

## [ INDUSTRY NEWS ]

## Wholesale speakers

The **Institute of Grocery Distribution's** wholesale conference in September has attracted several top trade speakers.

The line-up includes Palmer & Harvey's managing director Martyn Ward, Bestway Wholesale's symbol development director James Hall and Booker's trading director – impulse Colm Johnson.

Among the supplier executives on the rostrum will be Alice Perkins, digital & e-commerce national account manager, wholesale at Coca-Cola European Partners, and Jon Rooney, Birds Eye's business development channel director.

The event will take place at the Cavendish Conference Centre in central London on 6 September.

► IGD (01923) 857141

## 'All-rounder'

**Birchall Foodservice** won the business of the year prize at the Burnley Business Awards event.

In reaching their decision, the judges referred to the wholesaler's "strong all-round performance, with year-on-year growth, clear plans for future growth with innovative new services, combined with a strong commitment to its workforce, local community and reducing its carbon footprint."

Birchall also recently collected three Red Rose business awards: family business of the year, top employer and customer service accolade.

► **Birchall Foodservice** (01282) 429446

## Hull member for Fairway

Hull-based Young's Foods has joined the **Fairway Foodservice** buying group in a bid to double turnover to £5 million in the next two years.

The ambitious family-owned wholesaler has also extended its premises to 6,500 sq ft, installed a new freezer and increased the number of staff to 15.

Young's, which celebrates its 25th anniversary this year, becomes the group's 20th member.

Founder and managing director Dave Young said: "We know about the benefits of joining a buying group, and Fairway (turnover last year was £650.5 million) was the perfect fit for us.

"It has a refreshing focus on quality, and the actions to match it. It targets higher quality products, and its own-



Dave Young outside the company's head office.

brand range is market-leading.

"We will have access to more products and be able to offer our existing customers more solutions.

"The group also provides comprehensive marketing and PR support, which will be key to attracting new clients and further targeting schools, colleges, universities,

pubs and golf clubs. It will also support our expansion in different regions, including Lincolnshire."

Fairway's chief executive Chris Binge said: "Young's Foods has a brilliant reputation and is striving to accomplish ambitious goals."

► **Fairway Foodservice** (01442) 319100

## French-made bread range

**Landmark Wholesale** has launched the Pain Français baked and part-baked bread range.

The selection comprises 15 'authentic traditional' breads, including petit pain, baguettes, focaccia, panini and ciabattas, which are all frozen and made in France.

"The launch of Pain Français comes in response to the unprecedented demand



Les Mohammed: 'Delighted' with quality and price point.

for home-baked products in the foodservice channel," said foodservice trading

controller Les Mohammed.

"We're delighted with the quality and price point of this range which, in every taste test we carried out, came out on top when compared with our competitors."

The breads are aimed at cafés, sandwich bars, pubs, restaurants, schools, care homes, bars and hotels.

► **Landmark Wholesale** (01908) 255300

## Group's £3,000 for charity

**Confex UK** last month marked the 10th anniversary of its central distribution division, based in Pershore, Worcs, with a team-building challenge held at the Cotswold Water Park in South Cerney, Glos.

On a glorious summer day, 10 activities tested both the mental and physical ability of those taking part.

The central distribution offshoot has grown to the point where it now has a turnover of £30 million. Last

year Confex UK's turnover reached £2 billion.

The fundraising event resulted in £3,000 being divided between two charities: Cancer Research and Shelter.

► **Confex UK** (01608) 652333