



BUYERS INFORMATION PACK

We specialise in Product Sourcing Support, connecting wholesalers, foodservice providers, and manufacturers with accredited suppliers to ensure access to high-quality, cost-effective products and brands for our clients.

Through the support of our commercial partners, our extensive network and strong supplier relationships allow us to deliver reliable sourcing solutions tailored to specific business needs. Whether sourcing fresh and frozen proteins, innovative ingredients, or bespoke product solutions, we streamline the process, ensuring consistency, efficiency, and competitive pricing



Beyond sourcing, we provide **Market Research & Industry Intelligence** to help buyers stay ahead of evolving consumer trends, regulatory changes, and market dynamics. Our in-depth insights, supported by our commercial partners, empower businesses to make strategic, data-driven decisions that drive growth and profitability. Additionally, our **New Product & Brand Development (NPBD)** services support businesses in creating and launching innovative products and brands that align with market demand. From concept development to branding and marketing strategies, we ensure a seamless path from idea to market success.

By integrating sourcing expertise with market intelligence and creative development, we offer a comprehensive service that not only secures the best products and brands for our clients but also helps them navigate the industry's complexities and seize new opportunities through the support of our commercial partners.

As a valued buyer, you'll have access to our extensive network of commercial partners, market insights, and a dedicated representative committed to meeting your needs.

We believe in building strong, long-term partnerships and are here to support you every step of the way.

OUR VALUES

Passion: We are passionate about helping others grow, and about using our industry expertise to help play a part in others realising their potential.

Partnership: By being at the centre of trusted partnerships, so many more mutually beneficial opportunities, for both partners and clients can be created and developed.

Opportunity: In the food industry, opportunities are endless. We want to help both partners and clients create and develop as many opportunities as possible.

OUR MISSION

To Provide Care, Value And Support To Accredited Businesses Within The Global Food Industry, Through Developing And Growing Business Opportunities For Our Clients And Striving For Continuous Growth With Our Commercial Partners.



1. PRODUCT SOURCING SUPPORT

We connect wholesalers, foodservice providers, and manufacturers with accredited suppliers, ensuring access to high-quality products. Our strong supplier relationships guarantee reliable and cost-effective sourcing solutions.

"Through our network of accredited partners, we help and support accredited businesses with their purchasing requirements."

By working collaboratively with an extensive network of BRC, BRCGS and IFS-accredited Commercial Partners, we can help and assist Wholesalers, Food Service Providers and Food Manufacturers worldwide by providing great quality products and solutions for their business.

By building long-term commercial relationships, and managing a short and flexible supply chain, we can help by supporting your business with our expertise; adding value to your business in this area, no matter where in the world you are based.



We are able to support you with:

Providing and Developing a Range of Products of the Highest Quality

Using our many years of industry knowledge and experience, and through our strategic partners, we can offer support to your business by providing and developing the products that you and your customers need, to be ahead of the curve with the latest market trends, and to provide a strong and flexible supply chain between you and trusted producers and importers.

Fair & Competitive Prices & Costings

We commit to always making sure we provide competitive pricing on any costings, taking into account all of the costs involved throughout the entire supply chain and maximising cost efficiency.

Simple, honest business and support with no nonsense.

Project Development & New Opportunities

In a world that's ever-changing, and always providing endless opportunities, we are committed to being at the forefront when it comes to learning about the latest products, requirements and market trends, working closely with both producers and customers to develop these ideas.

Commitment Towards Continuous Improvement

We commit to always learning and trying to be the best we can be in all service areas we provide, taking feedback from producers and customers, using it constructively to always aim to build on the high standards we set.

Account Management & Round-The-Clock Support

We can provide a full and comprehensive account management package between yourselves and our trusted partners.

Market Research

Sharing Industry and Product Knowledge to allow for mutual learning and growth through our Target Market Research and Business Intelligence service.

New Product Development

We can offer to work with you on the development of new products and ideas, with a unique and tailored brand identity to compliment your business.

A Purchasing Account With Payment Terms*

An account with pre-agreed payment terms to support cashflow and business growth. *Subject to credit insurance agreement and acceptance from our partners.

**We Work With Incorporated And Actively Trading Buyers
From All Over The World**



WHOLESALE DISTRIBUTORS



CASH & CARRY



BUTCHERS SHOPS



FOOD MANUFACTURERS



NEW BUSINESSES

Quality Products Through Trusted Partners

Our Product Range & Categories



A reliable network. A diverse range.

Product categories

Thanks to the expertise of our trusted partners, coupled with our many years of knowledge and experience, we offer a diverse and reliable range of food and beverage products across a variety of categories.

From core poultry lines to artisanal meats, gourmet foods, and innovative plant-based solutions, our portfolio reflects both market demand and our commitment to quality, consistency, and service.



Poultry – Fresh, Frozen and Value Added

Poultry is the foundation of our business and we are proud to work with a network of qualified and certified Business Partners who provide consistent, high-quality poultry to customers worldwide.

Whether fresh, frozen, or processed, our partners deliver products tailored to the exacting standards of retail, foodservice, and industrial customers.





PACKAGING OPTIONS



Each type of packaging offers unique advantages tailored to specific needs, whether to extend shelf life, improve product presentation, or maintain food safety.

The choice of packaging usually depends on factors such as the type of poultry product, the intended market and transportation requirements.

Poultry packaging is a crucial aspect of food safety, preservation and marketing.

Different types of packaging serve different purposes and offer different benefits.

Here are some of the most common methods of packaging poultry:

<u>Method</u>	<u>Description</u>	<u>Benefits</u>	<u>Common uses</u>
Vacuum packaging	This method involves removing air from the package before sealing it.	Extends shelf life by reducing oxidation and the growth of aerobic bacteria and fungi. It also prevents freezer burn.	Chilled and processed poultry products.
Modified Atmosphere Packaging (MAP)	It involves replacing the air inside the packaging with a specific mixture of gases (usually carbon dioxide, nitrogen and oxygen).	Extends shelf life by inhibiting microbial growth and preserving color and freshness. It also helps maintain product quality during transport.	Chilled poultry cuts and whole birds.
Individual Quick Freezing (IQF)	Poultry pieces are individually frozen at very low temperatures immediately after processing.	Allows poultry pieces to remain loose, making it easier to portion and use as needed. Maintains texture and nutritional quality.	Wings, breasts and other chicken parts.
Tray sealing	Poultry products are placed in trays and sealed with plastic film, usually under vacuum or a modified atmosphere.	Allows poultry pieces to remain loose, making it easier to portion and use as needed. Maintains texture and nutritional quality.	Chilled poultry cuts, marinated products.
Shrink wrap	The birds are wrapped in plastic film that shrinks tightly around the product when heat is applied.	Provides a tight seal, reducing exposure to air and contaminants. Improves the product's appearance by adapting to its shape.	Whole birds, especially for retail display.
Bulk packaging	Large quantities of poultry are packed in bulk containers, such as boxes or bags, typically for food service or wholesale markets.	Efficient for transporting large quantities of products. May include ice or cooling agents to maintain temperature.	Processed poultry for restaurants, cafeterias and other large-scale users.
Leather packaging	A type of packaging in which a film is applied directly to the product and then vacuum sealed in a holder.	It provides excellent product visibility and extends shelf life by limiting exposure to air. It also helps maintain product shape and prevents drip losses.	Premium poultry cuts, value-added products.
Flexible Packaging	Includes bags, pouches, and other flexible materials that can be vacuum sealed or include MAP.	Lightweight, versatile, and often more environmentally friendly due to the reduced material usage. It can be used for both fresh and processed poultry.	Marinated products, cooked and ready-to-eat poultry items.

Iberian and Artisanal Pork

Our portfolio includes a carefully selected selection of artisanal pork products from trusted regional producers.

These partners combine traditional methods with modern food safety standards to provide unique, high-value meats that honor culinary tradition and culture.



Gourmet foods and delicacies

We are proud to represent passionate producers of fine foods that celebrate local flavor and artisanal quality.

These products add a special touch to the plate and allow our customers to offer something truly special, whether for retail shelves or curated gift boxes.



Sustainability-Oriented Beverages and Solutions

In today's market, innovation and sustainability go hand in hand.

We work with beverage producers and packaging innovators who are redefining the coffee and beverage service experience, combining quality, originality and responsibility.



Plant-based and hybrid alternatives

As consumer preferences evolve, we've partnered with innovative producers who offer delicious and sustainable alternatives to traditional proteins.

From all-plant-based options to smart hybrids, our partners focus on clean-label recipes with authentic texture and flavor.

100% plant-based meats: burgers, nuggets, fillets, and sausages made from high-quality vegan protein sources.

Meat-vegetable hybrids: blended products that offer a lower carbon footprint while satisfying popular tastes.

Customized development: products tailored to market demands, supported by flexible manufacturing capabilities and clean ingredient labels.



Partner Portfolio, Products and Brands

With the support of valuable partners, we can work with a wide range of products, brands, and solutions from around the world.

We want to help both emerging and established wholesalers, food service providers, and food manufacturers find the products they need and support our business partners by creating sustainable, long-term opportunities for their products.

We are proud to partner with and represent some of the industry's leading producers, suppliers, and brands.



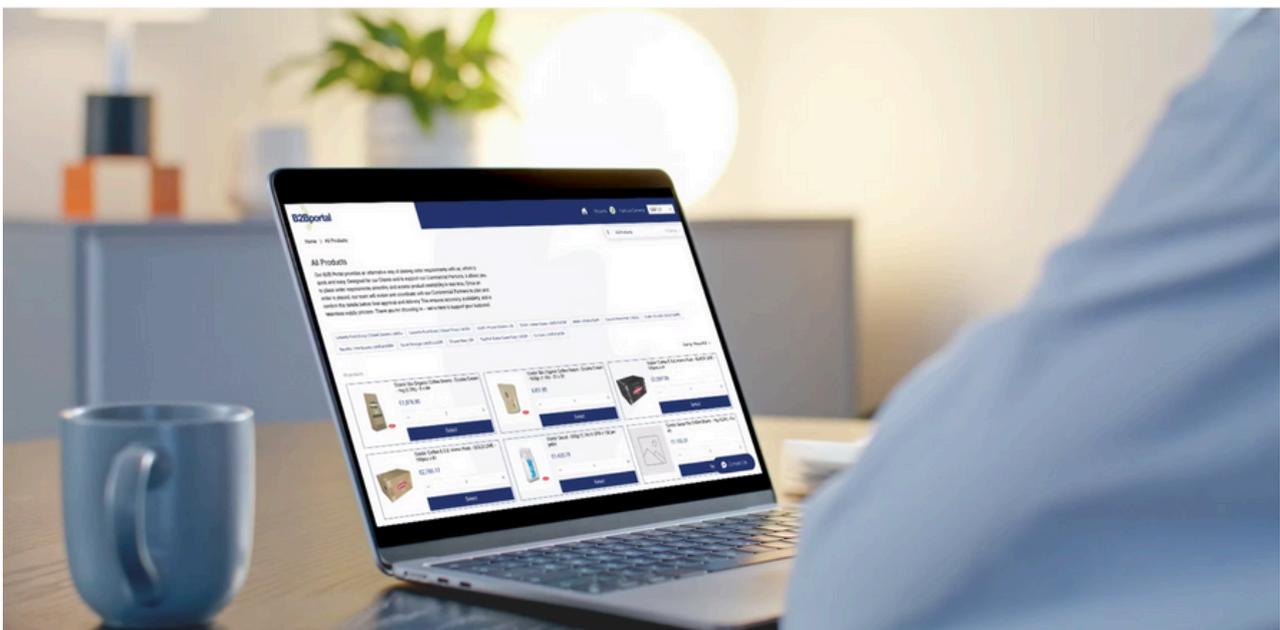
thepoultryservice.com/portfolio



Clients can register today to view our product range, submit order requests, request tailored consignment quotations, and manage your activity - all in one place.

Our B2B Portal provides an alternative way of placing order requirements with us, which is quick and easy. Designed for our Clients and to support our Commercial Partners, it allows you to place order requirements smoothly and access product availability in real time.

Once an order is placed, our team will review and coordinate with our Commercial Partners to plan and confirm the details before final approval and delivery. This ensures accuracy, availability, and a seamless supply process.





Looking to build a specific range or searching for something from our existing selection?

Get in touch with our team to compile a bespoke product list from our range - tailored to your requirements, markets, and volumes.

We'll send it directly to you via email or WhatsApp for easy reference and quick ordering.



2. MARKET RESEARCH & INDUSTRY INTELLIGENCE

Our research services offer data-driven insights, helping partners stay ahead of market trends and consumer preferences.

We provide competitor analysis, market share data, and regulatory updates, enabling businesses to make informed strategic decisions and identify opportunities for product development and innovation.

The background features a collage of various business data visualizations. At the top, there are several pie charts with different colored segments. Below them, a line graph shows two data series over time, with a y-axis ranging from 0 to 100,000. In the bottom right, another pie chart is visible, and the text 'FIGURE 3' is partially seen. The overall aesthetic is clean and professional, using a light blue and white color palette.

IN-DEPTH RESEARCH AND REPORTING



TARGETED MARKET RESEARCH & BUSINESS INTELLIGENCE

Through harnessing the power of AI, along with researching and gathering information from credible and trusted sources, we can provide our clients and partners with a tailored reporting service on certain markets, trends and conditions, to provide extra insight or to assist with a current project.

Our Targeted Market Research & Business Intelligence service is Free for all Clients and Commercial Partners.

Livestock pricing forecasts and factors

Livestock pricing forecasts involve predicting future market prices for livestock based on historical data, trends, and various influencing factors. Key factors include feed costs, weather conditions, market demand, and government policies.

Animal feed costs and forecasting

Animal feed costs and forecasting involve estimating future prices of feed based on current market conditions, production levels, and economic trends. Influential factors include crop yields, weather patterns, global demand, and transportation costs.

Fuel markets

Fuel markets refer to the supply, demand, and pricing dynamics of fuels such as gasoline, diesel, and natural gas. These markets are influenced by geopolitical events, production rates, regulatory policies, and global economic conditions.

FOREX

FOREX, or foreign exchange, is the global marketplace for trading national currencies against each other. It is influenced by economic indicators, interest rates, political stability, and market speculation.

Domestic promotional activities

Domestic promotional activities are marketing efforts aimed at increasing the visibility and sales of products or services within a specific country. These activities include advertising, sales promotions, public relations, and direct marketing campaigns tailored to the local market.

Avian Influenza

Avian Influenza, commonly known as bird flu, is a viral infection that primarily affects birds but can also infect humans and other animals. It is characterized by symptoms such as respiratory distress, and its outbreaks can lead to significant economic losses in the poultry industry and pose public health risks.

Electricity costs

Electricity costs refer to the price consumers pay for electrical energy, influenced by factors such as fuel prices, government regulations, infrastructure investments, and demand fluctuations. These costs can vary widely by region and consumption levels.

Labour markets

Labour markets are the supply and demand dynamics for labor, where employers seek to hire workers and individuals look for jobs. Factors influencing labor markets include economic conditions, education levels, technological advancements, and government policies.

International Trade Factors

International trade factors encompass the various elements that influence the exchange of goods and services between countries. Key factors include tariffs, trade agreements, exchange rates, economic policies, and geopolitical stability.

National Holidays

National holidays are designated days when a country commemorates significant historical events, cultural traditions, or notable figures. These holidays often involve nationwide celebrations, public ceremonies, and time off work for citizens.

Individual Market Trends & Reports

Individual market trends and reports refer to specific analyses and insights into the behavior and performance of a particular market segment or industry. They typically include data on consumer preferences, purchasing patterns, competitive landscape, and economic indicators relevant to that sector.

Global Market Trends & Reports

Global market trends and reports provide comprehensive insights into the overarching dynamics of international markets across various industries. These reports analyze factors such as economic growth rates, geopolitical developments, technological advancements, consumer behavior shifts, and regulatory changes influencing global trade and investment patterns.

3. NEW PRODUCT & BRAND DEVELOPMENT (NPBD)

We assist partners in developing innovative products and brands, from ideation to market launch. Our NPBD service includes branding, packaging, and marketing strategy development to ensure competitive positioning and consumer appeal.

Through Our New Product Brand & Design (NPBD) service set, we can help play a valuable part in developing new products, brands and ideas.

Concept Development: Refining product ideas and developing prototypes.

Visual Identity Design: Designing logos, colour schemes, typography, labels and packaging.

Product Design and Development: Developing functional and appealing product designs.

Brand Collateral Creation: Producing consistent branded materials.

Digital Presence: Developing user-friendly websites

Concept Development

Collaborating closely with you, we brainstorm and refine your product ideas.

Together, we develop detailed product concepts and prototypes based on market insights and customer feedback, ensuring that your product aligns with market demands and consumer expectations.



Visual Identity Design

We create a cohesive visual identity for your brand, including logos, colour schemes, typography, and packaging.

We ensure that all visual elements are consistent and reflect your brand's personality, making a strong impression on your target market.

Product Design and Development

We develop functional and aesthetically pleasing product designs that meet your specifications.

We work with our Commercial Partners to bring your product from concept to reality, ensuring high-quality and cost-effective production.

Brand Collateral Creation

We produce a range of branded materials such as brochures, business cards, and promotional items.

We ensure consistency across all marketing materials and touchpoints, reinforcing your brand identity.

Digital Presence

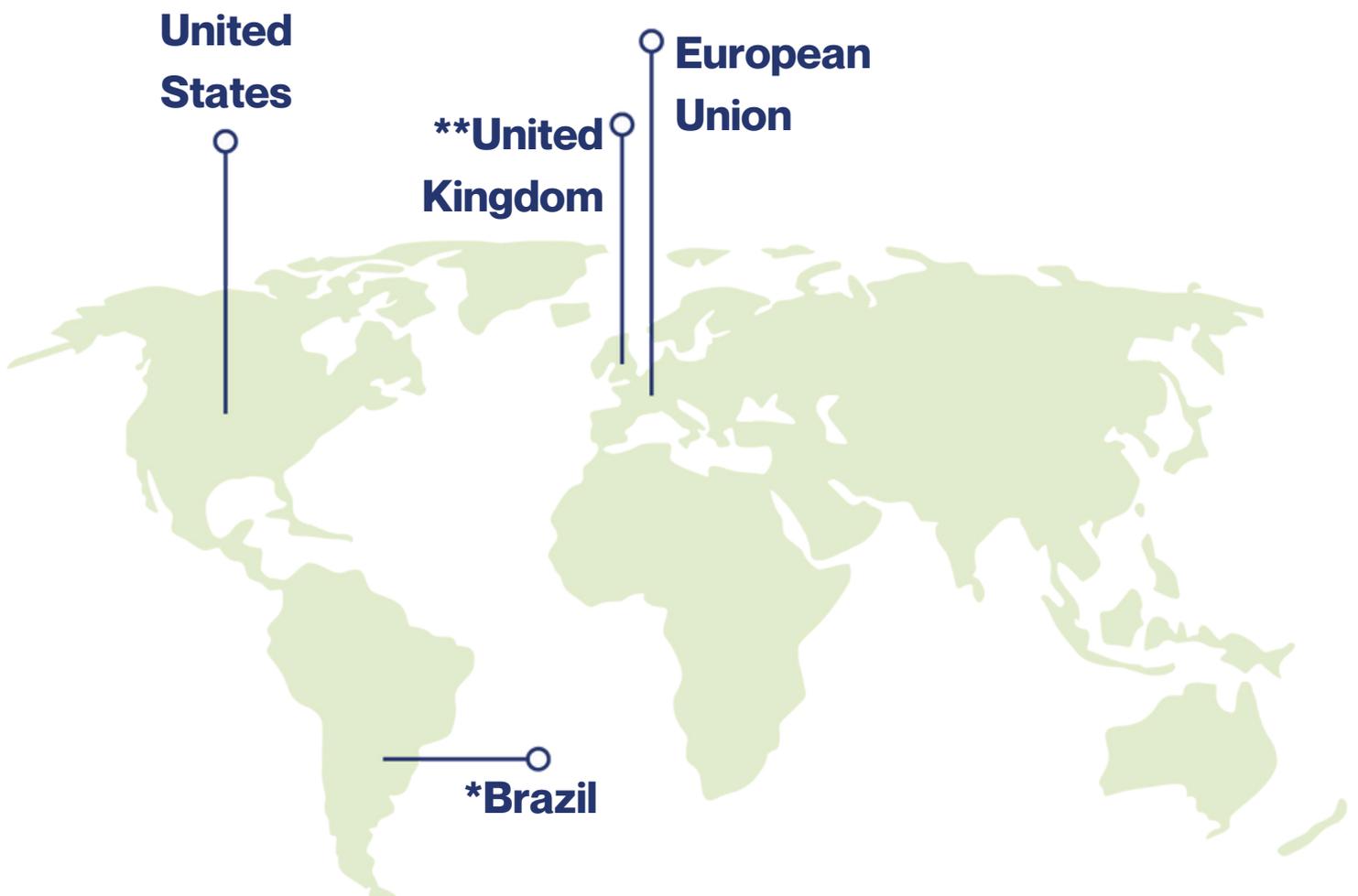
Through our WiX Studio partnership, we design and develop a user-friendly website to showcase your brand and products effectively.

Our digital marketing strategies include social media, email marketing, and search engine optimization (SEO) to enhance your online presence and drive traffic.



Global Presence & Commitment to Sustainable Growth

With offices in the UK and Brazil, we offer localised expertise and international networking opportunities. Our commitment to sustainable growth drives us to build long-term, mutually beneficial relationships, ensuring success for all partners and clients.



Connect With Us.

We would love for you to get in touch with us to explore ways of working together to support your business.

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Registered in England & Wales: 13176000
VAT Registration Number: GB393527175
EORI Number: GB08137689000

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