

Dennis Edwards  
Foodservice

INTRODUCING  
DENNIS EDWARDS  
FOR FOODSERVICE





## ABOUT US

Dennis Edwards for Foodservice is a family-owned company, founded in 1973, by Dennis himself. The company is now run by his son, Lawson Edwards, and Lawson's wife, Bim, and their daughter, Becky also help with day-to-day business, with Bim heading up operations and warehouse, while Becky is the General Manager.

As one of the largest independently owned foodservice companies in Hampshire, we pride ourselves on bringing customers high quality food and outstanding customer

service. We've also been part of Fairway Foodservice for over 30 years, which means we have big buying and distributing power.

Our product range consists of over 2,600 frozen, chilled, and ambient product lines, which we supply to the independent catering sector, pubs, holiday parks, nursing homes, golf clubs, schools, ministry of defence establishments, hospitals, civic offices, and popular tourist venues.



We are your local family-run, independent foodservice business, providing you a local service with national strength. We put the ‘service’ into foodservice.

**Becky Edwards**  
General Manager

Thanks to the intelligent software, Erudus, we can provide accurate foodservice data for our customers, including allergens, and nutritional and dietary information. If required, we can also share management statistics for each customer, which can be supplied monthly, quarterly, or annually.

We are proud to be ISO 22000 & ISO 9001 accredited – internationally recognised quality standards for food safety, hygiene and handling, and management quality systems.

***Our continued success is down to one factor: listening to our customers.***

When you choose Dennis Edwards, you’re choosing a trusted, reliable service.





# CHILLED



## CHILLED

Our chilled range is packed with all your essential kitchen needs. Explore our great range of chilled items and have peace of mind knowing that all our product categories can be delivered the next working day.





# AMBIENT



## AMBIENT

Find all you need to run the busy kitchen in our ambient range, featuring big name brands by Premier Foods, Unilever and many more. We also offer many products under our Fairway Assured own brand label.









## **FROZEN**

Our frozen range consists of all your basics, plus a range of speciality products such as artisan breads, seafood and more. We're constantly reviewing our range to look for any gaps, so if you can't find what you're looking for, please just ask!





# NON-FOOD



## NON FOOD

We stock a wide range of cleaning products to help you keep your establishments clean. If you are looking for any guidance, please speak with your account manager, who will be happy to help. We can also provide COSHH data sheets for all of our cleaning products, please just ask a member of our friendly customer services team, we can email them across same day!



# FAIRWAY FOODSERVICE

Fairway Assured is our exclusive own brand range made up of a growing portfolio of over 600 brand-leader quality products specifically produced for caterers.

Fairway Assured has one goal: to offer chefs a range of products that can match and ideally outperform the brand leader on a combination of quality, price, taste and consistency.

Browse the range:

<https://www.fairwayfoodservice.com/our-products/>



We have been a proud member of Fairway Foodservice for over 35 years. Being a member enables us to be competitive against national foodservice companies, whilst being able to provide our customers with the friendly, flexible and efficient service that being an independent family run business allows.

Fairway provides more benefits, such as access to Erudus, marketing support and a network of individuals to talk with about the latest trends and general business.

**Becky Edwards**  
General Manager



# ERUDUS

With allergies on the rise and food legislation tightening, free access to Erudus helps to keep your customers and business safe. The Erudus online Data Pool contains extensive information for tens of thousands of food products which allows you to:



Our products are listed on Erudus



Access detailed technical specifications such as whether a product is BRC accredited.



Check if a product is suitable for dietary requirements such as Vegan, Kosher and Hallal.



Find out the Reference Intake for a product.



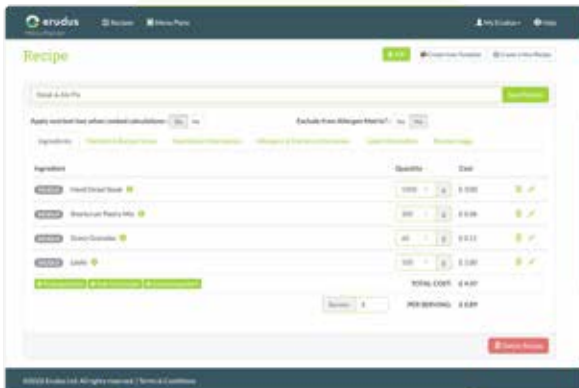
See if a product contains any of the 14 major food allergens at a glance.



Quickly find out the nutritional content of a product.



Plus many more tools and benefits.



# OUR WEBSITE

Our website has you covered with information on how to order, inspiring recipes and articles and our monthly promotions.

## PROMOTIONS

The easiest way to browse our quality products and promotions! If you are already a DEFS Customer, our special offer prices will automatically be applied to your trading account. Simply order using our online ordering platform, or with our friendly customer services team.

## RECIPES

If you're in need of some menu inspiration or recipe ideas then check out our Recipe page. Your friendly account manager is always on hand to give you advice. Give them a call, they will be delighted to assist you.

## ONLINE ORDERING

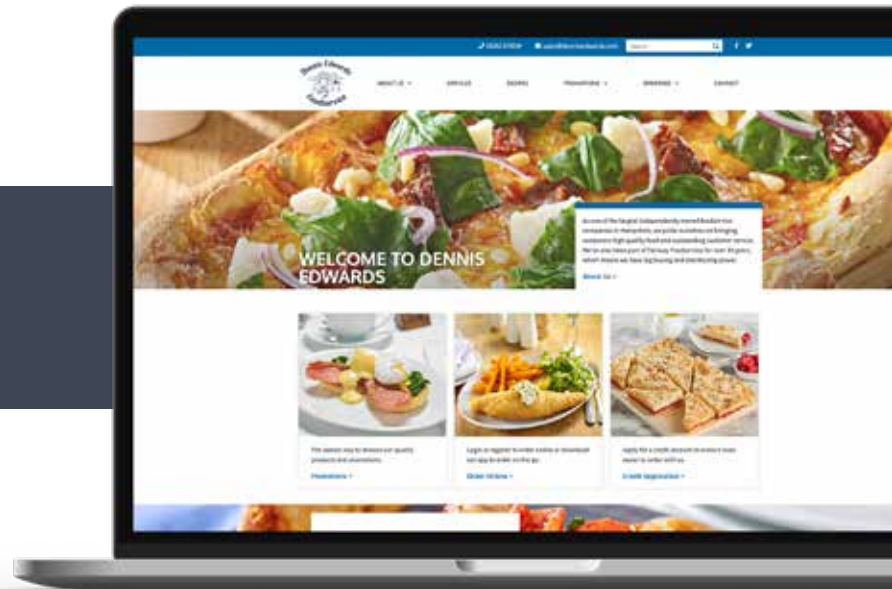
You can place your orders up to 10pm online, via our free app, or by telephone with our friendly customer services team. We deliver to most areas 5 days per week, check with your account manager or customer services to find out your delivery schedule.

## ARTICLES

Explore great features prepared for chefs, caterers and industry buffs. Features include Pro Chef, Up Skill, Start Up Story and Pro Tips.



Find us online at  
[www.dennisedwards.com](http://www.dennisedwards.com)



# ONLINE ORDERING APP

Our FREE app offers a range of features and benefits which include:



Access to your account 24/7, giving you the flexibility to place orders whenever suits you.



Find out more about products with our 'product search feature'.



Place orders before 22:00pm for next working day delivery.



Mark your essentials as favourites for ease of ordering.



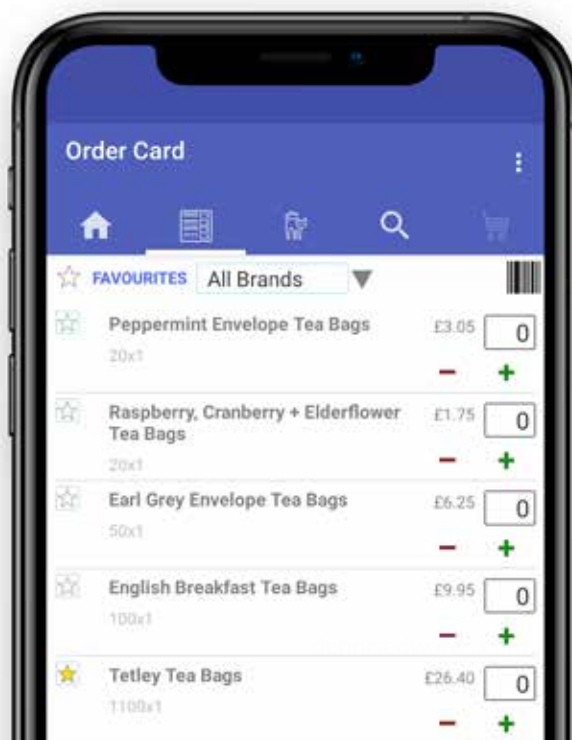
View your recently purchased items.



Access allergen and nutritional information on all products.

Download the app in just four simple steps:

- 1 Install the COLDWEB app (by Lady Lodge Systems LTD) on your phone.
- 2 Enter DEFS as the authorisation code and click ACTIVATE.
- 3 Enter your customer ID and password. Click LOGIN.
- 4 Search for the products you want to order.





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13 Limberline Road  
Hilsea Industrial Estate  
Portsmouth  
Hampshire  
PO3 5JF

sales@dennisedwards.com  
02392 673034

www.dennisedwards.com



 @DennisEdwardsFoodservice

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