



CATERFOOD

BUYING GROUP

COMMERCIAL ADVERTISING OPPORTUNITIES



CATERFOOD

BUYING GROUP

WE ARE THE FASTEST GROWING FOODSERVICE BUYING GROUP IN THE UK

The Caterfood Buying Group (CFBG) brings together foodservice businesses to share industry knowledge, collaborate and supply our customers with exceptional food and drink.

We are a new, passionate and innovative buying group, working together to offer an extensive product range and wide geographical coverage. Our Members currently operate across England, Wales and the Channel Islands.

We are always looking to embrace new opportunities, specifically targeting areas of the UK where we currently have limited reach.

With a fantastic team of experts in our Central Team and unique vision for supporting the foodservice industry in a new way; we are proud to be the Caterfood Buying Group.

WATCH OUR SHORT FILM >>>

WE OFFER THREE AVENUES FOR ADVERTISING AND OPPORTUNITIES IN THE CFBG: PRINT, DIGITAL & LIVE EVENTS

The Caterfood Buying Group offers three key channels for advertising and promotional opportunities: print, digital, and live events. These channels allow suppliers to connect with their target audience through various mediums, each designed to support different marketing strategies.

PRINT Suppliers can advertise in our bi-monthly Special Offers brochures and our quarterly Infuse magazine, both available in print and digital formats.

DIGITAL Advertise across our social media platforms and via targeted email campaigns that go directly to customers' inboxes. Additionally, suppliers can feature products on our e-commerce sites and our Infuse magazine website.

LIVE EVENTS Our Meet the Buyer events and Annual Conference provide opportunities for suppliers to network, showcase products, and engage with key personnel from across the Caterfood Buying Group.

READ ON TO DISCOVER MORE



MARKET SECTORS OVERVIEW

Sector	No of Customers	Est Value (£)	ASP per CUSTOMER	Sales Mix	Customer Mix
B2B	1,340	£24,487,819	£18,274	9%	9%
Charity / Manufacturing/ Retail Vending / Wholesale Staff					
LEISURE	791	£19,118,115	£24,170	7%	6%
Sports Clubs / Leisure Attractions Travel Operators					
HEALTHCARE	688	£28,666,547	£41,666	10%	5%
Hospitals / Nursing Homes / Care Homes					
SPECIALIST	966	£14,690,327	£15,207	5%	7%
Delis & Garden Centres / Night Clubs Late Night / Restaurants & Takeaways Butchers / Digital					
HOSPITALITY	1,317	£25,839,955	£19,620	9%	9%
Event Catering / Staff Catering Contract Catering / Hotels & Guesthouses					
EDUCATION	1,921	£65,925,512	£34,318	23%	14%
Schools / Colleges / Universities					
INDEPENDENT	6,903	£106,271,725	£15,395	37%	50%
Coffee Shops & Cafes / Pubs & Bars Restaurants & Takeaway / Retail / Travel Hubs					
	13,926	£285,000,000			

PRINT | DIGITAL | LIVE

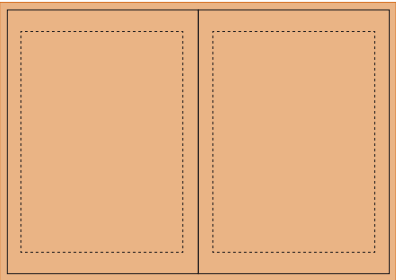


SPECIAL OFFERS

The Caterfood Buying Group's Special Offers issues are bimonthly brochures that showcase a wide range of discounted products, special deals, and exciting new product launches. These brochures feature both local deals, tailored to individual members, and centralised offers that are available to all members of the buying group. Suppliers have the opportunity to advertise in our Special Offer issues, with adverts available for both print and digital formats. While the printed brochures have limited space, the digital version allows for greater flexibility and additional visibility.

PUBLICATION FREQUENCY	bi-monthly
COVERAGE	all CFBG Members and customers
SIZE + PRINT	A4 lithography / digital print
PRINT QTY apx	6,300
EMAIL DISTRIBUTION	yes



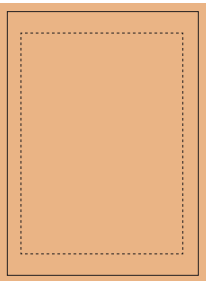


DOUBLE PAGE SPREAD

£5,150

Trim: 420mm x 297mm

Bleed: 426mm x 303mm
(3mm all round)



SINGLE PAGE

£2,750

Trim: 210mm x 297mm

Bleed: 216mm x 303mm
(3mm all round)

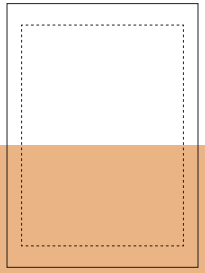
Type: 182mm x 257mm

INSIDE FRONT COVER

£3,500

Trim: 210mm x 297mm

Bleed: 216mm x 303mm
(3mm all round)



HALF PAGE HORIZONTAL

£1,850

Trim: 210mm x 145mm

Bleed: 216mm x 151mm
(3mm all round)

Type: 182mm x 125mm

Issue / Volume	Advertising Deadline	Publication Date*
JULY - AUGUST 2025	2nd May 2025	1st July 2025
SEPTEMBER - OCTOBER 2025	4th July 2025	1st September 2025
NOVEMBER - DECEMBER 2025	5th September 2025	1st November 2025
JANUARY - FEBRUARY 2026	15th November 2026	1st January 2026
MARCH - APRIL 2026	10th January 2026	1st March 2026
MAY - JUNE 2026	7th March 2026	1st May 2026



INFUSE

INFUSE is our new quarterly food-centric magazine designed, written and produced specifically for the professional chef and commercial caterer. Infuse is produced four times a year - Winter, Spring, Summer and Autumn - and is designed, written and produced specifically for the professional chef and commercial caterer. Infuse is a fresh and vibrant solution for foodservice caterers.

Delivered exclusively to Caterfood Buying Group customers, approximately 6,000 print copies are produced of each issue and this is increasing all the time as we continue to grow. Crafted with passion, Infuse aims to foster a supportive community, connecting industry experts, and offering solutions that go beyond conventional culinary content. Key articles from Infuse are also shared across our website blogs and social media channels, giving Infuse additional impact and reach. Experience the power of community and innovation with INFUSE.

“Our quarterly B2B magazine that engages, informs and inspires a diverse audience of professionals working in the foodservice and hospitality industry.”

PUBLICATION FREQUENCY	quarterly
COVERAGE	all CFBG Members and customers
SIZE + PRINT	A4 lithography
PRINT QTY apx	6,000
EMAIL DISTRIBUTION	yes

INFUSE

FROM THE CATERFOOD BUYING GROUP

Culinary Creativity for the Catering Professional

CONTENT

NEW PRODUCTS & SERVICES

Showcasing the best new products and services Caterfood Buying Group has to offer, both in news formats and incorporated into recipe features.

INGREDIENT TRENDS & INSPIRATION

Sharing innovative ways to use trending ingredients in accessible, cost-effective recipes and ideas, alongside sector-specific advice.

INDUSTRY NEWS & VIEWS

Discussing the topics impacting our readers on a daily basis - from loyalty schemes and gluten-free menus, to key calendar dates.

THE PEOPLE BEHIND THE BRANDS

Sharing the personalities that drive Caterfood's success. Featuring people at all levels of the business, all around the country and insights into their key suppliers.

AUDIENCE OVERVIEW

INDEPENDENT OWNERS & OPERATORS

50% customer mix
Running coffee shops and cafes, pubs and bars, restaurants and takeaways, this audience sector looks for cost effective ways to keep menus fresh and customers coming back.

EDUCATION & HEALTHCARE

19% customer mix
Providing specialist catering for schools, universities and colleges, nursing homes and hospitals, this sector works to tight budgets and factors in essential dietary requirements.

HOSPITALITY INDUSTRY

9% customer mix
From event catering, staff catering and contract catering to hotels and guest houses, this audience sector wants to create efficient but appealing menus that work at scale.

LEISURE & B2B CLIENTS

15% customer mix
This audience sector covers clients in areas ranging from charity, manufacturing and retail vending sectors to sports clubs, leisure attractions and travel operators.

Our Lifestyle Food Magazine is carefully crafted to ensure an interesting and insightful read for our audience. Full to the brim with articles that feel personal to the reader, with a light sprinkling of product suggestions throughout.



CATERING FOR CARE HOMES

Fish and chips is one of the most popular dishes for care homes - and we've given it a refined, tasty makeover. Cod is packed with protein and omega-3 fatty acids, which are great for heart health, plus vitamins B and B12, which boost brain power. We've taken out chips and batter to cut down on saturated fat, but replaced them with a dairy-based parsley sauce and mash, which cater to residents with dysphagia. Our dish captures the essence of the much-loved classic while being accessible for care home residents.

BETTER

COD WITH MASH AND PARSLEY SAUCE

For a light alternative to fish and chips, this cod dish is served with a creamy parsley sauce, buttery mash and carrots. Our chef's tip is to stir the parsley into the sauce at the end, so it maintains its vibrant flavour and colour.

Serves 4 Prep 10 mins Cook 20 mins

- 4 x Caterfood Select Cod Fillets (as above)
- 425ml milk
- Handful of chopped parsley
- 1 bay leaf
- 1 white onion, sliced
- 10 whole black peppercorns
- 20g plain flour
- 40g butter
- 150g frozen mashed potato
- 4 tbsp finely chopped fresh flat leaf parsley
- 1 tbsp single cream
- 1 tsp lemon juice
- Salt and black pepper

1. Preheat the oven to 180°C. Place a knob of butter on each cod loin and wrap loosely in parchment paper. Place on a preheated baking tray and bake for 18-20 mins.
2. Meanwhile, combine the milk, parsley, bay leaf, onion and whole black peppercorns in a small pan. Bring to a simmer, then pour the mixture into a bowl to cool completely.
3. Prepare your mashed potato as per the instructions.
4. Once the fish is 5 minutes from being ready, strain the milk mixture back into the

pan, add the flour and butter and bring to a simmer, whisking continuously until the sauce has thickened and is smooth and glossy. Turn the heat down and cook gently for 5 mins, stirring from time to time. Finally, add the chopped parsley, cream and lemon juice, and season to taste.

5. To serve, spoon a portion of mash onto the plate, place a piece of cod onto the mash, then pour the sauce on top, or provide separately. Serve with carrots and Caterfood Select Choice Peas.

BEST

BEER-BATTERED FISH AND HAND CUT CHIPS

This showstopper celebrates everything we love about the iconic seaside favourite. The bubbly, light and crispy beer batter and the hand-cut chips elevate the dish, so it can proudly take its place on a dine-in menu.

Serves 2 Prep 30 mins Cook 40 mins

- 500-600g floury potatoes
- 50g plain flour
- 25g rice flour or cornflour
- Large pinch paprika
- ½ tsp salt
- ¼ tsp baking powder
- Pinch bicarbonate of soda
- 150ml ale or sparkling water
- 2 x 200g sustainable skinless white fish fillets
- 75g Caterfood Select Mayonnaise
- 1 tsp Caterfood Select English Mustard
- ½ tbsp each chopped gherkins, capers, fresh chives, parsley and lemon juice
- Caterfood Select Petit Pois

1. Cut potatoes into 1cm thick batons and blanch for at least 30 mins. Drain and dry on kitchen towel.
2. Mix the flours, paprika, salt, baking powder and bicarb. Pour in the ale or water and mix until you have a thick batter. Season the fish lightly, dust with plain flour, then dip in the batter to coat.
3. Heat oil in a deep pan. Add each fish fillet, and fry for 3-4 mins, turning halfway, until golden and cooked through. Meanwhile, cook the chips until golden brown.
4. For the tartare sauce, combine the mayo, mustard, chopped gherkins, capers, herbs and lemon juice. Serve with crushed peas, tartare sauce, chargrilled lemon and sea salt.



Articles like our Good, Better, Best spotlight show readers a variety of creative ways to use the products featured, without feeling products are being forced upon them.



HOT LIST

Highlighted products at the beginning of each issue, either seasonal releases or exciting NPD, exclusive to Caterfood Buying Group.

FORK IN THE ROAD

Each issue includes a few special 'chef's secrets' recommendations. Do you have someone in mind who can't live without your product? Let us know!



TASTEMAKERS

The people powering Caterfood Buying Group's success. Normally a behind-the-scenes spotlight on our Members, there could be scope to look more behind the scenes with a key supplier. Get in touch if you have any ideas for this feature.



ONE INGREDIENT THREE WAYS

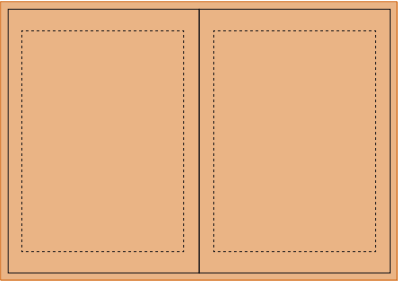
A four-page spotlight with supporting advert, this is always a favourite read for our audience and relies heavily on high-quality, original photography to bring these ideas to life.



EDITORIAL & ADVERTORIAL OPPORTUNITIES

If you have any news or new products that might suit our editorial opportunities, please get in touch.

Issue / Volume	Advertorial Submissions	Advertising Deadline	Publication Date*
SUMMER 2025	17th March 2025	18th April 2025	1st June 2025
AUTUMN 2025	16th June 2025	25th July 2025	1st Septmeber 2025
WINTER 2025	18th September 2025	24th October 2025	1st December 2025
SPRING 2026	8th December 2025	16th January 2026	1st March 2026
SUMMER 2026	13th March 2026	20th April 2026	1st June 2026
AUTUMN 2026	16th June 2026	24th July 2026	1st September 2026

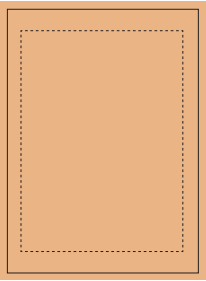


DOUBLE PAGE SPREAD

£5,150

Trim: 420mm x 297mm

Bleed: 426mm x 303mm
(3mm all round)



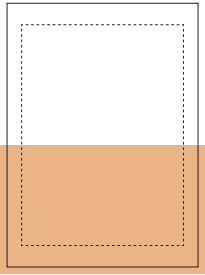
SINGLE PAGE

£2,750

Trim: 210mm x 297mm

Bleed: 216mm x 303mm
(3mm all round)

Type: 182mm x 257mm



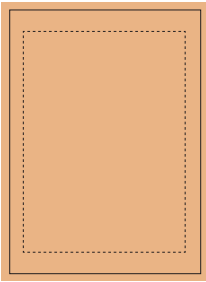
HALF PAGE HORIZONTAL

£1,850

Trim: 210mm x 145mm

Bleed: 216mm x 151mm
(3mm all round)

Type: 182mm x 125mm

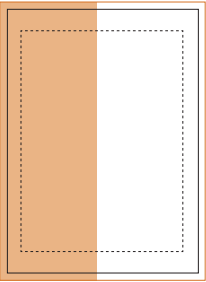


INSIDE FRONT COVER

£3,500

Trim: 210mm x 297mm

Bleed: 216mm x 303mm
(3mm all round)



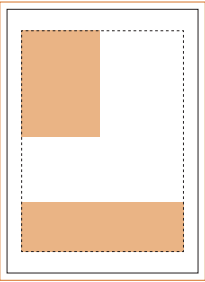
HALF PAGE VERTICAL

£1,850

Trim: 100mm x 297mm

Bleed: 106mm x 303mm
(3mm all round)

Type: 87mm x 257mm



QUARTER STANDARD

£1,000

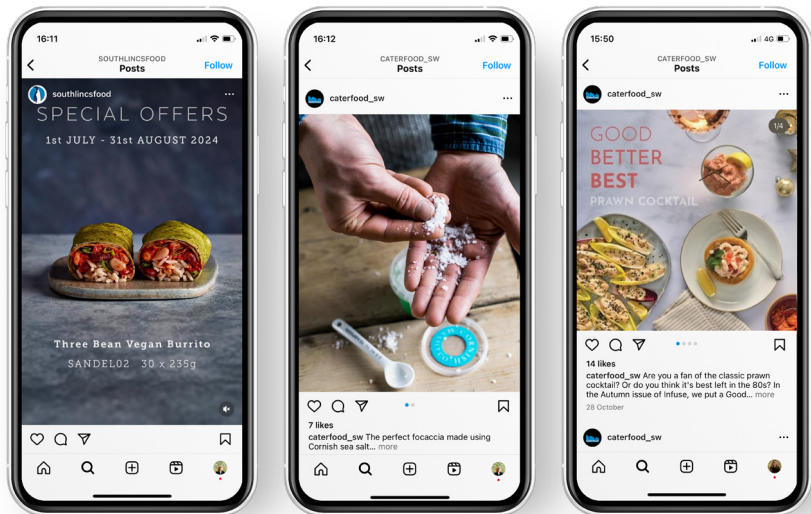
Type: 87mm x 124mm

QUARTER HORIZONTAL

£1,000

Type: 182mm x 58mm

PRINT | DIGITAL | LIVE

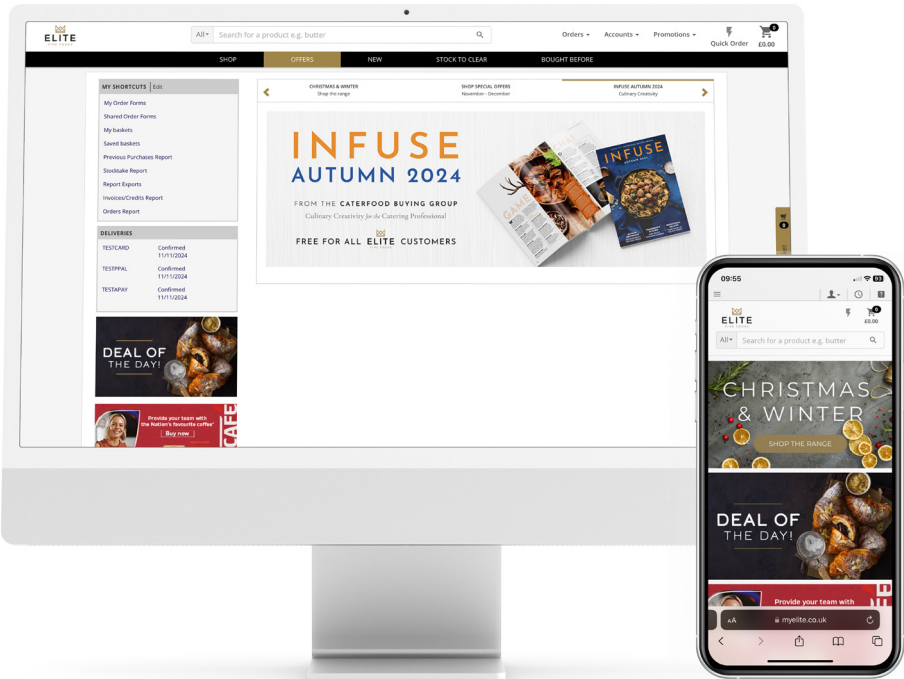


SOCIAL MEDIA

We also offer exciting advertising and marketing opportunities through our social media platforms, including Facebook and Instagram.

Our team creates engaging posts, stories, and reels designed to highlight your products, promotions, or brand message to our active, engaged audience. With a strong following of loyal customers, these platforms provide a powerful way to connect with potential buyers and boost your brand visibility. Whether it's a product showcase, behind-the-scenes look, or limited-time offer, our social media campaigns help you reach a wider audience, drive traffic to your store, and ultimately increase sales.

PUBLICATION FREQUENCY	weekly
COVERAGE	all CFBG Members and customers
PLATFORMS	Facebook, Instagram, LinkedIn
FOLLOWERS	44,750 total / LinkedIn 22,171 / Instagram 8,394 / Facebook 17,329

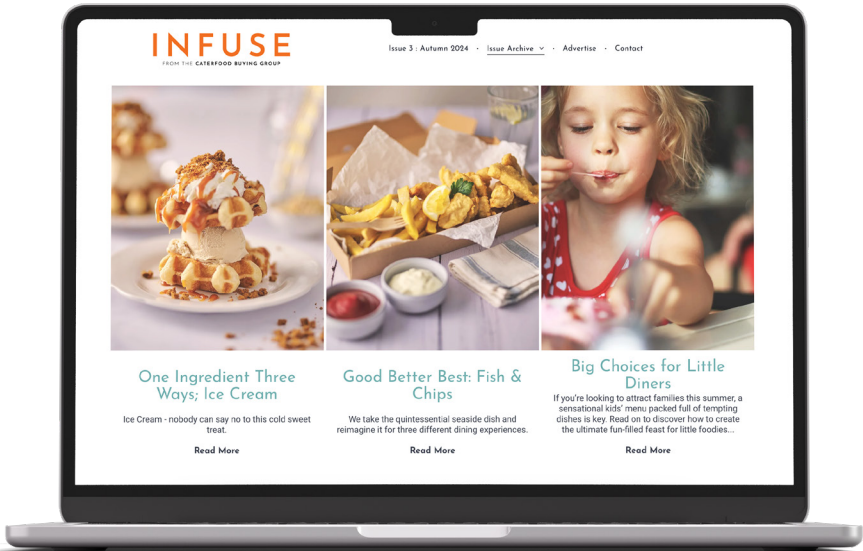


E-COMMERCE

Our members e-commerce sites offer suppliers the opportunity to advertise through engaging campaign ad carousels. These rotating ads allow suppliers to showcase products, promotions, and special offers, boosting visibility and increasing sales.

PUBLICATION FREQUENCY	monthly
COVERAGE	Elite Fine Foods, Cimandis, Caterfood SW
CUSTOMERS	MyElite Cusotmers: 1,000* MyCimandis Customers: 680 MyCaterfood Customers: 1,700*
	*numbers are approximate

Contact us for information on our capabilities.



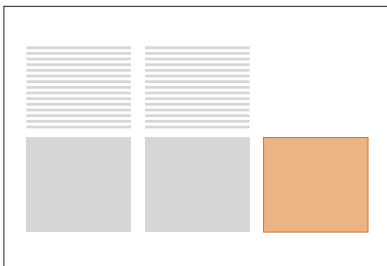
INFUSE MAGAZINE - online

Digital advertising on the Infuse website provides suppliers with a targeted platform to engage a highly relevant audience of professional chefs and commercial caterers. With its emphasis on food trends, industry insights, and product innovations, the Infuse website attracts key decision-makers in the foodservice sector. Suppliers can showcase their products through various digital formats, including digital tiles, homepage takeovers, sidebar ads, and recipe sponsorships, ensuring maximum exposure to a community actively seeking new products and inspiration.

infusemagazine.co.uk

PUBLICATION FREQUENCY	quarterly
COVERAGE	all CFBG Members and customers
IMPRESSIONS	3,700
PAGE VIEWS	6,500

Issue / Volume	Editorial & Advertorial Submissions	Advertising Deadline	Publication Date*
SUMMER 2025	17th March 2025	18th April 2025	1st June 2025
AUTUMN 2025	6th June 2025	25th July 2025	1st September 2025
WINTER 2025	18th September 2025	24th October 2025	1st December 2025
SPRING 2026	8th December 2025	16th January 2026	1st March 2026
SUMMER 2026	13th March 2026	20th April 2026	1st June 2026
AUTUMN 2026	16th June 2026	24th July 2026	1st September 2026

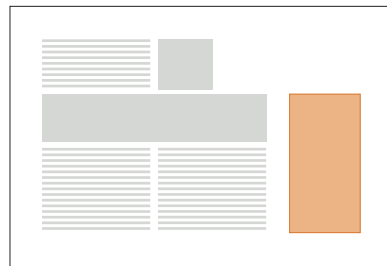


TITLE

£3,000

Static graphic on either home, editorial, latest issue and related post and recipe pages

- 600px x 600px
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link externally

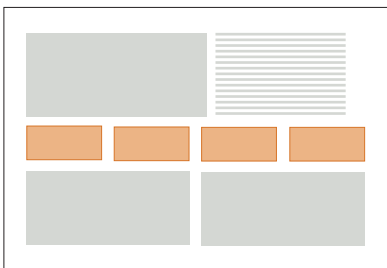


SIDEBAR ADVERT

£3,000

1 x sidebar graphic on latest issue, editorial or recipe pages

- 600px x 1200px
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link externally



4 BLOCK TILE

£4,000

Static graphic on either home, editorial or latest issue pages

- 600px x 340px
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link externally

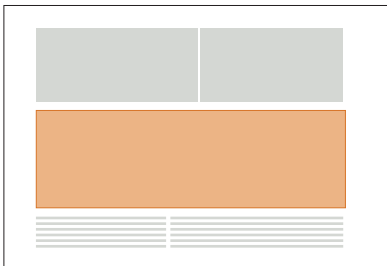


RECIPE SPONSOR

£2,000

Static graphic on selected recipe pages

- 600px x 340px
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link externally



BILLBOARD HOME PAGE

£5,000

1 x sliding graphic on homepage

- 1980px x 800px / 800 x 200px
- Leave 30px border all around
- Leave top left corner clear
- Can link externally
- Maximum of 2 advertisers per issue

RECIPE PACKAGES

RECIPE PACKAGE

£3,000

Creation / update of a dedicated brand page with your supplied recipes and editorial.

- Recipe
- Brand logo
- Banner image
- Lifestyle & Product Images
- File format: JPG/GIF



**ALL DIGITAL PACKAGES RUN FOR EACH INFUSE
ISSUE OR APPROXIMATELY 3 MONTHS**

PRINT | DIGITAL | **LIVE**



CATERFOOD
BUYING GROUP

MEET THE BUYER

This event is a great opportunity to meet the key personnel from all the Caterfood Buying Group businesses in one place, including the Group Senior Leadership Team, Group Managing Directors and Member Managing Directors.

It is the ideal opportunity to discuss New product Development, promotional activity and local support plans bespoke to each business and for the CFBG as a whole. It is also the ideal opportunity to learn more about the group and our plans for the short and medium term.

caterfoodbg.co.uk/meet-the-buyer
password: hello_cfbg

KEY POINTS

- Up to x 2 supplier representatives
- Evening meal with the Members
- Overnight accommodation
- Parking
- Display table and chairs
- Lunch and refreshments
- Timed slots with all delegate groups
- Morning briefing with CFBG update

EVENT FREQUENCY	bi-annual
LOCATION	variable
COST	£3,200



ANNUAL CONFERENCE

This annual event is a great opportunity to meet the key personnel from all the Caterfood Buying Group businesses in one place across this 2 day event, Including the Group Senior Leadership Team and group Managing Directors. It is the ideal opportunity to discuss NPD / Promotional activity and showcase your products/ local support plans bespoke to each business and for the CFBG as a whole.

In attendance from all CFBG Member businesses Managing Director, Head of Buying, Head of Sales, Development Chefs, Business Managers, Area Sales Managers plus Managing Director and Commercial Director of CFBG.

The evening portion of the event will consist of a dinner and award ceremony recognising our colleagues who have gone above and beyond in their roles over the past year. We will also be presenting a Supplier of the Year award as part of the evening event.

KEY POINTS

- Up to x 2 supplier representatives
- Evening meal with the Members Delegates
- Awards Ceremony and Live Entertainment
- Overnight accommodation
- Parking
- Exhibition Space
- Lunch and refreshments on Day 1 and Day 2
- Timed slots with all delegate groups

EVENT FREQUENCY	annual
LOCATION	variable
COST	£POA

For purchasing and advertising enquiries

BEN WOODHOUSE

Head of Commercial Intergration
Caterfood Buying Group
benwoodhouse@bidfood.co.uk

LEN GOULD

Head of Purchasing
Caterfood Buying Group
leng@caterfood.co.uk

JORDAN KENT

Senior Trader
Caterfood Buying Group
jordankent@cfbg.co.uk

For initial design and marketing enquiries

MORGAN APEL-LEONARD

Head of Brand and Design
Caterfood Buying Group
mal@slf.uk.com



caterfoodbg.co.uk