed Family Butchers:

- **Higher welfare and quality standards** for peace of mind
- **Full traceability and provenance** for every product
- **Expert guidance from our on-site butchery team** on the best cuts for your menu
- **Convenient delivery** alongside the rest of your order

Nic Veale, Butchery Manager

QUALITY & TRACEABILITY

We pride ourselves on the quality and higher welfare of our meats and achieve this by working with some of the UK's most respected farmers, slaughterhouses and meat suppliers. These strong relationships throughout the supply chain ensure that we have full traceability of our products right back to the source, giving each of our customers' full peace of mind.

CREED FRESH PRODUCE

At Creed Fresh Produce, we're committed to quality, freshness and supporting your menu needs.

Wherever possible, we source locally, working closely with suppliers to monitor crops, farming practices, and market conditions - including weather impacts - so you always know what's available and at its best.

Our team takes care to **hand-pick and quality-check every item**, ensuring you receive the very best produce for your kitchens. From seasonal favourites to specialist ingredients, we make it simple for you to create inspiring dishes.

SAVING YOU MONEY & TIME

Our exclusive range of freshly prepared vegetables allows catering teams to spend less time prepping and more time on the important things.

To shop the full range search 'Prepared Veg' at www.creedfoodservice.co.uk

Local Sourcing

Market Insight

Hand-Picked Quality

STAY IN SEASON

Plan menus around peak flavours with our **seasonality calendar** and **"What's in Season" produce wheel**, helping you plan menus around peak flavours, and includes **storage tips** to help you get the most from each ingredient.

Scan to find out more about our Creed Fresh Produce

USEFUL INFORMATION

Sales Representative			
Sales Rep Tel.			
Account Number			
Order Days		/	/
Telesales	01452 857555		
Telesales Contact			
Customer Service	**Staverton** 01452 858668	**Ilkeston** 01452 858194	**High Wycombe** 01452 858617

Want to keep updated with our latest news, insights and activities? Scan the QR code to sign up to our newsletter!

Staverton Technology Park, Cheltenham Road, **Staverton**, Gloucester, GL51 6TQ

Manners Industrial Estate, Manners Avenue, **Ilkeston**, Derbyshire, DE7 8EF

Wooburn Industrial Park, Thomas Road, **High Wycombe**, Buckinghamshire, HP10 0PE

Telesales 01452 857555 **Head Office** 01452 858190 **Group Sales** 01452 858188

www.creedfoodservice.co.uk

LIKE AND FOLLOW US ON SOCIAL MEDIA FOR MENU IDEAS, VIDEOS, RECIPES, NEW PRODUCT INFORMATION, CUSTOMER EVENTS AND MORE!

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