

Who are we?







We're Total Foodservice

We've been around since 1880(ish) when we sold jam preserves in Huddersfield.





This is a company where a driver can become a manager...

Today we're a small army of around 120 people, working from Huddersfield and Clitheroe.

We're not shy about the fact that there are other, bigger companies in a similar line of work to ours.

Nor are we shy about saying that we think we're the best. Here's why:

- **Our customers can find foods here** they just can't get anywhere else.
- **We help them solve their problems** – whether it's a question of meeting a budget, meeting nutritional guidelines, or sourcing a specific item.
- **We deliver when we say we will** and we go the extra mile when plans change.
- **We're good people to work with** – and to the restaurants, hotels, care homes, coffee shops, schools and many more that choose us, that matters about as much as anything else.





You're reading this because we're proud of what we stand for and want to set it out in black and white (and colour!).

You're reading this because
you're a part of
everything we do.





Really love OUR customers

Here's a short story: X has one of those customers.

You know the ones. Talks for England. Holds you up. Places a massive order every month that takes a week to process, or insists on checking every single thing you've delivered. In triplicate. Lovely person but, well, you know.

Every time they do their 'thing' you tell someone about it. Pretty soon everyone knows about X and their reputation. And then a funny thing happens: X doesn't call any more. If we don't love our customers, somebody else will. Our customers pay our wages. Yes, they may ask for things at the last minute.

They may put us to the test and expect miracles. But we love them all the same.





When our
customers
challenge us
it's a chance to
show just how
good we are.

That's why they
order again.





love our brand

It can be tough to get your head around just what it is that makes up a brand, so let's start small: it's you. It's everything you do while you're with us and everything you say.

Of course, you're not the only one making our brand what it is – we're all responsible. And so is our website, our brochures, the food and products we supply and the vans we drive.

Think of our brand as a cake. There are lots of ingredients in a carefully balanced mix. When everything comes together the cake rises. But get one element out of kilter and the whole thing looks a mess.





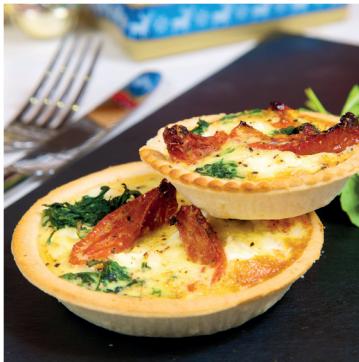
That's why it's important that we're always consistent in the way we act with our customers.

The specifics of the message may change, but we want our customers to be able to place an order, read a brochure or pop into reception and feel they're all connected – all part of the same organisation.

That's a brand. And a cracking cake.

When you talk
to our customers,
you are Total Foodservice.





love the ones you're with

No, not family, your colleagues

They're the people sat next to you. But they're also the people sat on the floor above or below you. They're out in the vans or visiting customers. They're 50 miles down the road at the other office. You'd always help the colleague next to you.

But it's easy to think of the people outside your immediate area as members of some other team. They're not. They're colleagues. And loveable.







love the food

We love what we sell. We test whole ranges to find the two or three worthy of joining our range. We create nutritionally precise menus for schools and care homes. And we experiment and sample and review so we can give restaurateurs and hoteliers new ways of doing more for less.

You'll see our love of food expressed on the racks of every warehouse, chiller and freezer in the place. You'll see it in the care we take to make sure it reaches our customers in the way it reached us. And you'll see it in the way we never, ever stop looking for new foods just waiting to be discovered.

They say everyone who works here will gain 2 stones in weight. So if you've just started, best make the most of the company gym contribution!

Food is
part of our DNA.





Can I... have a quiet word?

Sometimes we all need a quiet word about something that's bothering us.

Perhaps a situation at home is making life difficult. Perhaps something has been said or done at work that has frustrated or upset you. Perhaps you've a brilliant idea for changing part of the way we work and just wish someone would listen.

So here's our commitment to you: you talk; we'll listen. If we've done something you feel is wrong we'll try and put it right. If you've a great idea we'll aim to put it to the test. And if something's affecting you – in or out of work – we'll do what we can to help make things better.

You should always speak to your line manager, they are there to help you, guide you and are concerned with your welfare. We also have a Board of Directors responsible for steering the business in the right direction and they are more than happy to say hello.



Simon Howarth

Managing Director

Simon is the 5th generation of Howarths to be involved in the food business (although he was the first to be born wearing a high-viz fleece).

He's the Managing Director, a role which - together with the Board of Directors - means he's responsible for steering Total Foodservice and deciding where we go and what we do next. It also means he knows the roads between Huddersfield and Clitheroe really well. You'll see him at both offices every week, often (spookily) at the same time.

That's because Simon is seriously hands on. Always fizzing with energy. Always ready to get to grips with "crazy technology" and always ready to talk new ideas. So if you have them, share them with Simon.



Maria Moriarty Eames

Brand & Marketing Director

Maria is responsible for what some may call the ‘fluffy stuff’. That is the way we talk to the customers we already have, the ones we want next, and the general public. She’s the one ensuring that what we do and say stays consistent between floors and between offices. Most of all, she works with the Sales Team to find new, creative ways to win new business and keep our customers loyal.

Maria’s cheery “Good Morning!” can be heard across the office – even when she’s in Clitheroe and you’re in Huddersfield - but it’s that same enthusiasm that makes all the difference to our brand and to our marketing. If you’ve an idea that could help us win business, Maria wants to hear it. Drop her an email or bob by her office.





Paul Nowell

Operations and Health & Safety Director

Imagine filling a warehouse with trucks, forklifts and people, and then being the one responsible for ensuring they all get along safely. That's Paul. He and his managers are the ones ensuring we work together and work productively at both depots. He's also the one who can talk trucks and bikes till the cows come home.

Paul's based at Huddersfield, although you'll see him at Clitheroe each week. What he says can change the way we work, makes things run more smoothly and make them run safer.

That's why he keeps things straight to the point, and when he says jump - we do!



Love what we stand for



At Total Foodservice, our customers know we stand for trust, quality, reliability and value.

Total Foodservice is a place where our drivers deliver on our promises (literally), even if they need to clear a path of snow to do it. It's a place where our sales people put helping customers ahead of selling to them. It's a place that's family run and feels like it. And all of that comes from the values we hold.

- **Trust** is meeting our promises. It's building customer relationships that last and showing we care about their businesses. It's doing things right so often that customers ask us "What do you think?" and take our advice.
- **Quality** is about the food and equipment we supply. But it's also about the condition in which it reaches the customer, the way we handle their order and the way we step up to help if they get things wrong – or if we do.
- **Reliability** is knowing we're always ready for the rush job or to source that special ingredient. It's never having to hope we'll turn up with the right order – because they know we will. It's expecting the best.
- **Value** is getting everything we do at a price the customer feels is worthwhile. That's not always about keeping costs really low – but it's about ensuring the customer feels they get much, much more for their money.

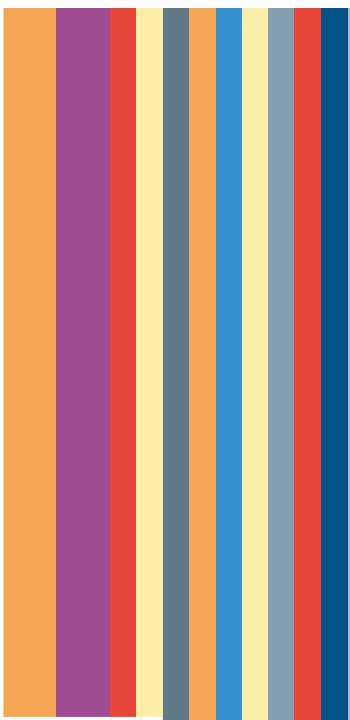


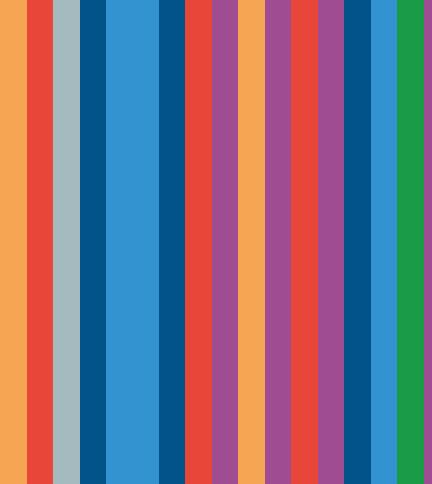


The ingredients that make us Total

Our values are more than something to guide our work with customers. They should guide the way we work with each other too. It's still all about trust, quality, reliability and value, but when we talk about these values from our own perspective, this is what we mean:

- **Trust** is a two way thing. It's how we know the job you do couldn't be in better hands. And it's knowing that when you do it brilliantly, you'll be appreciated for it.
- **Quality** is having an eye for perfection and caring passionately about the end result. You know there's a way to get your job done fast. And you know there's a way to get it done right. Let's do it right.
- **Reliability** is knowing you can count on those around you. It's getting help when you ask for it (and sometimes before you ask for it) and being willing to offer help and commitment in return.
- **Value** is what you add to your customers and your colleagues. It's a question to ask at the end of every day. Did I do what was required? Or did I go the extra mile and make a real difference?



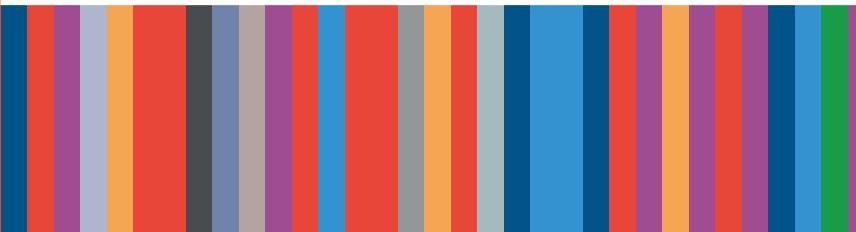


Love Monday mornings

If you can wake up on Monday morning and feel good about coming into work, then we're all doing something right. That's the goal, and we're doing all we can to make sure that, when you're with Total Foodservice, work is a place you want to be.

It's not just about having a whole truckload of benefits (although we do, and we'll get to those in a minute).

It's about feeling good about the people you're with and the job you do. And it's about staying healthy and happy so you can keep doing it.



Love the benefits

Pension

It may seem a long way off, but you want to make sure that when retirement arrives, you've the income that lets you enjoy it.

We comply with the Government's Auto-enrolment scheme and have chosen a quality provider to offer our employees a quality pension product.



Childcare

If you're a parent with children aged 15 or under (16 if your child has a registered disability) we'll help you with the cost of registered child care.

Gym membership

You join the gym of your choice. We'll contribute to the monthly cost. Especially useful in a place where food is a constant temptation...

Health scheme

5 levels of cover starting from just over £1 a week, and benefits you can share with your children.

Cycle to work

You pedal. We'll contribute to the cost of your bike and safety equipment.

Help & counselling

Professional help and counselling for you and your family, across a wide range of personal, health, financial, housing and legal matters.

All the trimmings

There are fabulous gifts and food giveaways from the company every Christmas, so you could be heading home with a plump turkey or succulent salmon under your arm. Yum!

SOLAR in Huddersfield

SAFED (safe and fuel efficient driving) trained drivers

Greener than sprouts, beans, cabbages and peas

Being green matters to us. Of course, it matters to everyone, but when what you do relies on the health of the land, the crops that grow on it and the livestock that feeds on it, it matters just that little bit more.

Our customers expect us to be green. They want more local food with a low carbon footprint, because that improves their green credentials. It tastes better too. But more than that, we're green because it's the right thing to do. If you have an idea to help us reduce energy or waste, please share it.

Here's just some of what we've done so far:



Low Emission, High Fuel Efficiency Fleet

CHILLER MONITORING low energy LED lighting

RAINWATER COLLECTION
for washing cars and
flushing Clitheroe's loos

**MANAGING WASTE,
RECYCLING** whatever
we can, wherever we can

DEFRA approved cleaning products



Love our communities

As a company, we've supported many local charities over the years. But it's not just the company that puts in the hours, miles, energy and legwork. Some of it is down to you. Raising money through events such as the annual bike ride is always challenging, but it's hugely rewarding - and lots of fun too.

We've already raised funds for BRAKE Road Safety, East Lancashire Hospice, Real Radio Toy Appeal, Huddersfield Town Foundation and Early Kick-Off Breakfast Club and Blackburn Youth Zone.

With your help we can do even more.
If you have an idea, talk to your Line Manager.



**Our vision is to work with,
create and nurture the best
people in the industry to be
passionate about putting
customer success at the heart
of our business.**

Together we will achieve it!

