



**fresh food
fresh ideas
fresh approach...**



Three vital ingredients.

The recipe for success that has made **pride catering** a leading independent contract caterer.

Pick only the best

We insist that most food is fresh, purchased from trusted local, regional and national suppliers.

A first-rate selection of greengrocers, dairies, bakers and fishmongers who know the standard we expect and can be relied upon for their consistent level of high quality.

In turn, we're able to provide nutritious, exciting menus - designed to provide well-balanced, healthy diets that maximise the use of fresh ingredients.



Mix in new ideas

Our chefs are carefully selected professionals - innovative food enthusiasts who value traditional fare, but also enjoy tempting customers with a contemporary choice. Either way, they delight in offering an ever-evolving menu selection.

Whatever area we cover, from staff restaurants and directors dining rooms, to healthcare and educational environments we provide a refreshing choice. Even if space and facilities are minimal, we can design and install Deli Bars and Food Counters operated by a dedicated catering team.

Once established within a company we're always delighted to fulfil any catering requests you may have, either on or off your premises. To do so successfully, we've established a strong network of support for our staff at every level – teamwork that enables us to offer you a creative range of special functions including finger buffets, themed events, open days and barbecues.



Add a refreshing approach

We work in partnership with everyone - and it works.

pride catering chefs and managers share in our company's financial success, resulting in motivated, dedicated service to you, our client.

Our suppliers are highly valued, in return giving us excellent value.

And most importantly, we treat our clients as partners - with accounts kept simple, all costs transparent and savings passed directly on to you.

All in all, an approach that allows us to provide you with the best possible service at the most competitive price.



...and serve with **pride**

We're aware that the caterer you choose is crucial. Because the level and style your company offers reflects the value you place on employees, residents and guests.

It's a hard choice. On the one hand, you want a firm who can offer you the knowledge and negotiating strength of the industry giants, on the other... the care and attention of a smaller company personally affected by results.

But this is where **pride catering** has the advantage.

Whilst founded by highly experienced directors with an enviable track record in the contract catering arena, we're a privately owned company who believe in spending time with clients and delivering a first class service.

If you want the best of both worlds, we serve the perfect answer.

Take pride in your catering.



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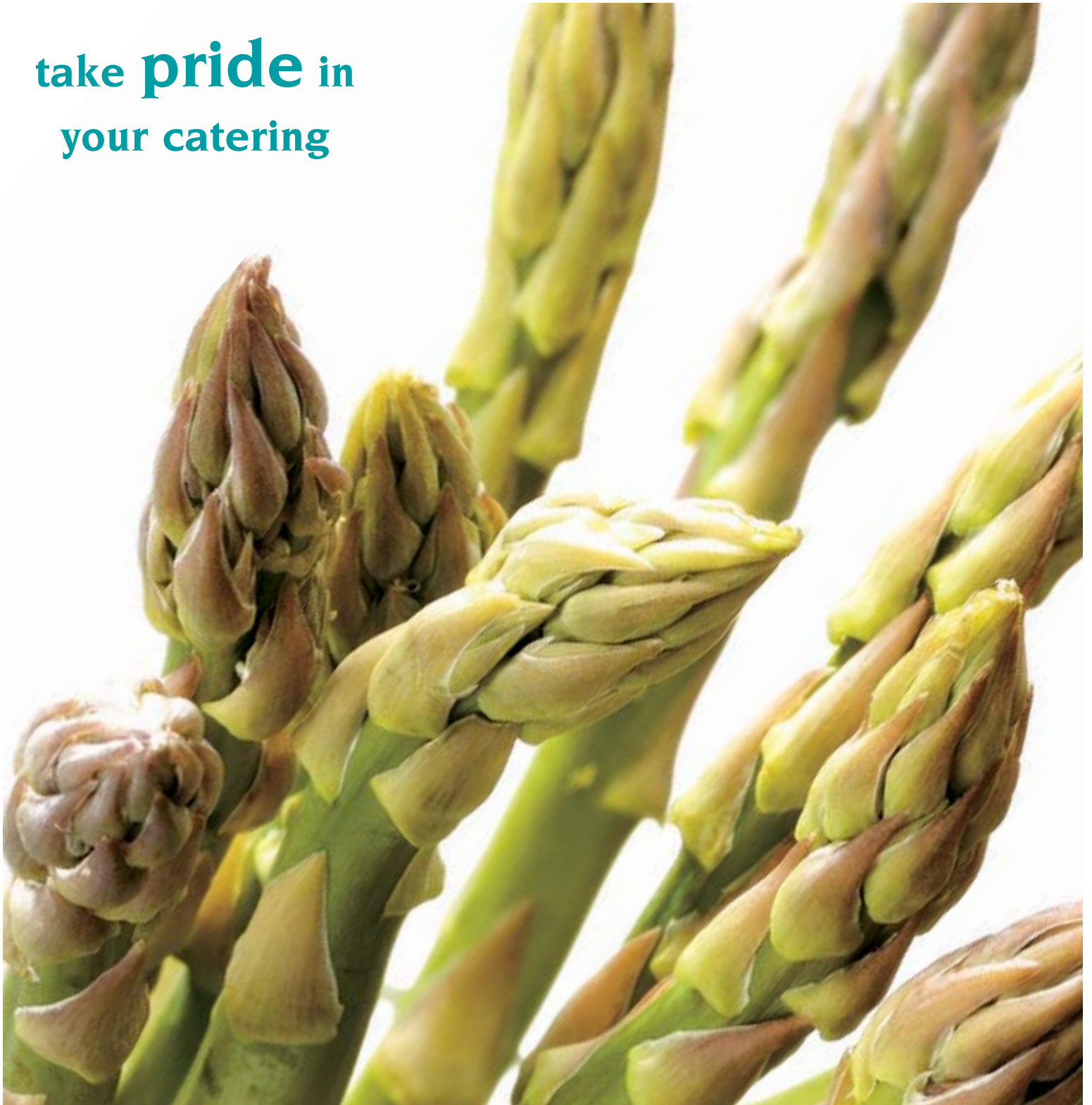
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