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In partnership with Climate Partner Measuring, we continually audit our member wholesale businesses and work to reduce our Group's carbon footprint – focusing on Processes, Products, and People.

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We work to support and grow family-owned and local businesses, enabling members to operate as best they can at all times, getting them the best prices and brokering the best deals with suppliers.

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We are insight-led and everything we do is backed by extensive research so we can make informed decisions, our own data platform CRG Insight allows our members and suppliers to compare themselves against the wider market to identify opportunities and drive sales.

H2: How we benefit our members

H3: We help our members to increase their sales and market share by:

ADDING VALUE

We enhance our members' catering proposition by utilising group scale

UPGRADING SERVICES

We enable our members to increase service offerings they couldn't access before

COST-EFFECTIVENESS

We raise our members' bottom lines, supporting them as independent businesses

ACHIEVING SCALE

We help members combine volume effectively to achieve scale

ATTRACTING SUPPLIERS & BUSINESS PARTNERS

We help Group members attract the best suppliers on improved terms

H2: What makes the Country Range Group special?

With over 30 years of heritage servicing the UK and Ireland's innovative foodservice sector, the Group comprises 12 proudly independent wholesalers, who continue to push boundaries to offer an unrivalled portfolio, local knowledge and the most personal customer service.

H2: Why we love working with our suppliers & partners

We're passionate about providing opportunities and building long-lasting relationships with the finest food and drink manufacturers, producers and suppliers across the UK and around the globe.

That's why we create national plans and activate locally with a tried-and-tested product launch blueprint.

H2: What we do for our member wholesalers

The numbers speak for themselves. Continuous improvement is central to everything we do, so we're always investing in our people, processes, product portfolio, technology, marketing and other vital resources.

12 MEMBERS

350 STRONG SALES & TELESales PROFESSIONALS

£750m GROUP TURNOVER

480 VEHICLES

34,000 DELIVERIES PER WEEK

500+ SUPPLY PARTNERS

£15m+ sales per week

H2: Industry leading events

The Country Range Group holds industry-leading trade events throughout the year where brands and business partners can build valuable relationships with key decision-makers across our membership.

FIND OUT MORE

H2: Work with us

Food for thought? Talk to our team to find out how working with the Country Range Group can help to grow your business.

GET IN TOUCH

LEARN MORE ABOUT OUR MEMBERS



ABOUT – MAIN PAGE

H2: STRONG FOUNDATIONS

The story of the Country Range Group began back in 1992 when Colin Birchall, Mike Watson and Chris Creed formed the Catering Distributors Alliance buying group. After eight years of success, the CDA merged with the Countrywide Catering Group in 2000, which led to the formation of the Country Range Group as we know it today.

[Read our story](#)

H2: A CLEAR MISSION

Backed by quality data and our years of supporting foodservice focused family-owned businesses, our mission is to enable our wholesalers to achieve faster, more profitable, sustainable growth and success by being part of our Group.

[Discover our mission](#)

H2: AN EXPERIENCED TEAM

Our industry is built on the foundations of good relationships and strong business partnerships. We act with integrity, energy, and passion and are recognised as good people to do business with. We empower our team to be the best and invest in their development so they can achieve their goals while working in close collaboration with both members and suppliers to provide excellent service and support.

[Meet our team](#)

OUR HISTORY

H2: What makes us who we are

Decades of experience and steadfast values keep Country Range Group at the top of the catering and foodservice pile. Simply put, supporting our members and suppliers to achieve growth is in our DNA.

We're a growing, forward-thinking and disciplined buying Group that works together to maximise and leverage scale, whilst emphasising and promoting the benefits of retaining independence and offering the finest customer service, flexibility, local knowledge and added value support.

By being part of the Country Range Group, our members benefit from competitive pricing, exciting promotions, access to the Country Range brand and extensive marketing support but can still provide the personal, reliable and professional approach that is so important to the catering industry and chefs.

H3: Our journey

1. Launch – 1992

The story of the Country Range Group began back in 1992 when Colin Birchall, Mike Watson and Chris Creed formed the Catering Distributors Alliance buying group.

2. Merger – 2000

After eight years of success, at the turn of the Millennium, the CDA merged with the Countrywide Catering Group in 2000, which led to the formation of the Country Range Group as we know it today.

3. Establishment – 2002

The Country Range brand, which features a portfolio of over 700 products, all developed exclusively for caterers, launched in 2002 and continues to be a leading choice for professional kitchens around the UK and Ireland.

4. Growth – DATE RANGE

Before long, we were expanding our services, honing their quality and making a name for ourselves – gaining 5 members in quick succession in DATE. We soon doubled that number to 10 fully-fledged caterers, making it a very successful few years indeed.

5. Thought-leaders – 2008

Stir it up magazine launched exclusively for Country Range Group members, read by over 50,000 professional chefs and independent business owners. The magazine is published 10 times a year, packed with the latest food and industry news affecting the education, health and welfare, and

hospitality sectors of the independent catering industry, as well as advice columns from industry experts, recipes and interviews with leading figures in food service.

6. Leadership – 2013

As the Group's first external MD, Coral Rose was instrumental in making us who we are today. Going from strength to strength, we now comprise 12 family-owned, independent foodservice wholesalers, we're 100% member-owned, all equal shareholders and our business has mutual trading status.

7. Celebration – 2022

The only way has been up, with the turnover and buying power of the Group rising since its foundation as we celebrated our 30th anniversary in 2022. Looking to the future, we will soon be launching a refreshed brand whilst building on hitting an annual turnover of £750 million.

OUR MISSION

H2: Core values that keep us delivering business success for Group members

Our mission is to enable [feed-our foodservice](#) wholesalers to achieve faster, more profitable growth and success as a Group member.

We ensure this by upholding 3 key goals that platform our members' success.

H2: Championing sustainability

In partnership with Climate Partner Measuring, we continually audit our member wholesalers businesses and work to reduce our Group's carbon footprint – focusing on Processes, Products, and People.

H2: Supporting local, family-owned businesses

We work to support and grow family-owned businesses, enabling members to operate as best they can at all times, getting them the best prices and brokering the best deals with suppliers.

H2: Driven by data

We are insight-led and everything we do is backed by extensive research so we can make informed decisions, our own data platform CRG Insight allows our members and suppliers to compare themselves against the wider market to identify opportunities and drive sales.

OUR TEAM

H2: The industry-leading catering and foodservice professionals behind our success

Our industry is built on the foundations of good relationships and strong business partnerships. We act with integrity, energy, and passion, always – which is why we are industry-leaders in catering and foodservice.

We empower our team to be the best in the business and invest in their development so they can achieve their professional goals while working in close collaboration with both members and suppliers to provide excellent service and support.

Leadership

Martin Ward

Commercial Director

Been with the CRG since 2002 and has overseen the development of Country Range into a leading catering brand and created a buying team whose professional approach is respected throughout the industry.

Favourite food: Iberico Jamon & Manchego with a Glass of Ribera del Duero

Liz Henney

Company Secretary

Liz was the Group's first employee in 1992 and the original Girl Friday. She relinquished the role of Finance and Operations Manager in 2016 and now looks after the welfare of the Group and our central team.

Favourite food: Fillet Steak

Trading Department

Katrina Crabtree

Head Commercial Controller

Katrina joined the Group in 2005 and shares her time between developing new products for the Country Range brand, leading our Category Management strategy and managing CRG Insight.

Favourite food: Rack of lamb and dauphinoise potatoes

Dean Pendlebury

Head of Trading

Been part of the team since 2013 and is our commodities expert, tracking the world markets to ensure that we are always able to offer the best quality products at the most competitive price.

Favourite food: Neapolitan style Pizza (followed by Tiramisu)

Moya Parrington

Technical Manager

Moya has been a member of the team since 2017 and oversees the quality of our Country Range brand, making sure that all factories are quality assured and the brand is consistently produced to our high-quality specification.

Favourite food: Beef Wellington

Ashleigh Lee

Business Administrator

Joined the team in 2017 and works closely with our buyers and Members to keep everyone organised and ensure a regular flow of communication.

Favourite food: Cheesecake

Craig Bethell

Category Buyer

Joined the buying team in 2018 with a clear focus on keeping us competitive, Craig manages our contract tender schedule and negotiations.

Favourite food: Sirloin Steak followed by Tiramisu

Finance Department

Janette Patten

Finance Manager

Janette has been with the CRG since 1999 and now has full responsibility for Group Finance ensuring we remain true to our core value to “treat every penny like it’s our own.”

Favourite food: Roast Beef & Yorkshire Pudding

Angela Feeley

Finance Administrator

Angela joined us in 2019 and links in with our suppliers and Members to keep our payments prompt and communication flowing

Favourite food: Lasagne

Marketing Department

Emma Holden

Head of Marketing

A team member since 2012, Emma is our eyes and ears, bringing industry insight and food trend information to our buyers and members and sharing this with customers through our *Stir it up* publications. Emma works with branded suppliers to create bespoke marketing plans to increase sales and brand awareness across the Country Range Group membership.

Favourite food: Lancashire cheese and onion pie and chips

Georgia Clarkson

Marketing Assistant

A team member since 2022, Georgia supports our buying and marketing teams and keeps a sharp eye on the calendar to ensure we meet all the Stir it up promotional deadlines.

Favourite food: XXXXX

H2: OUR BOARD

With decades of catering logistics experience under their belts, the Country Range Group Board guide us in a way where we continuously deliver for our members on a daily basis, quickly and efficiently, while never sacrificing on quality.

OUR MEMBERS

The Country Range Group is made up of 12 independent, family-established wholesalers based around the UK and Ireland. We support each and every one of them to be the gold-standard of the catering and foodservice sector.

We see the Group as a family, all driven by the same values and mission across the length and breadth of the UK and Ireland, all offering a wide range of products from local produce to alcohol to butchery in addition to the 700+ products in the Country Range brand covering grocery, chilled, frozen and non-food.

The Country Range Group is built on the strong relationships we have with our members, entrusting each other to uphold the core values that make us industry-leading foodservice brands. We also like to give back to the communities we cater for, supporting charities in local areas.

Find out about our members and depots in your area by clicking on the map icons below.

OUR SERVICES

In our 30 years as a Group, we have worked with thousands of businesses of all sizes, enabling them to reach new customers across the UK and Ireland, strengthen their brands and grow.

We're extremely proud of our close relationships with our food and drink suppliers and remain passionate about presenting opportunities to businesses and entrepreneurs looking to lead when it comes to quality, taste and innovation.

From national planning to local activation, the Country Range Group deals with suppliers centrally, rolling out the promotions on a local level – bringing about massive increases in efficiency for suppliers.

H2: Key services

H3: Country Range brand – LOGO

H3: *Stir it up* magazine – MAGAZINE ICON

H3: Valuable data – DATA ICON

H3: Industry events – EVENTS ICON

COUNTRY RANGE BRAND

The Country Range brand achieved a significant revenue to the tune of £110 million in 2021, with 7.5 million cases of products being distributed to customers nationwide. This is in no small part down to the hard work of teams across the UK and Ireland who all buy into the CRG mission.

Country Range is the leading independent foodservice brand, providing customers with a value-for-money proposition without compromising on taste or quality.

A cornucopia of products

With over 700 products in the range covering grocery, chilled, frozen and non-food, the Country Range name is known for the quality, consistency and affordability of its products, and is widely regarded as the best in foodservice.

Central to Country Range's success is its innovative new product development, which ensures the brand stays at the forefront of trends and tastes in the foodservice sector. So, whether it's basic ingredients like salt, stock, flour and sauces or beautiful finished products such as handmade cakes, the Country Range brand caters for every kitchen's needs.

Suppliers who take quality seriously

The Country Range brand has watertight procedures in place to ensure products meet the high-quality standards chefs expect. All our suppliers are British Retail Consortium (BRC) accredited, and

we have full traceability of all our products. Food safety is of critical importance when working in the food supply chain and the BRC Global Standard for Food Safety certification is an internationally recognised mark of food quality, safety and responsibility.

Packaging that engages and sells

A huge amount of effort goes into ensuring Country Range products arrive in your kitchen with clear and concise on-pack detail. The black and silver design has become synonymous with the brand and whilst we recently updated the look, you'll still recognise it as Country Range.

The brand is working hard to find a long-term sustainable approach to its packaging, while still maintaining the same high quality of the products. As new products are developed, Country Range is looking to reduce the amount of packaging used and increase the recyclability of the materials it contains.

As a Group we are working with Climate Partner Measuring to ensuring that every product in the 700-plus Country Range portfolio is systematically and robustly assessed from a sustainable standpoint. This includes evaluating all packaging, production methods, ingredients, sourcing and supply chains to ensure everything is being done to make each product as green as possible, while guaranteeing the same high-quality product. For example, the brand has already removed "Problem Plastics" such as black plastic from its production lines. Alongside this, the brand is also moving away from white cardboard in the supply chain, in order to increase the level of recycled material in the outer cases used.

H3: Hungry to find out more?

Visit the [product site](#) to feast your eyes on over 700 high-quality products or get in touch with our specialist foodservice team at hello@countryrange.co.uk.

H2: Student Chef Challenge

The Country Range Group is committed to supporting the hospitality and catering industry, investing in the next generation of foodservice professionals to support them to be the best.

This is why we run the Country Range Student Chef Challenge, a prestigious culinary competition which has become a firm fixture in the catering industry's calendar.

Run in partnership with the Craft Guild of Chefs, which provides competition-standard judging and detailed feedback to the students, it has played a huge role in developing young chefs and talent around the UK and Ireland.

Previous winning teams have been given the opportunity to compete at the Culinary Olympics and cook for the country's leading chefs at the Craft Guild of Chefs Annual Awards, with several also ending up working in Michelin-starred restaurants.

Teams of three full-time catering and hospitality students are required to plan, prepare and present a three-course, four-cover menu in just 90 minutes in a semi-final, followed by the final, in front of a live audience. A different theme is set each year to test techniques, skills and knowledge.

To find out more about the next instalment of the Country Range Student Chef Challenge, visit www.countryrangestudentchefchallenge.co.uk.

STIR IT UP

H2: Bringing the latest and greatest in news and insight to 50,000 catering and foodservice professionals

Stir it up is the magazine produced exclusively for Country Range Group customers and is read by over **50,000 chefs and independent business owners**, creating a stir in the catering industry.

The magazine can make all the difference to suppliers, empowering them to reach caterers with their sales messages through engaging, audience-targeted customer audiences. *Stir it up* is also invaluable in informing the Group's sales and telesales teams.

What's more, the magazine does all the heavy-lifting for suppliers in educating all members individually about new products, promotions, and more – saving hundreds of hours of calls and outreach. It all goes in *Stir it up* and efficiently reaches all members in one go.

84%

Of our readers say the magazine directly influences their menus

91%

Of customers say *Stir it up* promotions influence what they purchase

67%

of readers view the *Stir it up* magazine online and utilise the rest of the content on the website

We are the only industry publication offering the powerful combination of a well-respected printed publication – raising brand awareness and delivering key product messages, bitesize advice and recipe inspiration to your target audience – with the potential of actual sales through our Promotional booklet, which is distributed along with the magazine direct to customers.

Stir it up is published 10 times a year and includes the latest food and industry news as it affects the education, health and welfare, and hospitality sectors of the independent catering industry. Each sector is clearly identified and easy to locate within the magazine.

Our team of journalists report on all the latest food and catering industry news, as well as write fascinating features on a range of relevant topics.

The magazine also includes advice columns from industry experts, along with recipes and interviews with foodservice's leading figures.

- **Catch up with the Leading Lights of the industry each month**
- **Be inspired by development chefs' tips and advice in our Melting Pot feature**
- **Find out what fellow caterers are up to and what successes they have had in the Customer Profile**
- **Be in with a chance of winning amazing prizes in our Country Club section**

Complementing our editorial and advertising opportunities with online channel activity via the *Stir it up* website and social media tools means brands will gain maximum results, creating a tried and tested perfect package for your brand.

We now live in a world where 78% of people have unsubscribed from a company's email list because the company was sending too many emails. Who can say they're not bombarded by pop-ups, banners, emails etc in the digital world? Cut through the noise and invest in the premium feel of a printed publication that is hand-delivered directly to the chefs, managers and business owners of the thriving independent foodservice industry.

H2: Fancy getting involved?

Take a look at our media pack to learn more about how getting involved in the magazine can give you a PR boost and provide you with business value through top-tier insights and targeted promotions.

DOWNLOAD MEDIA PACK

EVENTS

The Country Range Group holds industry-leading trade events throughout the year where catering and foodservice professionals and suppliers can make valuable connections, be inspired by the latest product innovations and caterer focused menu solutions.

Business Development Days

Our Business Development Days are a great way for suppliers to meet with each of our member wholesalers all in one day. An extremely valuable event twice a year that is not to be missed! Featuring speed networking, product demonstrations and tastings, attending also saves days of travelling to business meetings across the UK and Ireland.

Christmas Show

The annual Christmas Show is a fantastic way of catering for the industry's most important time of the year, we use it to select products for our Group Festive range of products from new and existing suppliers. The festive season is a critical foodservice period, and you don't want to be left empty-handed come Christmas.

Annual Exhibition

The annual Country Range Group event has been running for more the 25 years, where hundreds of attendees are from our member wholesalers – a mix of directors, trading teams, field sales representatives, telesales operatives and marketers. Each year more than 100 exhibitors from the foodservice sector attend the event – from household names to small suppliers, across a variety of innovative and exciting product categories.

Read more about our Annual Conference and what it offers to existing and potential supplier partners, as well as our member wholesalers.

An Evening with Country Range Group

The most prestigious event in the Group's calendar is famous for the iconic venues it is held in each year. Hundreds of delegates attend to celebrate the achievements of members and suppliers in our annual awards dinner across several key categories such as *Marketing Campaign of the Year*, *Telesales Team of the Year*, Sustainability Supplier of the Year and many more.

In addition to the programme of events above, we also hold several member focused events which are based on involving key stakeholders in the development of our strategies and the sharing of best practice across the membership. Examples are our quarterly Trading Board Meetings as well as regular sales and marketing-focused meetings with the relevant Senior team members across the Group's membership.