

# Freshview Journal

Edition 1  
Spring



**FRESHVIEW**  
Foods Ltd

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Take a minute to put your name into the hat to win a premium chef jacket straight to your door.

# A cook on the bright side

Welcome to the first edition of the Freshview Journal.

This is our new publication where we share updates on seasonality, menu inspiration, competitions, Freshview customer and team features.

We hope you find it engaging and of interest. We also welcome any feedback you may wish to share on the content and how we move forward with this as it is for you, and we want it to be a read that you look forward to.

We can not really start off without mentioning what impact the Covid-19 pandemic has had on the hospitality industry. It has been the most difficult 12 months in living memory for us all, but thankfully there are signs of some kind of recovery in sight.

The general consensus is come May the 17th (in England, we are still waiting for an announcement on Wales at time of writing) customers will be flocking back to dine and drink with you, great news as we have all taken a bruising. Those of you that are opening in some capacity from April 12th must consider what impact the weather may have on your outside only trade, this is a dilemma we share with you.

From our prospective as one of your trusted suppliers we are on standby. Our account management team are contacting many of you so we can get a steer from you about your plans so we can prepare accordingly. The most significant challenge we face with the prospect of getting back up to full speed is purchasing the correct levels of stock. Fresh produce and the sourcing of presents some unique challenges, so the more information we can gather from you all will enable us to be better equipped to do what we do best from the off.

*So, what has Freshview been doing the past 12 months?*

Read more about this in our article on page 8.



Specialist Supplier  
Spotlight



# Moyden's

HAND MADE CHEESE

Moyden's hand made cheese has become a hugely respected range of artisan cheeses and now has a revered following amongst those who appreciate an outstanding cheese. Martin and Beth Moyden have an obsessive passion for quality, attention to detail and a lust for perfection. The multi award winning

range of artisan cheeses use the finest raw milk obtained from well-kept and contented cows that graze the traditional pastures that are unique to Shropshire. Their range of 6 cheeses are the essence of Shropshire, provenance preserved.



Newport

Matured for 3 - 4 months Newport cheese has a unique flavour and boasts a pale tangerine colour, Newport has a mellow buttery taste and flakey texture with a subtle aromatic sweetness.



Wrekin White

Matured for a minimum of 3 months, it is smooth, creamy and dotted with eyelets. Its nutty flavour and fruity aroma develops with age.



Newport 1665

The award-winning Newport cheese is oak smoked creating Newport 1665, which is named after the year of the great fire of Newport. The smooth buttery texture tastes light mellow and sweet.

Wrekin Blue

The rustic natural rind encompasses the unctuous cheese inside. Mottled with blue streaks and pockets the smoky blue piquancy has a mineral like full flavour.

Caer Caradoc

The excellent Caer Caradoc cheese is based on a Caerphilly style of cheese which is matured for two to three months creating a light and crumbly cheese with a fresh lemon taste.

Ironbridge

This is sold as an individual cheese truckle weighing around 200 grams. It has a natural rind and ripens to a soft oozing interior with a mild blue flavour between 5 - 8 weeks.

**MADE IN  
SHROPSHIRE**

*Please contact your Account Manager  
or Customer Services for more details  
on how to order!*

# Cook the seasons...

Fresh produce starts to burst into life in March and really picks up speed with highlights including the arrival of wild garlic, Jersey Royals, English asparagus and outdoor rhubarb.

Due to the mild winter, we had heard through our foraging friends that **wild garlic** was starting to be spotted as early as the first week in January this year in isolated spots in the south east. This foraged seasonal delight will be available for a few months at least. Wild garlic has a lighter flavour to traditional bulb garlic, and thrives in secluded shady and damp conditions, often near a stream or along a riverbank. What is sometimes overlooked is the delicate flowers from the plant coming towards the end of the season the delicate white tiny petals can add a potent garlic punch to salads or be used as a garnish.

Again, due to the mild winter the **English asparagus** season has come early and if we consider we know the end date of the season, (June 21st, Midsummers Day) we are in for a longer season than last year. A question we often get asked about the English crop is why the season is so short. The simple answer is because the plants run out of steam. During the season on a hot day a grower can cut a spear in the morning and by late afternoon the same plant can have produced another spear in its place. When conditions are right, they can grow a full 10cm in height in a single day! With this kind of growth, the energy the plant needs is immense and it simply can't continue to produce for a sustained period.

**Jersey Royals** are now also well underway. Following the traditional trend, prices will decrease as the season gets into full swing. Jersey Royals have been grown on Jersey for over 140 years. Today there are approximately 20 island farmers who grow Jersey Royals, many of whom grow potatoes and no other crops.

The secret to the taste and texture lies in the soil and fertiliser, many farmers still using seaweed harvested from Jersey beaches as a natural fertiliser.

The Jersey Royal season is an exciting time for all involved, and the season begins in November with planting under glass.

The main outdoor crop is planted from January to April, with harvesting from the end of March through to the July. The peak of the season is May and this is when the prices are keenest. Jersey Royals are one of very few live, grown vegetables that is covered by a Protected Designation of Origin (PDO), which is an official recognition granted by the EU to protect the product as it is produced in its country of origin.

March traditionally is a pivotal period for British rhubarb, as the season swings from the indoor forced season to the low priced, hardier outdoor crop. Less sharp, less vibrant in colour, the outdoor grown season is much longer than the forced indoor season. It's also more affordable, allowing it to feature in countless more dishes than the costly forced crop. While commonly thought of as a fruit rhubarb is actually a vegetable, so don't be afraid of adding some of its tart sweetness to savoury recipes, too. We know one of our friends and customers has had a popular seared duck dish on his menu, serving it with a glorious rhubarb purée, the sharpness of the rhubarb perfectly offsetting the rich flavour of the duck. We source almost all of our **outdoor rhubarb** direct from the grower, Roy Halman at Woods Farm near Knutsford. Roy has been growing rhubarb on his land for over 40 years, its fair to say he knows how to do it!



**Q** Tell us a little bit about yourself  
**A** Hi, I'm Andrew Watts, and I'm the executive chef of the DHG group. I've always had a passion for cooking from a young age, I remember as a child baking with my Mum, and I always wanted to try something new. Throughout school I knew that I wanted to be a chef, and at the age of 15 I started my first job in the kitchen.

**Q** How long have you worked for the DHG Group, and the growth of the group?  
**A** I first started working for Martin when I was 17 as a commis chef for about 2 years. I then went on to travel and learn more about the food industry. In 2015, our paths crossed again and I came onboard as Head Pastry Chef for Weston Hall, I've grown alongside the company as we have now expanded into 3 business, Weston Hall, Saracens Head and Hawkstone Hall & Gardens.

**Q** Why do you continue to use Freshview?  
**A** I continue to use Freshview, because I can always rely on them! They go above and beyond to make sure we have great produce with great customer service.

**Q** What are your passions away from the kitchen?  
**A** I'm a keen gym goer and always enjoy working out. I also enjoy walks with my fiancée and Labrador. Me and my fiancée are also planning our wedding at the moment and looking forward to our big day in 2022.

**Q** What type of food do you love to cook most of all?  
**A** My passion in the kitchen will always be pastry and desserts, I have a huge sweet tooth and I love the different elements that can be combined, but I also love to take a French/English classic and modernise them with my own twist.

**Q** What is your favourite type of comfort food to eat when you're feeling lazy?  
**A** I do enjoy a classic cheese burger and fries, but an absolutely guilty pleasure would be sticky toffee pudding, with custard and ice cream.

**Q** What has kept you motivated during lockdown?  
**A** We've been very fortunate that all 3 venues have been able to operate a take away service. We have also been busy within the buildings, painting and refurbing areas. It's also been great to get a head start on menus and ideas the rest of the year to come.

**Q** What are you most looking forward to when things get back to something like normal?  
**A** The hustle and bustle in the kitchen. The excitement from a weekend trade, or a busy wedding and bringing my team back together.

**Q**  
**A**

with Andrew Watts



# Method & Ingredients

## Salt Baked Celeriac

Celeriac (washed & trimmed), 50g Salt, 5g Thyme Sprigs, 5g Rosemary Sprigs, 500g Plain Strong Flour, 2 Egg Whites, 5 Juniper Berries (crushed), 2 tbsp Cold Water.

- Mix thyme, rosemary, salt and flour. Gradually add egg whites and water then knead.
- Roll out onto greaseproof paper and add crushed juniper berries.
- Roll around the celeriac and refrigerate for 1 hour, cook on 160 for 1 hr 30 mins.
- Allow to chill and crack the shell and peel off the celeriac.
- Peel the skin off with a knife and cut into steaks.

## Wood Sorrel Pesto

3 cups Wood Sorrel, 3 Garlic Gloves, 50g Toasted Cashew Nuts, 50g Grated Parmesan, Salt, 4 tbsp Olive Oil.

- Blend all ingredients together and slowly add the oil blending to a pesto.

## Brown Butter Hollandaise

250g Unsalted Butter (burnt & clarified), 2 Large Egg Yolks, 1 tbsp Tarragon Vinegar, Lemon Juice, Salt.

- Whisk egg yolks over bain marie with lemon juice and vinegar.
- Add clarified butter slowly whilst whisking to emulsify, salt to taste.
- Add water to thin down if slightly thick.
- Pour into espuma gun and charge with one charge (if using one).

# Salt baked celeriac

by Andrew Watts

## To Finish

- To finish place the celeriac steak into a hot pan with oil and seal on both sides to caramelise.
- Place in serving bowl the hollandaise and sit the steak just next to it. Spoon a small amount of the pesto on top of the celeriac.
- Slice an apple into thin strips and toss in some olive oil and lemon juice with some sorrel and chopped dill. Place on top of the celeriac and serve.



# What we have been doing and where we are now

**2020 – A year most will want to forget and 2021 has not had the most memorable of starts. So, what has Freshview been doing during the lockdown trilogy? Well, we have been busy, exceptionally busy!**

Not busy in the usual sense of course, as most of our customers have had to endure the most difficult trading period in living memory. As much as they wanted to be ordering food from us to feed their own customers it has not been possible. We have been 'different busy'.

## **Busy diversifying.**

With the closure of schools during the initial lockdown, 100's of local families that usually rely and depend on free school meals lost that option to feed their children as they had to stay at home. Working with a number of local charities and education trusts Freshview began delivering food parcels directly to the homes of the families, as one of the pioneers offering such a service, Freshview made over 10,000 deliveries during the summer, ensuring 100's of local children received food whilst unable to attend school.

When lockdown 1 was announced, our refrigerated warehouse was full of food and more due to arrive and no customers. Within 48 hours our home grocery delivery concept was kick started, where supermarkets were unable to offer home delivery slots due to the unprecedented demand, Freshview came to the rescue. We had a range of 9 grocery boxes and the option to add additional products – our home delivery grocery service proved to be an instant success, especially given delivery was free of charge and no long waiting times. At the time of writing, our home delivery service is still going strong and having made over 4,000 deliveries to date we have no plans to stop

## **Busy forward thinking.**

When the grip of the pandemic began to take hold, many food service suppliers began cutting costs and slashing the numbers of their account managers by making them redundant. We have always seen the role of an account manager as pivotal, almost an essential anchor in caring for customers, a direct and essential contact to support customers. Knowing that the pandemic would end at some stage and the hospitality industry would one day wake from hibernation, Freshview went against the tide and recruited, doubling the size of our account management team. For us it was too good an opportunity to miss, some fantastic, highly experienced food professionals lost their jobs last year and we took advantage of the situation. Today our account management team has never been stronger, had more experience and had more strength in depth to spread what we call the 'Freshview love' to customers old and new. We were good at what we do before lockdown. Post lockdown, we will be great!

## **Busy expanding and investing.**

Whilst operationally we have been quieter during the pandemic, we have used this opportunity to have a substantial extension built, increasing our capacity, improving our efficiency, and improving the workspace for our amazing people. This expansion is the single largest investment Freshview has made in many a year, but with a focus on futureproofing our business and enabling to do what we do for our customers better – we see this as an investment that will pay dividends in multiple ways in the coming months and years.



## Busy protecting our people.

Like most businesses effected by the pandemic Freshview have drawn on the government furlough scheme to help support our business and our staff. We have chosen to operate with a flexible approach, sharing hours and giving many of our staff the opportunity to remain involved as opposed to have them stay away. August and the government 'Help out to eat out scheme' ensured we had an incredibly busy month which took us and many of our customers by surprise.

What it also did was pump a much-welcomed amount of revenue into the business, and as winter began to loom, we decided to do something novel, fitting and appropriate. As November and December are traditionally months that carry many additional costs for families and households, Freshview took the unprecedented step to pay all our people 100% of their salaries, topping up the 80% government furlough scheme. We felt this the proper thing to do, we care about our people and the culture within our business, and whilst we were in the position to help them have some type of normal festive period, we took away any financial concerns that they may have been harbouring.

## The future...

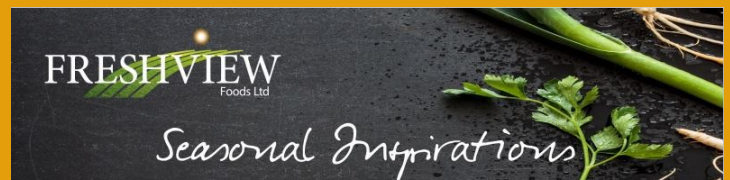
We don't know when normal will return for our customers. What we do know for sure and can state with 100% conviction is that Freshview are more than ready. We are stronger and more able than ever before.

## Freshview Foods.

Your chosen supplier partner.

# Seasonal inspirations

Chef Matthew Capper  
chooses kale this issue.



## Kale Pesto

### Ingredients

100g Kale  
40g Pine Nuts  
40g Parmesan  
½ a Lemon  
2 Garlic Cloves  
75ml Olive Oil

### Method

1. Remove stalks from kale and roughly chop so you have 100g.
2. Bring a pan of water to the boil.
3. Once boiling drop the kale into the water and cook for 1 minute to soften.
4. Remove the kale from the water using a sieve and allow to cool and dry on some paper towel.
5. Once the kale is cool add all the ingredients to a food processor and blitz until it forms a coarse pesto.
6. Store in the fridge in an airtight container.
7. Use in pasta dishes, salads and chicken dishes.



## Lemon Buttered Kale With Pumpkin Seeds & Parmesan

### Ingredients

100g Kale  
100ml Water  
50g Butter  
½ a Lemon  
15g Pumpkin Seeds  
10 - 15g Parmesan

### Method

1. Remove stem and roughly cut up Kale.
2. Lightly toast pumpkin seeds and roast for 8-10mins at 200°C, once roasted remove from the oven and allow to cool.
3. Add 100ml water and 50g butter to a saucepan and bring to the boil.
4. Once boiling add the lemon juice and zest.
5. Now add the kale and cover with a lid for 4-5 mins or until all the liquid has dissolved.
6. Remove from the heat and add to a side dish.
7. Sprinkle the roasted pumpkin seeds over the top.
8. Grate the parmesan over and serve immediately as a side dish to desired meal (a good steak is always a good option but will work with chicken, fish dishes).

# Freshview hero spotlight



Amanda Porter

QA

## What is your role at Freshview, what do you do?

I'm a Senior Account Manager, I look after wide range of some of Freshview's independent customers, I ensure the expectations of the customers are met by Freshview. I'm the go between you might say, making things happen at the Freshview end by liaising with the team at the office.

During the past 12 months I've been taking care of Sadie's customers too while she has been on maternity leave. She has just returned to work so WELCOME BACK SADIE!

QA

## What do you enjoy most about it?

Dealing with customers, delivering on promises, the face to face meetings. Nothing pleases me more than seeing a smiling face. I have always worked in some aspect of customer service.

Every day is different here, and I get to meet some very interesting characters and have built up friendships with a lot of my customers.

Relationships are everything to me, and the fact that Freshview has such a family atmosphere is really important to me, and the way we look after our customers.

QA

## How long have you been working at Freshview?

I joined in January 2012, and have no idea where the time has gone. Believe it or not this is only the second place I have worked. I previously worked at Johnson Tiles in Tunstall for 21 years!

I remember when I started Richard Harrison asking me how I would feel about working with my brother, Adrian, and I said "easy - I've just worked in the same office as my husband for about 15 years"!

**Q** Has your career progressed during your time at Freshview?

**A** My job has changed so much over the last 9 years. Initially I was brought into an admin role, making, and receiving calls, creating spreadsheets, price lists etc. Then I was promoted to Account Manager and sent out to visit customers. This was a big deal for someone who had spent all her working life in an office!

3 years ago I was promoted again to a Senior Account Manager, I travel extensively to meet customers and to build relationships.

**Q** Can you tell us a bit about yourself? Home life & interests away from work.

**A** I live locally with my husband John, we don't have any children but have two gorgeous nephews. Pre Covid - we used to go out for meals and to the cinema quite a lot as a couple and have also enjoyed socialising with friends during the weekends and travelling. Everyone that knows me knows I absolutely love animals and we look after my friend's dogs while they are on holiday which I really enjoy.

**Q** What has Freshview been doing during the pandemic for customers and staff?

**A** It's great that we've been able to carry on supplying the customers that continued to trade, mainly those doing click and collect, education, health care and farm shops etc., but also that we've helped out so much with vulnerable children and members of the public by delivering to their homes.

Internally it has been great to have regular updates about what's been going on in the business, and it's been reassuring that the company has been looking after the safety of the staff.

**Q** Who is your biggest influence and why?

**A** Since working at Freshview I've been helped and mentored by some very special people. They have given me support and advice and instilled confidence in me. Without doubt it's the team at Freshview that have been the biggest influence on me. We all want the same thing, happy customers.

**Q** What is your favourite comfort food?

**A** That is easy: chocolate and cake! I have no willpower whatsoever.

**Q** What are you looking most forward to in 2021?

**A** Workwise, visiting my customers, who I have not seen for so long, but at home I can't wait to see and hug my family and friends.

# Win a premium chef jacket



Scan to enter

**Want to be in with a chance of winning?**

Simply head to <http://bit.do/freshviewfoodswin> to answer a few questions and your name's then in the hat. The winner will be picked on Friday 30th April 2021.

We'll contact the winner by email and announce on our social media channels.



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