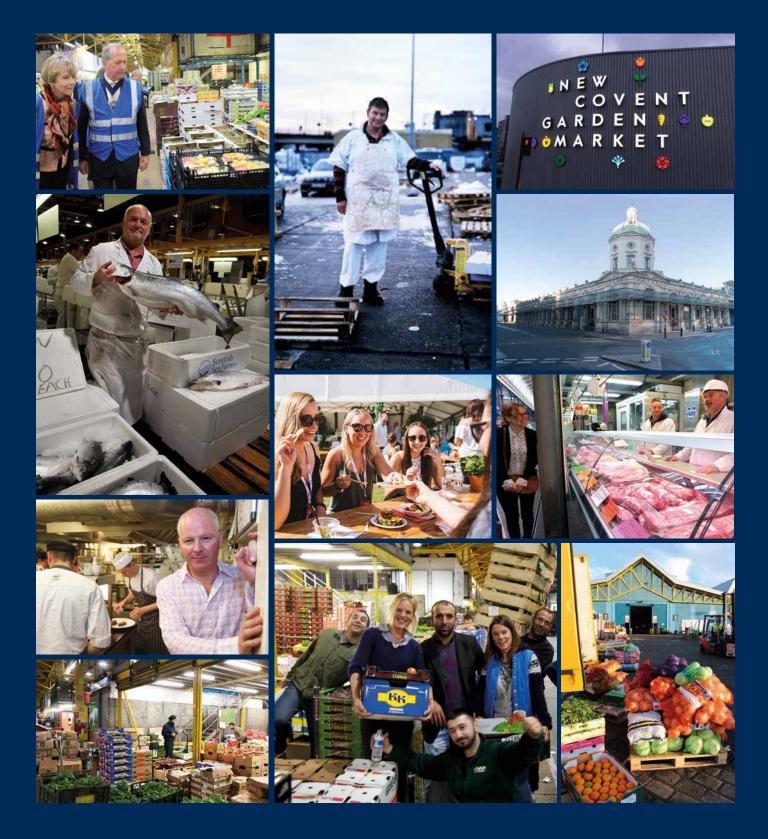
# London Wholesale Markets Magazine

### A Guide to the Five London Food Markets

New Covent Garden | New Spitalfields | Smithfield | Billingsgate | Western International



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We are one of the country's largest suppliers of fresh salmon, supplying throughout the British Isles and Europe. We deal in farmed, organic and wild salmon.

The company was founded by John Bennett and remained a family business until going public and becoming Associated Fisheries in the late 1950s. Associated Fisheries became a leading force in the fish industry owning such companies as Eskimo, Grimsby Cold stores, B&A, Caley, WG White, Northern Trawlers and many more.

Associated Fisheries was taken over by Linton Park in the 1990s ad in 1998 J.Bennett was bought by the management from Linton Park. The company remains a privately owned business and has increased its turnover each year since the management buyout. Once again,



the quality of our product, the efficiency of our deliveries and the customer care provided by our staff, has ensured that J.Bennett continues to thrive in an ever-competitive market.

The company has a staff of 30 dedicated to supplying excellent guality and good service. They are proud of J. Bennett's 100-plus year tradition and are happy to work hard to maintain the standards that have taken J.Bennetts to the top of the fresh fish wholesale business. We plan to stay there for another 100 years at least.

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The publication also showcases the ranges of fresh produce, flowers, meat and poultry and seafood produce and specialist imported food products available on-site to buy at the London Markets. The London Wholesale Markets magazine will be published annually each year and In this issue we have features on Taste for London, BBC Good Food Festival and the opening of the new Flower Market at New Covent Garden.

The new edition also includes signature recipes from Michelin starred chefs Michel Roux Jr and a profile of David Moore, owner of Michelin starred restaurant Pied-A-Terre and detailed information, site maps and listings for the five London Markets. We have also developed a dedicated website for the London Markets and to view please visit: www.londonwholesalemarkets.com. The site includes sections for each market with site information, videos, images and editorial information, as well as full listings and contacts details for the Markets.

We welcome any input from either tenant companies on the markets or companies who sell products into the London markets. For editorial submissions or advertising for the next issue and to discuss any aspect of the publication or if you require details on circulation, editorial opportunities please contact us on: (01253) 319882 / 3 or e-mail: sales@mmcmedia.com



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### Welcome

To the new edition of the London Wholesale Markets Magazine. The magazine is posted to every tenant company on the five London Markets and is published to raise awareness of the markets and all Tenant Companies operating at each site.



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Theresa May and husband Philip kicked off the final day of election campaigning with an early morning visit to London's biggest meat market. Dropping in at Smithfield in the heart of the city at 5.30am, the Prime Minister chatted to stall holders and posed for selfies with butchers on site.





#### IT'S TIME TO BRING YOUR LOVE OF GOOD FOOD TO LIFE WITH A VISIT TO A BBC GOOD FOOD SHOW.

Each event is packed with inspiring ideas and fresh new flavours, as well as regional, seasonal and artisan producers. Join some of the biggest names in food and drink as the likes of James Martin, Tom Kerridge, Michel Roux Jr and Mary Berry share their expertise with you, live at the Show. Whether you're a first-time visitor or have been to a Show before, there are plenty of new things in store for 2017. Find out more about what you can enjoy at our upcoming Shows, and get ready for a delicious day out this season.

#### BBC GOOD FOOD SHOW, HARROGATE HIC

This year, the BBC Good Food Show returns to the beautiful spa town of Harrogate with even more inspiration, live cooking demonstrations, and a bigger range of local food and drink producers. Join Michelin masters Tom Kerridge and Michel Roux Jr, plus Antonio Carluccio and Lorraine Pascale all cooking LIVE in the beautiful Edwardian theatre. NEW this year, hear more from the experts on the BBC Good Food



Stage, plus we'll be showcasing more of Yorkshire's chefs, experts, delicacies and producers, so come along and meet the best in the business.



For three fabulous days, Hampton Court Palace will host the second BBC Good Food Festival. Discover a great selection of delicious artisan producers, a stellar line up of cooks and chefs, fabulous entertainment, family fun and great, live music. All set within the backdrop and grounds of the stunning Hampton Court Palace.

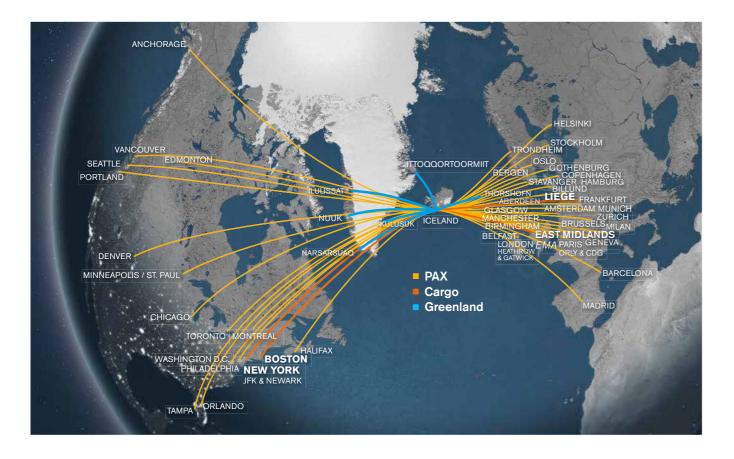
#### BBC GOOD FOOD SHOW, BIRMINGHAM NEC

Get set for summer as our flagship Show returns to Birmingham NEC this June, packed with more live food inspiration than ever before. We're excited to announce that James Martin has joined the line-up of top chefs and experts cooking LIVE, including Tom Kerridge, Michel Roux Jr, Mary Berry, Joe Wicks and more. Pick up top tips at the NEW Healthy Kitchen stage, get involved in hands on masterclasses, plus meet and shop from a huge range of the UK's top food and drink producers.





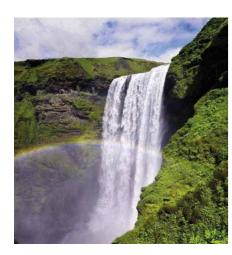
#### www.bbcgoodfoodfestival.com



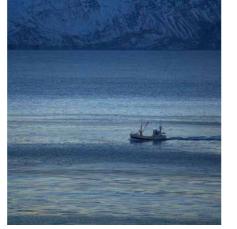
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# BILLINGSGATE

**FISHMARKET** 

he Market rights of the City of London were based on a charter granted by Edward III in 1327 which prohibited the setting up of rival markets within 6.6 miles of the City, (six and two thirds miles being the distance a person could be expected to walk to market, sell his produce and return in a day).

In 1400 King Henry IV granted to the citizens the right, by charter, to collect tolls and customs at Billingsgate, Cheap and Smithfield.

Since then, the Billingsgate Market Acts of 1846 and 1871 and the City of London (Various Powers) Acts of 1973, 1979, 1987 and 1990, have confirmed the City's role as the Market Authority and laid down its responsibilities and rights, including the makina of regulations, the collection of tolls, rents and other charges.

Billingsgate was known as Blynesgate and Byllynsgate before the name settled into its present form.

The origin of the name is unclear and could refer to a watergate at the south side of the City where goods were landed - perhaps owned by a man named 'Biling' - or it may have originated with Belin (400BC) an ancient King of the period.

Billingsgate was originally a general market for corn, coal, iron, wine, salt, pottery, fish and miscellaneous goods and does not seem to have become associated exclusively with the fish trade until the sixteenth century.

In 1699 an Act of Parliament was passed making it "a free and open market for all sorts of fish whatsoever".

The only exception to this was the sale of eels which was restricted to Dutch fishermen whose boats were moored in the Thames. This was because they had helped feed the people of London during the Great Fire.

Until the mid-nineteenth century, fish and seafood were sold from stalls and sheds around the 'hythe' or dock at Billingsgate. As the amount of fish handled increased, a purpose-built market became essential.

In 1850 the first Billingsgate Market building was constructed on Lower Thames Street but it proved to be inadequate and was demolished in 1873 to make way for the building which still stands in Lower Thames Street today.

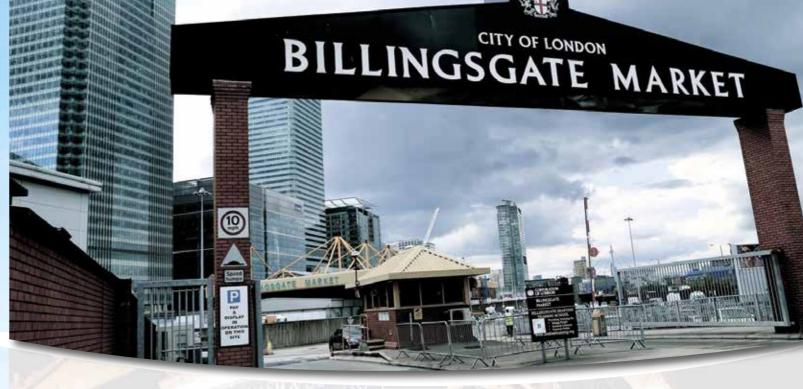
This was designed by the City Architect, Sir Horace Jones, and built by John Mowlem. It was opened in 1876 and is now a listed building. In 1982 the Market relocated to Docklands.



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### **BILLINGSGATE TODAY**

The Market complex covers an area of 13 acres and is entirely self-contained. The ground floor of the building comprises a large trading hall with 98 stands and 30 shops, including two cafes; a number of individual cold rooms; an 800 tonne freezer store (maintained at a temperature of -26°C); an ice making plant and 14 lock-up shops used by processors, catering suppliers and merchants dealing primarily in trade sundries, non-perishables, poultry and potatoes.

The first floor of the building consists of offices for use by the Superintendent and his staff; the London Fish Merchants' Association, the Trade Union, the Fishmongers' Company's Inspectorate, the Sea Food School Training Association and for individual traders.

The Market is policed by Market Constables, appointed by the Superintendent and Head of Security, who are supervised by a Market Sergeant.

Day-to-day cleaning and maintenance of the site and facilities is carried out by a team of City of London staff under the direction of the Market Head of Maintenance.



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### WALKING TOURS & VISITS

Billingsgate Market does not offer regular escorted tours for groups of visitors, but these can be arranged. If you wish to visit we will make every effort to accommodate you. The Market is open to the general public.

Please note that children under the age of 12 are not permitted on the Market floor. It is advised that suitable non-slip footwear is worn.

### HOW TO FIND US

Billingsgate Market Trafalgar Way Poplar London E14 5ST

Tel: 020 7987 1118 Fax: 020 7987 0258

Email: billingsgatemarket@cityoflondon.gov.uk



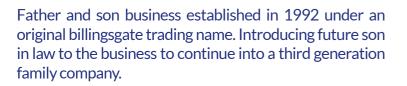
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# JSL







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#### The Seafood School at Billingsgate is one of the leading food schools in the UK. Based above the market floor at Billingsgate, we are a charity focused on encouraging all to enjoy more seafood as part of a healthy diet.

At 4Am, tuesday to saturday, Billingsgate Fish market opens its trading hall for business. Hustling, bustling and brightly lit, the heart of the 13-acre complex in east London (the UK's largest inland fish market) is home to around 40 traders as well as shops and cafés - not to mention a seafood training centre that teaches everything from sourcing and descaling to gutting and cooking. the seafood school at

Billingsgate (newly named after a rebranding last week) is legendary in the industry: fishmongers, sellers, culinary students and chefs are tutored here. But it serves the rest of us, too, and at a (slightly) more acceptable time of the day. If you can manage a 7am start, the special saturday Breakfast, for example, begins with a trip round the market before a morning feast and a fish-prep session. In this, as

Located above Billingsgate **Market in London's Docklands** 



# Quality, Sustainability & Service

Rainbow Seafood is an international seafood business with factories, offices and partnerships throughout the world. We have packaging, distribution and sales centres in the UK, China and the United States but we owe our heritage to our origins in the Faroe Islands, which are home to our fishing fleet, farms and state-of-the-art processing plants.

Our heritage is important because it affects every facet of our service to the customer. We use the most modern technologies to maximise product quality and shelf life, but we are also commited to maintaining an ancient tradition that places enormous emphasis on sustainability. It's a successful fusion of the old and the new; a methodology that is accountable, responsible and proven to yield seafood of truly outstanding quality.

Having our own long-liners, processing and packaging plants helps us to keep our prices extremely competitive and means that we maintain strict quality control at every stage. It also enables us to adapt our operations to suit changing market demand. From the initial catch to packaging and delivery schedules, every element can be fine tuned to give you and your customers exactly what you want.

We can supply fresh and frozen seafood including: Salmon, trout, Cod, Haddock, Plaice, Colev, Skate, Halibut, Monkfish, Lemon Soles, Langoustines, Scallops and many more. The plants operate fifteen long liners, which are the first day boats in the Faroese fleet only to use combined washing and slush-ice systems on board. The slush-ice chills the fish down to 0 Celcius which improves shelf life considerably. Good practice and experienced workmanship on board, ensures a superior quality fish for production.

All our plants produce to the highest standard employing HACCP systems as well as internal guality assurance systems. These systems insure that all products we produce in our plants are of the highest quality. Rainbow Seafood's logo guarantees guality control from catch to distribution and only the superior quality fish which fulfills the highest standards is packed into Rainhow

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in all their classes, 'we try to make it as uncomplicated as possible', says the school's CEO and principal, CJ Jackson. 'We focus on sustainability and talk a lot about fishing methods, but even chefs' eyes can glaze over by the time we get on to hook-and-line.' the practical skills (how to purchase from market, as well as how Bryantto skin, pin-bone and fillet) are invaluable, but Jackson has an eye on food trends, too.



#### "Last year our class lists passed the 100,000-person mark."

- CJ Jackson - Billingsgate Seafood School CEO

English winemakers and microbreweries have been involved with the school's seafood-matching classes (hake and hops? yes, please), and guest-chef days will soon be rolled out. 'Last year our class lists passed the 100,000-person mark,' Jackson tells me. And I bet most of those are now dab hands at shucking and cutting. We deliver courses to schools, colleges, chefs, fishmongers, major retailers and a extensive range of courses for food lovers.





Yearly we work with over 10,000 people from all walks of life. Our team is made up of chef and fishmonger trainers all able to deliver a course on seafood with an impressive level of expertise. We are all hands to the wheel to deliver a new range of courses and send out the 'Eat 2 a week' message with our partner Seafish.

Celebrating 16 years on the market, 2015/16 were busy years for us as we continue to develop new programmes for all areas of activity. The last 18 months of the school has seen new funding, new staffing and a refurbishment - with smart hobs and ovens - thanks to the generosity of the Worshipful Company of Fishmongers'.

We have also extended our workstations, enabling us to take a great number of students on a day's course. Our facilities enable us to deliver cutting and fishmongering courses. We also plan and develop bespoke courses for team building and corporate entertaining, which prove particularly popular.

Please see our website: www.seafoodtraining.org for further ideas and courses. If you would like to join one of our days, please contact Kirsty on O2O7 517 3548 for more information.

### **Contact us**

If you would like to learn more about us or book a certificate or class, Want us to visit a school or catering college:

> Billingsgate Seafood School Office 30, Billingsgate Market, Trafalgar Way London E14 5ST UK

> > CJ Jackson, CEO

Tel: 0207 517 3548 Email: admin@seafoodtraining.org

#### www.seafoodtraining.org





#### The Fishmongers' Company to launch a **Fishmonger Certificate**

One of the Great Twelve Livery Companies of the City of London, the Fishmongers' Company has been closely linked to London's Fish and Fisheries Trade for well over 700 years. To this day, the Company employs two fisheries inspectors at Billingsgate Market who check the quality of the Market's produce, carrying on a tradition established by Royal Charter in 1604 under lames the First

This year brings a new initiative from this ancient Company in announcing the launch of the 'Master Fishmonger Scheme' - a certification programme specifically for fishmongers working in the UK industry. The programme will recognise good practice across the trade, allowing the UK's best fishmongers to showcase their high standards and commitment to quality, craftsmanship and sustainability.

As the first of its kind for the seafood trade, the Scheme will pull together all relevant courses into a single nationally-recognised framework, with a grading system to reflect levels of attainment within the profession. Individual fishmongers who have been working in the industry for at least two years will be able to receive recognition through one of three tiers: MFS Recognised Fishmonger; MFS Advanced Fishmonger; and MFS Master Fishmonger. By providing a 'ladder' of three sequential awards, the Scheme hopes to empower and encourage fishmongers to progress in their careers.





Small and medium sized enterprises can gain certification as an MFS Approved Enterprise - SME after undergoing an extensive inspection and assessment by the Fishmongers' Company, whilst individuals who are not fishmongers, but who have made a sizeable contribution to the trade, will be able to receive recognition as an MFS Companion.

As an ancient Guild, the Fishmongers' Company is well placed to uphold and govern the Scheme's standards and foster fellowship among members for the greater good of the industry. Key members from the trade, including: Seafish, National Federation of Fishmongers, Seafood School at Billingsgate, FDQ, National Skills Academy for Food & Drink, small independent retailers, as well as large suppliers, such as M&J Seafood and Dawnfresh, have also been helping to develop the Scheme's cross-sector standards and criteria, ensuring that the skills, qualifications and standards of the fishmongers in the UK are relevant, both now and for the future.

A large, national marketing campaign will support the Scheme, providing ample opportunity for certified fishmongers and independent businesses to showcase their craftsmanship and commitment to social and environmental responsibility. The full potential of the Scheme lies in its capacity to make sustainability and profitable practices one and the same.

The Scheme is aiming to launch the first three tiers for individual fishmongers (Recognised, Advanced and Master) in the autumn of 2017, whilst applications will open for the Approved Enterprise - SME and Companion tiers later in the year. For further details about the Scheme please check the MFS website:



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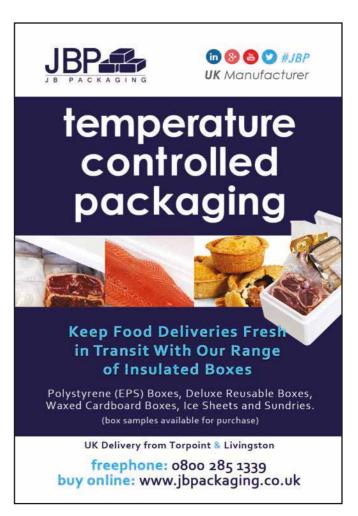
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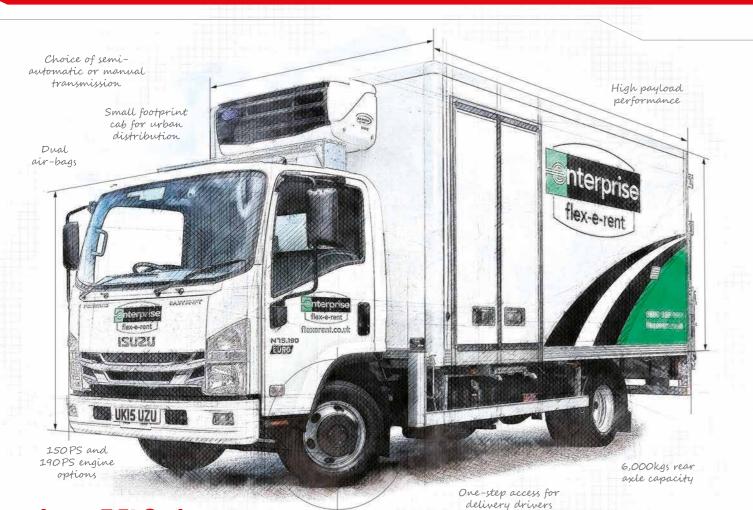


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# **TASTE OF LONDON**

Beautiful sunshine, superb original pop-up features, incredible world-class chefs and the capital's finest restaurants, the recipe for success as Taste of London delivered the best event in the festival's 14year history! As Taste of London drew to a close on Sunday, 50,000 foodies had converged on Regent's Park to feast on mouth-watering dishes from London's hottest best restaurants, be wowed by a lineup of the world's greatest chefs, take part in inspiring masterclasses and soak up the atmosphere as the sun beamed on the beautiful Regent's Park.

Director of Taste Festivals Justin Clarke said "It's incredibly rewarding to see how Taste of London brings people together, puts a smile on their face and offers up an unparalleled feast of London's finest restaurants, and food and drink producers. For us it was definitely the best Taste to date, packed full of brilliant content, excellent food and top restaurants, and we're pretty confident our visitors echo this sentiment!"



Over the festival's five-days, passionate foodies sampled gastronomic greatness in the form of an incredible spelt risotto lobster bisque from Les 110 de Taillevent which was awarded Best Dish in Taste, whole smoked goat taco from Temper, tandoori spiced octopus from Cinnamon Club and fettuccine cacio (served with fresh truffle) from Sartoria. New restaurants for 2017 that wowed the crowds were Kricket: a modern memoir tantalised



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memoir of Mumbai, where queues of hungry Londoners waited patiently for their mouth-watering KFC (Kerelan Fried Chicken), Jamavar took the simple lamb chop to new heights with subtle but delicious spices and Duck & Waffle Local made their signature duck burger the must eat dish of the festival. Over 25,000 dishes were served from top eateries including; Portland, Aster, Club Gascon, Chai Wu, Ember Yard and Roka. Taste of London's charity partner Action Against Hunger raised tens of thousands of pounds again for their causes by serving up tasty tacos from the likes of Rick Stein, and Yotam Ottolenghi.



At The Taste Residence small groups were treated to one in a lifetime intimate fine-dining experiences where they were able got up close and personal with some of the most

"Taste Festivals strive to bring new and exciting content to each and every one of their events, and this year outdid themselves with The Taste Residence and The Taste Makers of London Restaurant features."



Taste Festivals strive to bring new and exciting content to each and every one of their events, and this year outdid themselves with The Taste Residence and The Taste Makers of London Restaurant features.

revered chefs in the world including Alex Atala, Ana Roš and Ollie Dabbous. The feature was a huge success and looked as beautiful as the food tasted. One of the most popular restaurant stands was the brand new Taste Makers of London which was curated by Instagram sensation Clerkenwellboy. Joining him were supperclub star Laura Jackson, pioneer of modern healthy home cooking Melissa Hemsley and food stylist and journalist Rosie Birkett. Other new and improved features included the revamped interactive AEG Taste Theatre in association with Etihad Airways hosted by Andi Oliver and Rosie Birkettt, where food fans were able to get hands-on and in the



kitchen for live cooking demonstrations with culinary greats such as Tom Kerridge, Nathan Outlaw, Theo Randall, Thomasina Miers and Alex Atala. There was a veritable feast of inspiring participatory experiences for visitors to get involved with.



At the Laurent-Perrier Materclasses champagne aficionados were expertly guided through a sample of the houses' entire range (including the brand new La Cuvee), whisky brand The Balvenie held Craftsmen's Dinner Masterclasses and at The DS Automobiles Avant-Garde Experience foodies tasted a daring sample menu created by vivacious Michelin-starred



chef Pascal Aussignac, complete with insects! Celebrity Cruises brought the dining experience from their impressible vessels to the festival where attendees' tastebuds were













with regional delicacies from top travel destinations including Tuscany, Japan and the Galapagos Islands, Prosecco DOC & Grana Padano brought a taste of Italy to Regent's Park with cheese and wine matching classes and Pilsner Urquell mixed it up with dumpling and beer classes in partnership with Duck & Rice. Natoora partnered with top chefs such as Neil Rankin to showcase just how incredible BBQ-ing fruit and vegetables can be.



One of the busiest features was the stunning Monkey Shoulder Whiskey Den – a large bar covered in flora and forna, orange and lemons where the only access to the delicious



fridge door. The most beautiful on-site feature has to go to Mirabeau Wine who transported guests to a garden in Provence. Illy even blended a new coffee with top French chef Luigi Taglienti and Italian water Ferrarelle were joined by the best pizzeria in the world; L'Antica Pizzeria da Michele.

The brand new Start up Collective market area saw the launch of a range of exciting products. Set to follow in the footsteps of brands such as Fever Tree and Sipsmith that also launched at Taste were Ama Vida with their acai sorbet, LA Brewery with kombucha, there were air dried apple crisps Frux, raw pili nuts Raw & Wild, and much more.

#### Watch this space!

#### Ticket prices start at £17

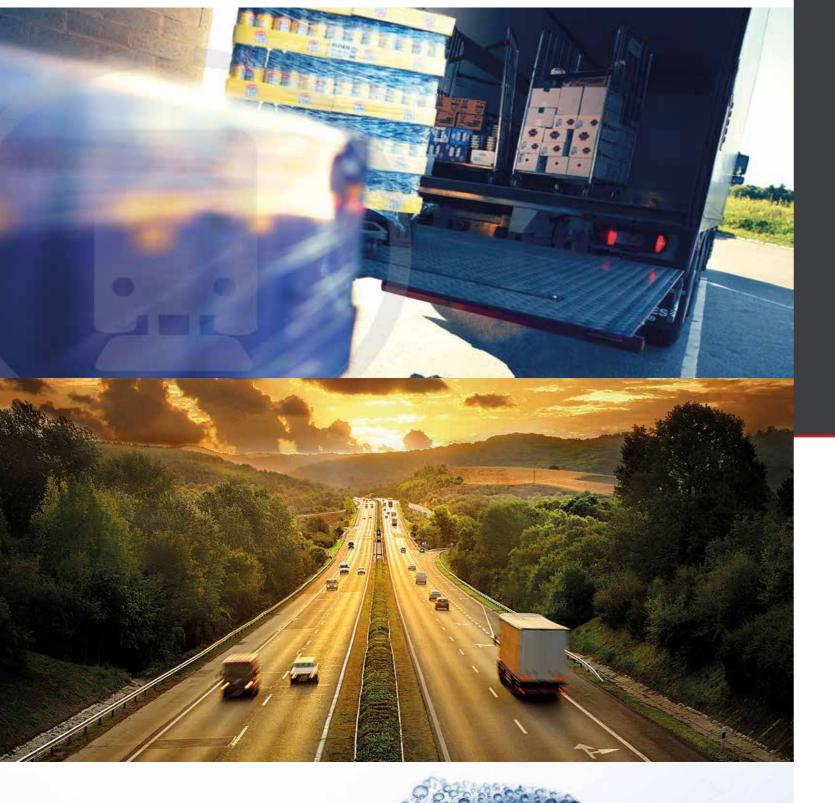
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### **3 SUCCULENT RECIPES FROM ACCLAIMED** MICHELIN STAR CHEF MICHEL ROUX JR



#### **GRILLED SCALLOPS WITH CRAB AND HERB VELOUTÉ**

SERVES 8

8 Scallops, 70g each Salt and pepper Olive oil 100g carrot 100g Leek 30ml Chartreuse Verte 200g white crab meat Sauce 5 Shallots, peeled 7 or 8 button Mushrooms 1 tbsp butter 1 glass of Champagne 200ml fist stock 200ml double cream 1 tbsp each of chives, chervil, Flat-leaf parsley, chopped 1 tbsp Chartreuse Verte salt Fish stock 1kg fish bones and heads 1 small onion, chopped 1 stick of celery, chopped 60g butter 100ml dry white wine 6 parsley stalks 1 bay leaf

Take the scallops out of their shells and trim and clean (see page 68). Season them with salt, pepper and olive oil and cook on a grilling pan for 3-4 minutes. Cut the carrot and leek into julienne strips and sweat in olive oil until cooked but still crunchy, then deglaze with the Chartreuse. Add the crab meat and season. Serve in deep plates or wide bowls. Arrange a bed of vegetables and crab meat on each plate, place a scallop on top and pour the sauce around.

Sauce: Slice the shallots and mushrooms and sweat in butter, but don't allow them to colour. Deglaze with the Champagne and reduce by two-thirds. Add the fish stock and reduce by half. Add the cream and cook for another 20 minutes. Pass through a fine sieve. Before blitz in food processor with the herbs and Chartreuse to a foamy, light consistency. Season.

Fish Stock: Remove any gills from the fish heads. Soak the heads and bones in cold water for 3-4 hours. Roughly chop the fish bones and heads. Sweat the onion and celery with the butter in a deep saucepan over low heat. When softened, add the fish bones and heads and cook for 2-3 minutes, stirring frequently. Pour in the wine, turn up the heat and reduce by half. Add 2 litres of water and the herbs and bring to the boil, skimming frequently. Lower the heat and simmer, uncovered, for 25 minutes. Strain the stock through a sieve lined with muslin and leave to cool. This makes about 2 litres – more than you need for this recipe but the rest can be frozen.

#### CHARDONNAY NAPA 2000 - ROBERT MONDAVI

The name Mondavi is synonymous with both the Napa Valley and excellence. This wine is a fat and juicy as the diver-caught Scottish scallops used in this dish, hence the pairing.



#### **RED MULLET WITH CEPS AND RED WINE SAUCE**

#### SERVES 6

600g veal marrow bones 3 red mullet, about 400g each 6 shallots , peeled 1 stick of celery, chopped 2 tbsp of caster sugar 1 tbsp red wine vinegar 125ml strong dark red wine 260ml veal stock 2 tbsp butter 20g extra bitter dark chocolate6 slices of baguette bread 1 garlic clove, cut in half 400g cep mushrooms (cèpes) 1 bunch of flat-leaf parsley, chopped Olive oil Salt and pepper

Crack the veal marrow bones open to reveal the marrow. This can be dangerous and if you're not used to using a cleaver, ask your butcher to do this for you. Keep the marrow in large cylinder-like pieces and put in iced salted water to disgorge until needed. Scale, fillet and pin bone the fish, rinse and dry on a paper towel. Season the fillets, brush with oil and place on baking sheet ready to be cooked.

In a saucepan with a little oil, sweat 3 sliced shallots and the chopped until lightly coloured. Add the rinsed fish bones and continue to cook 3-4 minutes. Add the sugar, vinegar and red wine, then simmer until reduced by half. Add the stock and simmer, skimming well for 20 minutes. Pass the liquid through a very fine sieve. Just before serving, check seasoning, bring back to the boil and whisk in the butter and chocolate little at a time.

Pan fry the slices of baguette in olive oil until brown and crisp. Remove from the pan and when cool enough to handle, rub with the garlic. Trim, clean and slice the ceps. Pan fry them over high heat with a little oil until almost cooked, then finely chop the remaining shallots and add them to the pan. Continue to cook for 2-3 minutes and add the parsley. Slice the marrow into 1cm rounds, place in simmering salted water and poach for 5 minutes until tender. Gently drain and divide equally between the baguette slices. Cook the red mullet under a hot grill- the skin should bubble and brown slightly. Place the fish on top of the ceps and the baguette slices on top of the fish.

WINES: The meaty red mullet and red wine sauce need a wine with structure, but no so powerful that it overwhelms the fish. Otago produces some of the best Pinot Noir around, delicate yet assertive. Bourgueil, a Cabernet Franc, is definitely brawny enough, as is a young red Bandol.

#### OTAGO NEW ZEALAND PINOT NOIR - BOURGUEIL - YOUNG BANDOL RED



This is Provence on a plate. Be sure to choose purple figs from September's harvest, when they are at their sweetest and best. Preheat the oven to 180C, butter 6 little flan moulds, 5x2cm in size. Whisk the eggs and sugar until frothy. Add the olive oil, Madeira and lavender and continue whisking. Finally fold in the flour and baking powder. Pour into the moulds and bake for 12-15mins until golden and firm to the touch.

Turn the oven up to 220C cut a cross in each fig from the tip to halfway down. Open the figs up slightly and place a knob of butter in each. Put the figs in a roasting pan, drizzle with honey and bake for 6-8mins. Remove the figs and put them on top of the warm cakes. Put the roasting pan on the stove and pour in the lemon juice. Bring to the boil, stir and spoon the juices over the figs before serving.

#### WINES:

#### WARM OLIVE **OIL CAKE WITH** LAVENDER AND **ROASTED FIGS**

#### Serves 6

2 eggs 80g light brown sugar 80ml olive oil 30ml sweet Madeira 1 heaped tsp lavender flowers 152g plain flour 1/2 tsp baking powder 10-12 figs, purple variety from September crop 80g butter, plus extra for greasing the moulds 4tbsp clear honey, lavender scented Juice of 2 lemons



# Head chef of Michelin-starred London nestaurant Pied & Terre, Marcus Eaves,

serves up some favourile seasonal dishes from the French eatery's m serves up some favourile seasonal dishes from the French eatery's m bring a touch of refined during to your own table bring a touch of refined during to your own table nữ tổ inspire vou to menu to inspire vou to

### SEARED EDGERT SALMON WITH A DRESSED SALAD OF RED ENDIVE AND WATERCRESS

Serves **4** Prepartifions **30 minutes** Preparation time **30 minutes** 

- INGREDIENTS 60009712/115/149 of salmon (we've' used to be and the salmon Spldste of off seed pech Duart salmon) 1 red Splasse of olive oil 1 bandiff shall of peeled and finely diced panana shallot, peeled and 1 bandiff shall of peeled and 1 bandiff shall of peeled and

- 1 bindy watercress, picked
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   1/2 bunch riesh dill, chopped
   1/2 bunch fresh dill, chopped
- ¼ bunch fresh chives, snipped For the lemon vincignette Sea Southe lemon vincignette • 25ml/Sppsalt
- Sed soil
   25ml/All Schemen vinegar
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- 150g/14pt basic mayonnaise
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AND WATERCRESS
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• Splash of vegetable oil 350°F, Gas 4.

**ROASTED QUAIL** WITH RED WINE SHALLOTS. **OVEN-BAKED** BEETROOTS AND BABY **WOOD SORREL** 

Serves  $\mathbf{4}$ Preparation time 30-45 minutes Cooking time 25-30 minutes

#### INGREDIENTS

- 1 bunch mixed-colour baby
- beetroots • Sprig of fresh thyme
- 40g/1½oz butter
- 1 large beetroot
- 250ml/9fl oz ruby port
- Sea salt
- Generous pinch of sugar
- 2 banana shallots, peeled and
- finely diced
- 100ml/4fl oz red wine vinegar
- 1/2 bunch fresh chives, finely snipped
- Extra virgin olive oil
- 4 medium-sized oven-ready quails
- 25g/1oz wood sorrel, if available

**1**. Preheat the oven to 180°C, 2. Wrap the baby beetroots in foil

with the sprig of thyme and half the butter and bake in the



preheated oven for around 20 minutes or until tender. Once cooked, cool slightly, remove the skins and cut into quarters. **3**. Finely chop the single large beetroot into small dice and place in a small saucepan. Cover with the ruby port, add a pinch of salt and the sugar and cook until soft. Once cooked, transfer to a processor and blend to a purée. 4. Put the chopped shallots into a



#### MARINATED HAND-DIVED SCALLOPS WITH FENNEL, **GRAPEFRUIT AND YUZU DRESSING**

Preparation time 20 minutes, plus marinating time

#### INGREDIENTS

• 10 hand-dived scallops, cleaned and prepared (ask your fishmonger to do this for you) • 1/2 bulb fennel

- Salt, sugar and lemon juice, to taste • Sprigs of fresh dill
- 12 fresh coriander leaves
- 1 grapefruit, peel, pith and
- membrane removed, flesh divided into
- segments and finely chopped
- 1/2 banana shallot, peeled and very
- finely chopped • 1 tbsp olive oil

Serves 4

bowl, cover with the red wine vinegar, sprinkle over the chives and add a generous splash of olive oil. Set side

**5**. While the shallots are marinating, cook the quails. Start by caramelising them in a hot frying pan using a splash of vegetable oil and the remaining butter. Once browned all over, transfer them to a non-stick roasting tin and cook them in the

preheated oven for around 4-6 minutes. Once cooked, remove from the oven and leave to rest for at least 5 minutes.

6. To serve, spoon 2 dollops of the beetroot purée onto each plate. Cut each quail into 4 pieces and arrange on the plates. Spoon the quartered beetroots over and around, followed by the shallots. Finish off each serving with a sprinkling of wood sorrel.



#### For the marinade

• 2 tsp yuzu (a Japanese citrus fruit, available in Waitrose) or

- 2 tsp lime juice
- 75ml/3fl oz vegetable stock
- 1 tbsp olive oil
- Generous pinch sea salt
- Generous pinch caster sugar
- 2 tsp lemon juice

1. First make the marinade. Put the yuzu or lime juice, vegetable stock, olive oil, a generous pinch of sea salt and caster sugar and the lemon juice in a bowl and mix well until the sugar and salt have dissolved. Set aside. **2**. Slice the scallops in half horizontally, add to the marinade and leave for 5 minutes. 3. Meanwhile, finely slice the fennel, preferably on a mandolin, and season with a little salt, sugar and lemon juice, to taste. 4. Remove the scallops from the marinade (reserving the liquid) and place 5 halves onto each of 4 chilled serving plates. **5**. Place some fennel on top of each scallop followed by a small sprig of dill.

**6**. Place <sup>1</sup>/<sub>4</sub> of the reserved scallop marinade into a mixing bowl, add the coriander leaves, chopped grapefruit, chopped shallot and the olive oil. Check and adjust the seasoning - a pinch of salt or sugar may be needed for balance. 7. Spoon the mix over and around the scallops and serve.



Tom Aikens, stepped into the limelight after being sous chef there since 1993, when Richard left to return to France. Both Michelin stars were retained until 1999 and after Aikens' departure, his own sous chef, Shane Osborn, was given his turn at the helm. Allowed time to settle in and steady the ship, he regained the second star in 2003 and in June 2011, Shane Osborn passed the baton to one time protégé and rising culinary star, Marcus Eaves, who had been the driving force behind sister restaurant L'Autre Pied since 2007.

Serious fire damage in November 2004 meant it was closed for most of 2005 but fortunately no damage was done to the superior quality of the gastronomic cuisine and it went onto gain more gastronomic awards and accolades.

October 2013 saw the opening of David Moore's first pop-up restaurant Pieds Nus which closed in March 2014. The pop-up won over critics and diners and David is currently looking for the next pop-up location. Since opening its doors over 20 years ago, Pied à Terre has been associated with luxury, fine dining, a notable wine cellar and of course Michelin stars. With head chef Marcus Eaves at the helm, the kitchen continually pushes the culinary boundaries and serves exquisite, innovative and creative dishes - dishes that have become synonymous with the restaurant's name.

The use of varying colours, textures and flavours ensures each dish is a unique piece of food art. The restaurant is often listed as having one of the best wine cellars in London. As expected, there are plenty of classic French wines on the list but the restaurant also prides itself on offering exciting new wines from unusual grapes and less celebrated wine-making regions. Less known wines from Argentina, Australia and Hungary are featured which makes for an exciting wine flight when steered by the Sommelier.

The restaurant itself is set over four levels in a beautiful townhouse and includes the stunning private room, private bar and of course the main bijou restaurant. The Private room seats up to 13 people and is used for both business and pleasure, whilst the private bar is the perfect venue for cocktail and canapé parties or for perusing the menu before making your way to the beautifully decorated main restaurant.

Pied à Terre has a strong commitment to contemporary art which is seen throughout the restaurant. Over the years, it has displayed pieces from art world greats such as Andy Warhol, Sir Peter Blake and Sir Howard Hodgkin. It now runs a residency programme, Artist in Restaurant, the first of its kind in London to offer one emerging artist per year a residency.

the guidance of David Moore with head chef Richard Neat who went on to achieve



### NEW SPITALFIELDS FRUIT & VEGETABLE MARKET

ew Spitalfields Market was custom-designed for the fresh produce and flower business in the early 1990s and in 2017, we can still boast trading facilities that rank as second to none.

Since relocating in 1991 from our old, much cherished but congested site, where traders worked through the night in tight spaces on public roadways, we have diversified the offer at our site in Leyton, East London, to reflect Britain's consumers changing palates and preferences.

That has enabled us to maintain our position at the very top of the UK wholesale market tree.

The location was selected for its excellent road, sea and airport access and New Spitalfields traders are still well placed to serve the whole of London, the Midlands, East Anglia and Kent. In fact, we have customers from all over the UK, as well as the continent.

Our independent retail and street market customers across the south east continue to thrive and the catering and foodservice sectors have experienced exceptional growth in recent times.

Every one of us at New Spitalfields is fully committed to supporting them as they provide nutritious, healthy food and beautiful flowers for British consumers for many years to come.

New Spitalfields Market is Britain's premier wholesale fruit, vegetable and flower market. The market is a purposebuilt site, in Leyton, East London, which opened in 1991. It is the largest revenueearning fresh produce and flower market in the UK.

The market's location provides direct and easy access to the motorway network, and all nearby ports and airports, enabling more than 100 companies to offer a range of healthy and nutritious fresh produce and flowers to their customers, sourced year-round from every corner of the world.

These highly specialised firms predominantly serve customers across London and the Home Counties and our site is ideally placed to serve the rest of the UK and continental Europe too.

The wide mix of cultural and ethnic backarounds within the New Spitalfields Market trading community ensures that we have a basket of fresh produce and flowers that satisfies the culinary preferences of all cultures.

The depth and flavour of the New Spitalfields offer has been enriched by the presence of tenants specialising in exotic fruits and vegetables, as well as catering and foodservice firms serving public and private sector customers across London.

There is no more diverse market in the country and that fact contributes hugely to the market's ability to stay at the forefront of its trade and service the rapidly changing needs of the 21st century wholesale market customer base.





#### Chris Hutchinson Chairman, Spitalfields Market Tenants Association

I am honoured to be the Chairman of the Association at this particular time in the long and fruitful history of Spitalfields Market.

Since our relocation in 1991, the Market has changed, adapting, to meet the challenges of servicing a cosmopolitan London, the home counties and beyond.

New Spitalfields Market the number one wholesale market in the UK, offers the widest range of exotic fresh fruit and vegetables sourced from all over the world, to meet the needs of a cosmopolitan London and beyond. In turn there has been an increasing number of ethnic traders.

Today the market has over 60% traders sourcing Asian, Afro-Caribbean, Turkish, Chinese, Egyptian, fresh fruit, vegetables and flowers. The evolution and mixture of tenants, particularly those specialising in exotic fruits and vegetables has been a welcomed development which has contributed to make New Spitalfields Market, the market for success.

New Spitalfields is now multi-national and multi cultural in both customers and tenants.

The Tenant's Association recognising the value of promotion, plays a vital role in ensuing that New Spitalfields Market is today and in the future is "Second to None".





C Hutchinson



### History of **Spitalfields**

Spitalfields is one of the City's younger markets, starting life as a thirteenth century market in a field next to St Mary Spittel on the edge of the Square Mile...

In 1682, King Charles II granted John Balch, a silk thrower, a Royal Charter that gave him the right to hold a market on Thursdays and Saturdays in or near Spital Square. For the next 200 years, the market traded from a collection of sheds and stalls, doing its best to cope with London's growing appetite for fresh fruit and vegetables.

As time went by, it became a centre for the sale of home-grown produce, which was being traded there six days a week...

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H.PADFIEL

# **100% Landfill Diversion** In the market for resource & waste management expertise?

New Spitalfields Market is the UK's premier horticultural wholesale market, owned and administered by the City of London Corporation. It has over 140 tenants across a footprint of circa 32 acres. The market attracts approximately 1 million vehicles per year and has a turnover of approx 750,000 tonnes per annum of fruit, vegetables and flowers. Operating under a Royal Charter, granted in 1682, Spitalfields Market moved out of the City in 1991 and now occupies a purpose built 32 acre site in Leyton, East London. With a Market Hall of 28,700sq metres (309,000 sq. ft.) the site is one of the UK's largest and most profitable horticultural markets.

#### **Our Role**

Countrystyle Recycling began working with City of London Corporation in 2010, and quickly implemented segregation at the onsite recycling area, including wood, plastics, general waste, cardboard and organics.

Over time, the relationship has flourished and again, proving best value via competitive tendering, Countrystyle were awarded the contract for a further 5 years until 2022. Under the new contract, site cleanliness, health and safety and the principles of "waste polluter pays" are the

# COUNTRY Style?

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www.countrystylerecycling.co.uk

key drivers. The aim is to improve waste management and recycling practices by fundamental reduction in waste at the site and reduce costs to the tenants.

Through the new contract Countrystyle are pleased to be able to implement the City of London policy of paying the London Living Wage as a minimum to its entire staff working at the market. Additionally there is a focus on new workers recruited from those most deprived areas of inner London boroughs and the targeted recruitment of people from vulnerable or at risk groups.

LONDON

Handling the combined cleaning, waste collection, on site segregation,

recycling, ground maintenance and winter maintenance of the whole site, Spitalfields achieves a 100% landfill diversion rate and a consistent combined recovery & recycling rate of more than 95%. Management of waste encompasses:

- Organic waste is taken off-site, to an Anaerobic Digestion (AD) facility where renewable green energy and digestate for agricultural benefit
- Broken wooden pallets and produce trays are shredded via Countrystyle's in-house facility for subsequent panel board manufacture.
- Cardboard and plastics are sorted and baled to be transported to specialists who process them into new products.
- General waste is sent to an energy from waste facility (EFW) which is burned to produce steam and drive turbines, generating green energy (electricity).



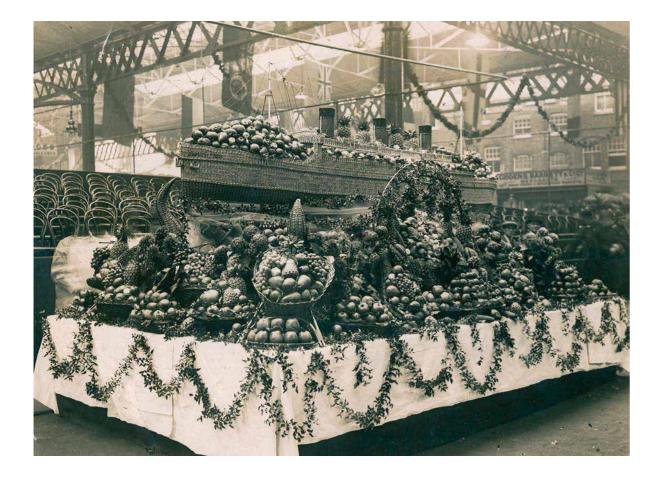


## **Key Facts**

New Spitalfields Market is the largest wholesale fruit, vegetable and flower market in the UK.

It was awarded Best Wholesale Market in the Market of the Year Competition 2013. The waste management services were recognised and commended by the judges.

> Countrystyle Recycling can offer full on-site management of waste collection and on site segregation advice.



# ...History of Spitalfields

By 1876, a former market porter called Robert Horner bought a short lease on the market and started work on a new market building, which was completed in 1893 at a cost of £80,000. In 1920, the Corporation acquired direct control of the market, extending the original buildings some eight years later.

For the next 60 years, Spitalfields' nationwide reputation grew, as did the traffic congestion in the narrow streets around it...



### ...History of Spitalfields

With no room for the expansion it so badly needed, the market was forced to move and in May 1991, it opened its doors at its new location in Leyton. In contrast to its former cramped surroundings, the new Spitalfields Market now covers over 31 acres (13 hectares), with fast, easy access to the motorway network and the ports. At its centre is the Market Hall, which houses more than 100 trading units for wholesalers dealing in fruit, vegetables and flowers, equipped to the latest standards with facilities that include cold storage rooms, ripening rooms and racking for palletised produce, according to requirements.

There are also four separate buildings with self-contained units for catering supply companies, fruit importers and other related businesses, as well as accommodation for companies providing back-up services such as diesel/propane supplies, specialist pallet services and fork lift truck maintenance.

Not forgetting over 1,900 parking spaces for its traders, customers and staff, together with the all important market cafes where so much business is done.

With its relocation to these smart, spacious new premises, the spirit of Spitalfields is alive and well, together with its influence as a trading centre. No other horticultural market in the UK can boast so many wholesale traders under one roof – and no other market in Europe offers a wider choice of exotic fruit and vegetables, thanks to the tireless efforts of its specialist wholesalers in these areas.



Caddy from £15,275<sup>\*</sup> (OTR excl VAT). Transporter from £19,780<sup>^</sup> (OTR excl VAT). **New Crafter** £24,790<sup>†</sup> (OTR excl VAT).

Crafter

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Solid, reliable and trustworthy - Volkswagen Vans offer a range of options that work for you; there's the iconic Transporter T6 model available in 2 wheelbase lengths, plus Transporter Kombi or Shuttle with extra seats for transporting people. Our smallest option is the Caddy, now also available as a longer version, the Caddy Maxi. The Volkswagen Crafter is the largest panel van in the range, with variable roof heights or as a Luton, Kombi or Fridge van, with conversion variations as a dropside or tipper truck.

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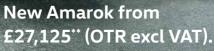
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All prices shown are ex VAT. \*Offer available on Caddy Startline diesel. C20 2.0TDI 75PS EU6 BMT 5-speed manual model only. ^Offer available on Transporter Startline T26 2.0 TDI 84PS EU6 BMT EU6 BMT Permanent 4MOTION 8-speed automatic model only. Offers may be varied or withdrawn at any time.VAT is calculated at 20% on all products. OTR represents the manufacturer's on the road Models for illustration purposes only. 18s and over. Subject to availability. Terms and conditions apply. Accurate at time of publication [03/2017].

5-speed manual model only. †Offer available on new Crafter Startline CR30 MWB, Low Roof, 2.0 TDI 102PS EU6 6-Speed Manual model only. \*\*Offer available on new Amarok Trendline 3.0 V6 TDI 204PS recommended retail price including first registration fee, delivery to Van Centre, number plates and vehicle excise duty (VED) in the first year. VED rate accurate at time of publication but may change





## SITE PLAN OF NEW SPITALFIELDS MARKET



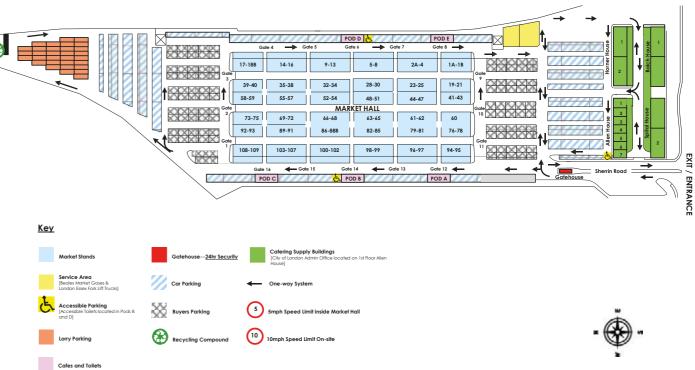
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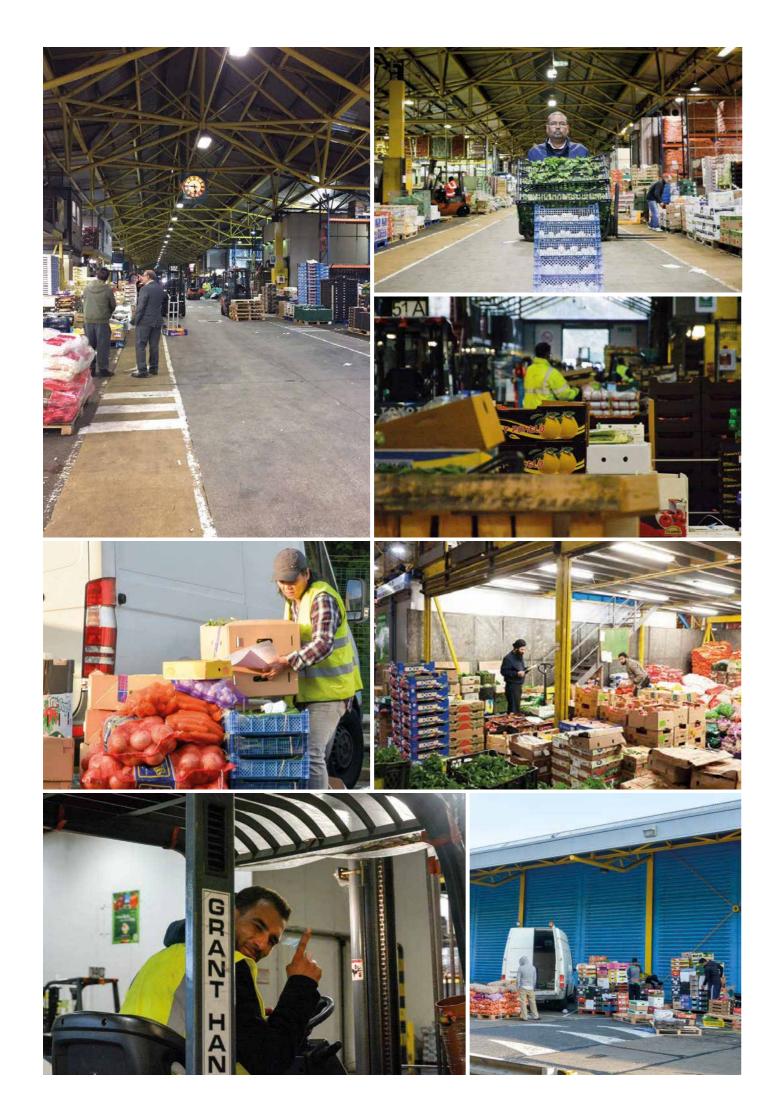
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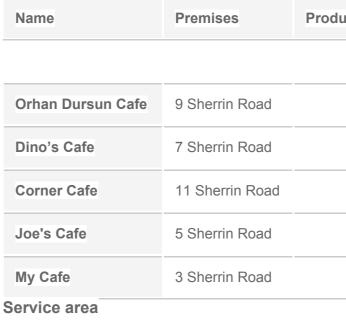
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Sunnyfields Veg Ltd	Units 2-3, Spital House	Assorted goods, specialising in catering services	020 8558 3388 020 8558 2188	020 8558 1133 020 8988 3555	sales@sunnyfield328.com www.sunnyfield328.com

#### Importers and suppliers

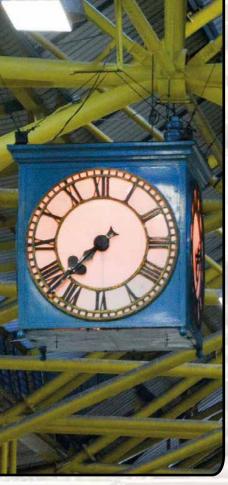
Names	Premises	Products	Phone	Fax	Email/website
Barrons of London	Office 20, 1st floor, Allen House	Fruit, vegetables & salad	020 8558 7274	020 8558 6004	mo@barronslondon.co.uk
Baydo (Fruit) Ltd	Office 3, 1st floor, Allen House	Fruit	020 8539 9440	020 8539 9475	
Cascriva Ltd	Office B, 3 Sherrin Road		020 8988 3135	07753 235 472	info@cascriva.com
Constant Smith & Co Ltd	Office 2a, 1st floor, Allen House	Salad & vegetables	020 8539 2233	020 8558 9394	alanjhayter@hotmail.com
Exsa Imports Ltd	Office 19, 1st floor, Allen House	Salad, vegetables & citrus	020 8558 3788	020 8539 9395	info@exsa-imports.co.uk
Nuru Agriculture Ltd	Office 8, 1st floor, Allen House	Salad, fruit, vegetables & Ethnic foods	020 8558 6343		info@nuru-agriculture.com www.nuru-agriculture.co.uk
Hillbrow Produce Ltd	Office 4, 1st floor, Allen House	Salad, vegetables & citrus	020 8558 5995	020 8558 5445	hillbrowproduce@hotmail.com
Seatrade Europe Ltd	Office 12, 1st floor, Allen House	Fruit & vegetables	020 8558 4328	020 8127 1687	t.elkelany@seatradeeurope.co.uk www.seatradeeurope.co.uk
Fresco Imports Solutions Ltd	1st floor office, Pod C, 7 Sherrin Road		020 3051 3304	020 3477 4357	info@freshco-imports.com





Names	Premises	Products	Phone	Fax	Email/website
Chep (UK) Ltd	15 Sherrin Road	Pallets	07836 621 570		collect@chep.com www.chep.com
Beales Market Gases	17 Sherrin Road	Bottled gas & diesel supplies	020 8539 8882	020 8988 9999	bealesgas@gmail.com

Name	Premises	Products	Phone	Fax	Email/website
Spitalfields Market Tenants Association	Offices 5&6 Allen House	N/A	020 8556 1479	020 8556 1033	janhutch@btconnect.com www.wholesalefruitvegetableflowers.co.uk
Rural Payments Agency	Office 1 Allen House	N/A	020 8539 6147	020 8539 7128	www.rpa.gov.uk



#### **INFORMATION ON NEW SPITALFIELDS**

New Spitalfields Market occupies an area covering 13 hectares (over 31 acres) and consists of a Market Hall of 28,700 sq.mtrs (309,000 sq.ft.) housing 115 trading units for wholesalers dealing in fruit, vegetables and flowers.

Four separate buildings provide 3720 sq.mtrs (40,000 sq.ft) of modern self contained units for catering supply companies. Over 900 sq.mtrs (10,000 sq.ft) of office space is also provided for fruit importers etc.

In addition, there are five ancillary accommodation units which house cafes, communal toilets and maintenance facilities. The services of a diesel/propane supplier, specialist pallet services and fork lift truck maintenance companies are also provided.

New Spitalfields Market has the highest number of wholesale traders of any horticultural market in the United Kingdom and the continual specialisation by wholesalers in exotic fruit and vegetables provides the greatest choice of these products of any Market in Europe. The Market site has extensive parking facilities providing over 1,800 spaces for customers, delivery vehicles and Market personnel, in addition there are over 100 spaces for the fleets of vehicles operated by the catering supply businesses.

The Market Hall houses 121 trading units for wholesalers dealing in fruit, vegetables and flowers. Modern facilities in the Market Hall include cold storage rooms, ripening rooms and racking for palletised produce. The site has extensive parking facilities for customers, delivery vehicles and market personnel.

ucts	Phone	Fax	Email/website
	020 8556 7795		
	020 8558 2859		
	020 8539 0793		
	020 8518 7671		
	020 8539 0793		

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## NEW SPITALFIELDS MARKET TENANTS ASSOCIATION

Spitalfields Market Tenants Association Ltd was formed on the 20th October 1926 to represent the interests of the fruit, vegetables and flower wholesalers trading in Spitalfields Market. Established as an Employer's Organisation, the Association's role has and is constantly changing. Not only does the Association keep a watchful eye over the interests of its members, the tenants of the market but the Association has become more focused on promoting New Spitalfields Market.

When the market relocated in 1991 the overall view for the long term future of wholesale markets was extremely pessimistic. The Associations' Council of Management at that time were aware that there was an active need to promote the market and with the joint agreement of the market's landlords, the City of London Corporation, the declared aim was to place and keep the market to the forefront of the industry.

Today, the long term future of New Spitalfields as the premier wholesale fresh fruit and wholesale vegetable and flower market has been achieved. Currently the Association and the City seek to build upon this success to take the market to its next stage of evolution.

## HOW TO FIND US

New Spitalfields Market 23 Sherrin Road Leyton London E10 5SQ

Tel: 020 8518 7670 Fax: 020 8518 7449

Email: spitalfields.market@ cityoflondon.gov.uk

# SMITHFIELD

**MEAT & POULTRY MARKET** 

n 1174 the site was described by William Fitzstephen, clerk to Thomas à Becket, as 'a smooth field where every Friday there is a celebrated rendezvous of fine horses to be sold, and in another quarter are placed vendibles of the peasant, swine with their deep flanks, and cows and oxen of immense bulk.'

It is thought that the name Smithfield came from a corruption of 'smeth field' Saxon for 'Smoothfield'. The City of London gained market rights under a charter granted by Edward III in 1327.

When a grant of a market was made, either to an individual or a municipality, it was usual to allow the grantees the right of taking fixed tolls in view of the expenses necessarily involved in erecting, maintaining and supervising the market. In 1852 the Smithfield Market Removal Act was passed and the live cattle market was relocated to a new site at Copenhagen Fields in Islington.

In 1860 the City of London obtained an Act of Parliament (The Metropolitan Meat and Poultry Market Act of 1860), allowing the construction of new buildings on the Smithfield site. Work began in 1866 on the two main sections of the market, the East and West Buildings. These buildings were built above railway lines which had newly connected London

to every other part of the country, enabling meat to be delivered directly to the market. The buildings, designed by City Architect Sir Horace Jones, were commissioned in 1866 and completed in November 1868 at a cost of £993,816. The Metropolitan Meat and Poultry Act also authorised the development of the Poultry Market which opened in 1875.

This building was subsequently destroyed by a major fire in 1958 and was replaced by the current building in 1962. Further buildings were added to the market in later years, the General Market in 1883 and the Annexe Market in 1888.

The original layout of the East and West Market buildings was 162 stalls which were easily accessible to customers as they were open on most sides. Today, the refurbished buildings accommodate just 23 units in the East Building and 21 in the West which, rather than being of a uniform size, have been tailored where possible to the tenants requirements.

Units are divided into a number of temperature controlled areas. Customers are able to walk along the central avenues choosing from the goods on display. If, however, they want to take a closer look inside the shop they must be dressed in clean protective clothing in order to comply with hygiene regulations.





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## SMITHFIELD TODAY

The current operational Market consists of 3 Grade  $2^*$  listed buildings. The East and West Market Buildings were renovated in the 1990s to meet the current hygiene standards, costing more than  $\pounds70$  million.

The City of London and all 42 meat trading premises have obtained full approval by the Food Standards Agency to operate under EU Hygiene regulations, 853/2004. Therefore, Smithfield is a world leader and sets the benchmark in terms of what a modern market should be, complying with both national and European standards.

More than 100,000 tonnes of meat and allied products pass through Smithfield each year. Buyers include butchers, restaurateurs and caterers, as well as members of the public. In addition to meat and poultry there are also cheese, pies and other delicatessen products available for purchase.



## **MAP OF SMITHFIELD MARKET**



## HOW TO FIND US

Smithfield Market is located in the City of London and is close to landmarks such as the Barbican, St Paul's Cathedral and St Bartholomew's Hospital.

The nearest tube stations are Farringdon and Barbican - the market is only a few minutes walk from each.

#### **Opening Times**

The markets at Smithfield are open MONDAY to FRIDAY from 3am but are closed on Saturday, Sunday and Bank Holidays.

Although some selling takes place until mid-morning, to see the market at its best and find the full range of stalls open, visitors and buyers should arrive by 7am.

Business customers wanting to pre-order should contact their chosen suppliers to arrange collection/delivery times.

#### Information

Parking is available at the Rotunda car park which has 495 parking spaces including

Smithfield Market Tenants' Association, 225 Central Markets, London EC1A 9LH

Tel: 020 7248 3151 Email: info@smithfieldmarket.com

six designated electric vehicle charging bays. There are loading bays for vans and lorries around the market.

There is also a goods lift to carry stock into the car park if required. Market customers get a special car park rate of £1.50 per visit per day if they enter the car park after 2.30am and leave by 9am.

However visitors should also remember that Smithfield is within the Congestion Charge Zone which starts at 7am.

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DP Meats offers an extensive range of cooked meats, sausages, cheeses and delicatessen items. DP Meats stock most of London's leading brands including Veroni, P&M Sausages and Selfar.

For a full list of products and services offered, go to: www.dpmeats.co.uk or call 0207248 0285. l6 Central Markets, Smithfield, london. ECIA 9PQ Tel: 0207248 0285 | Fax: 0207236 4173



You can find our products at: James Burden Ltd • Market Provisions Ltd • D.P. Meats - Alford & Ford Ltd • Tom Hixson Ltd



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In fact, we've perfected the art of processing, curing and supplying a first class range of whole, half and sliced hams and gammon joints and steaks to the trade. From Traditional, Spiral Sliced, Bone In, Easy Carve and Wiltshire Cured hams to Short and Long Cut, Ready-To-Cook and Horseshoe gammons.

Importantly, we now have three licensed and EFSIS-approved factories. Each has been specially designed and fitted with the latest technology and all meet the most exacting standards and are fully approved for export.

#### Delivering the goods

Trade customers' delivery requirements are critical to Bearfields and we ensure our fleet of refrigerated lorries is meticulously maintained to provide a responsive service across the UK and meet the most demanding of standards.

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#### WALKING TOURS

The City Guides run walking tours of Smithfield for members of the public on a monthly basis.

Hear how Smithfield meat market has changed throughout its 800 year history and experience its working life first-hand on this special tour. The walk takes you right into the heart of the Smithfield area where you will learn about the workings of London's last and most famous central market.

It explores how the area has evolved over the years, with stories of its long and turbulent history, the growth of the cattle market and the gaiety of the Bartholomew Fair. You will also get a chance to meet the traders and buyers that bring the place to life. Tours begin at 7am at Barbican Underground Station and end in West Smithfield. The tours last for approximately an hour and a half.

> Places must be booked in advance, to do so please email: smithfield.market@cityoflondon.gov.uk

Visit the City Guides website for further information including dates and charges: www.cityoflondontouristguides.com The Cambrian Mountains Initiative was inspired by our President, HRH The Prince of Wales

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## GALLIANCE

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The outdoor bred pigs are from free range sows that spend their lives outdoors enjoying some of the highest welfare standards possible. The pigs are then housed in barns with straw bedding.











#### A NIGHT IN THE DAY OF A MARKET TRADER

My working day begins in the dead of night. While much of London turns to sleep, Smithfield stirs into life.

By 10pm (9pm on Sundays) the deliveries begin to arrive in lorries the size of small barns, which queue up at the lock-ons, waiting for their cargo to be unloaded.

This is as slick an operation as you can imagine with pitchers and staff from each of the traders ready and waiting to hook up their carcass orders and take them through to their designated stores.

There, the cutting and processing staff are waiting to begin work, so that by the time I arrive on the scene – anytime between one and onethirty, the place is a hive of activity. The cutters are already at work on the orders taken earlier that day, while I go to check any later orders from the office upstairs, where they will have come in via fax, email or telephone.

Sales staff on the floor are already selling by then and taking orders from early customers, many of whom have arrived straight from their restaurants, which have just closed for the night.

Other clients are there to see what's available for the next night's business or to collect pre-ordered meats. The big catering butchers are also among the early birds. These are the businesses who supply all the major restaurants, hotels and clubs and have a full night of deliveries ahead of them.

The market is at its height between two and six am with everyone down on the floor selling – while at the same time upstairs, orders are still arriving for the following night, electronically. And it's not just the trade who are buying throughout the night – we get members of the public coming through at all times, although the majority arrive after six.



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However to see the market's areat relationship with the general public, you need to be there in the week running up to Christmas.

The last three days before the holiday, most of the trade have done their business, most

of the parties and celebration dinners have been held, and so it's just the public buying their Christmas feasts. It's fantastic, if slightly manic.

Most of us traders know through a mix of experience and quesswork exactly how much meat we will need for a night's business...and know

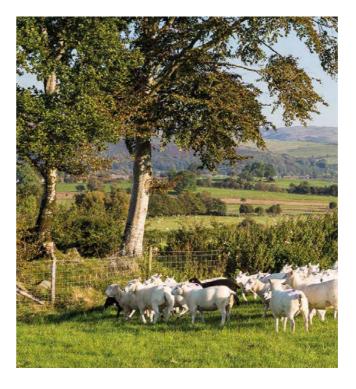
that what is in the shop at the start of the night will be gone by morning. And although we are all highly competitive, we have a great camaraderie – but then many of us have been here for a long time, some even for generations.

Even the way we do business not to mention our working hours has changed. Twenty odd years ago I wouldn't start work until five, and then would go to breakfast with colleagues or customers, at one of the local pubs around nine. After which it would be back to the floor for more selling

and I wouldn't really hit the office until lunchtime.Now by lunchtime it's almost all over.

Selling mostly finishes around seven, although a few of us will carry on until about 10...and the last couple of hours are spent in the office collating and collecting orders.

So when most London workers are only half way through their day...I'm on my way home, hopefully satisfied with another successful day's business at London's oldest trading market.



#### Seasonal and sweeter

Our Cambrian Mountains premium quality lamb is seasonal and available at its very best each year from late June to January. Our product is free range with great conformation that offers succulent, juicy meat and a delicate, sweet flavour.

The meat is exceptionally flavoursome and the tender, versatile cuts appeal to professional chefs and discerning cooks alike. Slaughtered close to source Cambrian Mountains lamb provides consistent quality, optimum carcass utilisation and

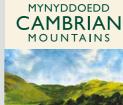


value. It is available from high class meat wholesalers, catering suppliers and quality butchers.

#### Succulent, juicy flavour

Top chefs understand superior meat that is produced in season and from animals that roam and graze freely. The distinctive flavour of Cambrian Mountains lamb arises from hardy, mountain animals that develop naturally at a slow pace on the hills where flocks roam and feed freely in one of Europe's most beautiful, unspoilt landscapes. The long summer grazing leads to lean meat

Our Cambrian Mountains brand identity incorporates a watercolour of the Cwm Berwyn valley in the Cambrian Mountains painted by HRH The Prince of Wales. The brand is a mark of superior quality and our farmers adhere to strict brand principles to ensure best practice and sustainable land management for habitats and wildlife.



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balanced with just the right amount of fat for fine flavour and juiciness.

Whether served simply or in more complex and ethnic dishes, Cambrian Mountains lamb is very versatile and guaranteed to inspire the most creative of chefs and showcase their best cooking talents.

Since its launch two years ago, Cambrian Mountains lamb has featured on menus at many prestigious events. We are understandably rather proud that Cambrian Mountains lamb was served at the Golden Jubilee luncheon in Westminster Hall for HM The Queen in July 2012!

#### Provenance you can trust

Cambrian Mountains Welsh Lamb carries the coveted Protected Geographical Indication (PGI) logo, a trusted mark of authenticity and

provenance. We also offer full traceability to individual family farms. **Cambrian Mountain** Lamb is currently in the latter stages of its EU PFN status application.





For wholesale and other enquiries please contact:

m 07813 928275

e enquiry@cambrianmountains.co.uk w www.cambrianmountainslamb.co.uk



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H&C Meats Ltd	17	East	EC1 A 9PQ	020 7236 0153 020 7236 0155	020 7489 8380
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James Burden	18	East
Market Provisions Ltd	20	East
George Abrahams	22	East
P. J. Martinelli	25	West



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EC1 A 9PQ	020 7236 0333 020 7248 4266	020 7489 8403
EC1 A 9PQ	020 7248 1165	020 7248 2383
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EC1 A 9PS	020 7489 8820	020 7489 9387



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Central Meats Ltd	37	West	EC1 A 9PS	020 7236 0906	020 7329 3993
John Keen	39	West	EC1 A 9PS	020 7236 3408	020 7236 3455
Kentas Ltd	41	West	EC1 A 9PS	020 7236 8830	020 7329 4764



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## Nº. 0 N E W 🅯 COVENT 🍐 GARDEN 📀 \* 🍀 M A R K E T 😻 8

With over 200 businesses, employing over 2,500 people, the Market supplies 40% of fresh fruit & vegetables eaten outside of the home in London and is used by 75% of London florists.

We have a large range of different types of food and flower businesses serving London's best restaurants, cafés, schools, hospitals, florists and retail markets, amongst others. If you're looking for the best produce, delivered with the best service then you've come to the right place.

#### **GUIDE TO THE FOOD MARKET**

New Covent Garden Market is the UK's leading wholesale market for fresh fruit and vegetables. With more than 200 vibrant businesses on one site, we are the focal point for the food supply chain in London.

We supply 40% of London's food service sector, from small independent grocers to large multinationals and everyone in between, including every one of the capital's top 20 restaurants. As well as fruit and veg we have

New Covent Garden Market is the largest fruit, vegetable and flower market in the UK. We are passionate about food and passionate about flowers and pride ourselves on being the focus for food and flowers in London.

> companies specialising in meat, fish, ice, dairy, sauces, prepared fruit and vegetables, fine foods, desserts, juices and frozen goods... the list goes on.

#### **OPENING HOURS**

The Fruit and Veg Market wholesalers on the Buyers' Walk trade from around 00:00 - 06:00 Monday to Saturday, though some do open and close slightly later or earlier.

The wholesalers in the Fruit and Veg Market who deliver tend to operate 24hrs, with their office hours around 07:00 - 15:00. The Flower Market's core trading hours are 04:00 - 10:00 Monday to Saturday, but some wholesalers are open till 12:00 Monday to Friday. Not all wholesalers are open on Saturday so do check with your wholesaler before coming to the market.

The market's Main Entrance is open 24hrs, so you can access the market even when we're not open for trading.

## NEW FLOWER MARKET AT NEW COVENT GARDEN

A fresh home for flowers After 40 wonderful years, we are giving the Flower Market a fresh, new home. We are creating a more inspiring place for you to buy beautiful flowers, plants, foliage and sundries. A more fitting place for our wholesalers to sell them.

We're not reinventing the rules or changing the game. We are, simply, keeping the best bits about the market - that's the remarkable people and the exquisite products - and restyling the environment. The result is a modern and pleasant space for buying flowers. With the new building we are sure the Flower Market will continue to be a very special place.

#### A RICHER BUYING EXPERIENCE **ON EVERY VISIT**

With a bright, fresh space that's perfectly conditioned, see and experience our world of flowers in a whole new way. This is the way wholesale flower buying should be.

#### **KEEP YOUR FLOWER HEADS DRY** WHEN ALL ABOUT YOU IS WET

Well-lit, covered parking available allows you to load your delicate orders protected from the elements. You and your flowers stay dry even during the wettest of British mornings.

#### **GREAT LOCATION, JUST LIKE NOW**

Your time is very important. The new Flower Market is immediately off Nine Elms Lane, in the heart of London, and you can drive in coming from both the east and the west.

#### FEEL THE BUZZ, SOAK UP THE ATMOSPHERE

We say goodbye to those empty stands in the current market. Instead, we're creating a market that is full of traders, flowers, buzz and atmosphere.

#### COMPLETELY FAMILIAR, YET WONDERFULLY NEW

We're not changing everything about the market. The things you love; the energy, the spirit, the powerful sense of community and the banter. These, the very essence of the market, all definitely stay.

#### PARKING OVER TWO FLOORS

There are two parking floors in the new Flower Market. The ground floor is under cover, well lit, and with a max height of 4.20m for those with tall vehicles. The first floor is open air and there are three goods lifts, each of which fits two large auction trolleys, connecting the car park to the Flower Hall.

#### **GETTING HERE**

The Flower Market is moving just down Nine Elms Lane to our old Main Entrance Site. If you come from the west, it's one minute closer. If you come from the east, it's one minute further. Your new postcode for sat navs will be SW8 5EH.



## A better home for fresh.



#### The Fruit and Vegetable Market is what many people think of as the primary core of the place. It is timeless.

Brand New Covent Garden Market is not just about looking, on the surface, bright and new. It is about creating the right environment for a better, 21st century, market. A flexible, contemporary and very efficient building that allows a smooth process of delivering, storing, displaying, selling and dispatching produce. An environment that is as beneficial for the produce as it is for the people selling and buying it.

Change always takes time to get used to. We have no doubts that the new Fruit and Vegetable Market will feel like home very quickly. But, when all is said and done, it will just be a new building. It is the skill and experience of all the market community that will bring it to life and make it work.

#### The Buyers Walk

A clean, modern space with inspiring proportion. A great space to display fruit and vegetables at their beautiful best. A Buyers' Walk is a timeless and defining feature of all serious markets. Ours works pretty well. It works well enough to apply the theory "if it ain't broke, don't try to fix it". That's why the brand new Buyers' Walk retains all of the elements that work. A clean, modern space with inspiring proportion. A great space to display fruit and vegetables at their beautiful best.



A better Buyers' Walk to give traders and customers a more inspiring, enjoyable experience. There are two cafés inside the new Buyers' Walk meaning you're never too far from a coffee and bacon butty without even having to venture outside.

Will the banter and the buzz be the same? Some things, thankfully, never change.

#### The Spaces

We're building units that you will be proud to welcome your customers to. As a wholesaler, the new Fruit and Vegetable Market is, in a sense, a new tool to help you to do your job better.

To make your business better. It has been designed, like all of the elements of Brand New Covent Garden Market, to be flexible to your business needs.



#### Your daily effort and produce deserve the best.

We're building units that you will be proud to welcome your customers to. Every unit is integrally equipped to be food ready. That means a food grade floor, pristine insulated white walls and doors, and food-safe lighting. It means every unit has both process and foul drainage as standard. And these units are tall.

All of that height is not just for show. It means pallets can be safely and efficiently stacked higher. More quality useable space means better value for you.

A versatile support structure in every unit allows you, the wholesalers, to adapt your unit to suit your specific needs. Mezzanine offices, insulated lobbies, suspended ceilings, complete cold rooms - you name it - it is possible to create a unique space without the need for complicated and expensive structural works.

#### Covent Garden **Tenants** Association CGI

Covent Garden Tenants Association D150 - 152 Fruit & Vegetable Market New Covent Garden London **SW8 5NX** 

> Tel: 0207 720 7874 Fax: 0207 720 6766

The Covent Garden Tenants Association (CGTA) was founded on 6th April 1922. Since then its mission has been to represent the "official voice of the tenants within Covent Garden market".

Over the ensuing 88 years we have given unbiased legal aid, advice and counsel to thousands of market tenants, from fruit and vegetable sellers, to flower traders and the catering industry. The Association's activities have seen it negotiating with the Government, Unions and landlords. At all times we have been driven by the desire to represent our members' best interests. We have also always worked closely with the Covent Garden Market Authority (CGMA) since its creation in 1961 and ensured that we have maintained a strong and productive working relationship.

Today, we represent the large majority of market traders, both in terms of number and turnover. Our current members form an integral part of the British food industry. The market's annual turnover now exceeds £600 million and it provides 40% of the fresh produce eaten outside the home in the South East of England. In London, the market is a vital resource for the City's restaurants, caterina outlets, independent retailers and fresh food processors. Beyond these schools, prisons, hospitals as well as hundreds of small family businesses are amongst the diverse customers who look to and rely on the market to supply their fresh produce.

The Tenants Association played an important role in the historic transfer of the market in 1974 from its original location in Covent Garden, where it had stood for 300 years, to its current home in Nine Elms, Vauxhall. Since this move the market has aone from success to success. Its overall turnover has grown by 25% in the last five years and by 11% in 2008 alone. However, the market site is starting to age and its capacity and layout no longer suit the growing needs of the tenants.

The Covent Garden Tenants Association is a nonprofit association. All income goes towards covering standard business amenities. We happily support two prominent charities that we have been involved with for some time. Our national charity is the Anthony Nolan Bone Marrow Trust and our local charity is Trinity Hospice of Clapham. We also give generously to Help for Heroes.

## **INSIDE THE NEW FLOWER MARKET**

Quality Plants & Exterior Ornament C3-C9

WHEN YOU STEP INTO THE **NEW FLOWER MARKET IT'S** LIKE DIVING INTO AN OCEAN **OF FLOWERS, PLANTS,** FOLIAGE AND SUNDRIES.

#### A KALEIDOSCOPIC FLOWER HALL

Evergreen Exterio

The flagship of the new Flower Market is our Flower Hall. A bright, modern space packed full of sensational flowers, plants, foliage and sundries. The main area is open-plan and conditioned to a perfect 14°C. This makes sure that our flowers stay fresher, for longer.

#### UNIQUE SPACES FOR UNIQUE WHOLESALERS

Not all our wholesalers need chilling (cool vases anyone?), so we're introducing self contained units with shop fronts. You'll find these at the front and the back of the Flower Hall.





#### BRIGHT LIGHTS BLENDED WITH NATURAL LIGHT

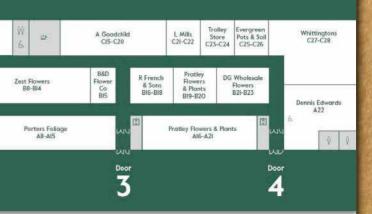
You come to the Flower Market to see, touch and smell the flowers. To handpick the best for your customers. With bright lights providing 500 lux at floor level (that's bright) see each petal in high definition. Rooflights overhead allow natural light to spill in, essential for plant photosynthesis.

#### A MARKET OF GREATER COMFORTS

A warm café inside, which is self contained and not chilled, means you're never far from a cup of coffee or a butty. New and much improved WC's provide comfort post coffee, before heading back on the road.

#### Flower Hall Map

Arnott & Mar CIO-CI4





#### A VIBRANT AND DIVERSE MIX OF TRADERS

Choice is an essential part of the Flower Market. We know that. We are dedicated to making sure we have a diverse and vibrant selection of wholesalers, both in offer and size. See the Flower Hall map below and find where in the new Flower Market your favourite wholesalers are.





- Quick assembly system and easy expandability and re-installation with cam locks
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#### **HISTORY OF COVENT GARDEN**

Covent Garden dates back to medieval days when the Abbey of Westminster owned the 'Convent Garden' from which surplus produce was sold to Londoners near to The Strand.

A regular market grew up and in 1670 Charles II granted a charter to the Earl of Bedford to hold a market there. The market square was partly designed by Inigo Jones on an Italianite design.

The Market grew rapidly and the Dedicated or 'Charter' Market, designed by James Fowler, was erected in 1829/30. Eventually the Market spread to some 30 acres.

After 1918 the Market and its trading rights were sold by the Duke of Bedford to a property company.

Eventually the government recognised that public sector involvement would be necessary to modernise the Market and in 1961 Covent Garden Market Authority was established.

The Authority selected Nine Elms at Vauxhall as the new home for the Market and the acquisition of the site and construction began in 1971. On Monday 11th November 1974 trading began on the new site.

#### Contact

New Covent Garden Market London SW8 5BH

Tel: 020 7720 2211 Email: info@cgma.co.uk.



A C Produce (Imports) Ltd Food supplier 020 7622 1113 www.acproduceimports.co.uk/ info@acproduceimports.co.uk A29-31 Fruit and Veg Market SW8 5EE

Allison Risebro & Co Ltd Fruit and veg wholesaler 020 7627 0428 www.allisonrisebro.co.uk admin@allisonrisebro.co.uk A12-14 Fruit and Veg Market SW8 5EE Attila Frozen Foods Ltd Food supplier 020 7627 3007

sandra@pallmalltravel.com A03-04 Fruit and Veg Market SW8 5EE Billfields of London Ltd Food supplier 020 7501 3430 www.billfields.co.uk sales@billfields.co.uk A15-19 Fruit and Veg Market SW8 5EE

Eskimo Ice (London) LLP Food supplier 020 7720 4883 www.eskimo-ice.co.uk info@eskimo-ice.co.uk A45-48 Fruit and Veg Market SW8 5EE

Fine France Food supplier 020 7622 1020 www.finefrance.co.uk finefranceuk@tecfoods.co.uk A60-61 Fruit and Veg Market SW8 5EE

Houghtons of London Ltd Fruit and veg wholesaler 020 7819 9672 www.houghtonsoflondon.co.uk debbie@houghtonsoflondon.co.uk A62-64 Fruit and Veg Market SW8 5EE

La Compagnie Des De Food supplier 020 7738 8380 www.compagniedesd enquiries.london@ compagniedesdesser A73-75 Fruit and Veg SW8 5EE

Langridge Organic Pro Fruit and veg wholesa 020 7622 7440 www.langridgeorgani sales@langridgeorgan A53-58 Fruit and Veg SW8 5EE

Linkclass Ltd Fruit and veg wholesa 020 7498 5200 www.linkclass.co.uk sales@linkclass.co.uk A20-23 Fruit and Veg SW8 5EE

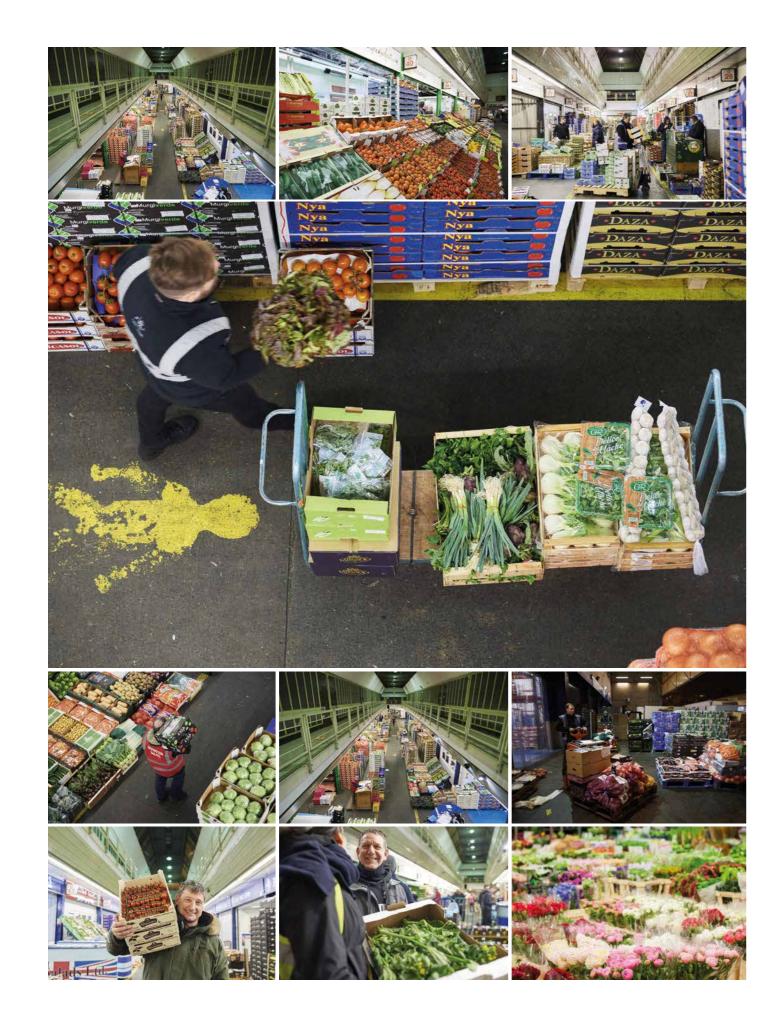
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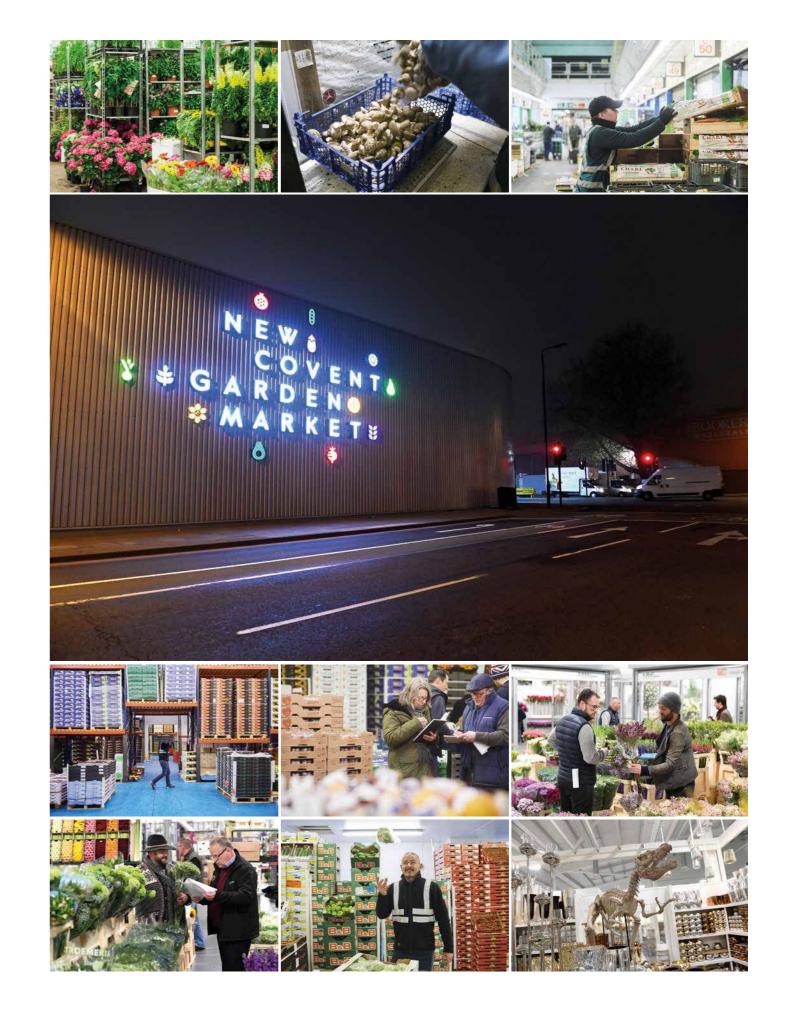
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Premier Fruits Caterine Fruit and veg wholesa 020 7720 7755 www.cream-ofthe-cro sales@cream-ofthe-cr A65-68 Fruit and Veg Market SW8 5EE

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rts.com Market	A27-28 Fruit and Veg Market SW8 5EE
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nic.com nic.com Market	info@theicebox.com A35-36 Fruit and Veg Market SW8 5EE
aler	Yes Chef Supplies Ltd Fruit and veg wholesaler 020 3617 3300
	contact@yeschef.biz A02 Fruit and Veg Market SW8 5EE
Market	
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	Andrew Taylor
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Market	SW8 5EH
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alei	martinpanteruk@yahoo.com
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sprepared.com	SW8 5EH
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	Flower wholesaler
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rop.co.uk	
Market	





Bloomfield Wholesale Florist Ltd Flower wholesaler 07552124424 bloomfieldflowers@hotmail.co.uk **B1-B5** Flower Market SW8 5EH

Blue Sky Flowers Contract florist 07973601045 www.blueskyflowers.co.uk liz@blueskyflowers.co.uk M12 Flower Market SW8 5EH

C Best Ltd Sundries wholesaler 020 7720 2306 grantcbest@aol.com C1-C2 Flower Market SW8 5EH

Stems UK Contract florist 020 7622 3300 www.stemsuk.com sales@stemsuk.com M4-M5 Flower Market SW8 5EH

Deanos Flowers Ltd Flower wholesaler 020 7720 0343 www.deanosflowers.co.uk info@deanosflowers.co.uk **B6** Flower Market SW8 5EH

Dennis Edwards Flowers Ltd Flower wholesaler 020 7498 5655 www.dennisedwardsflowersltd.com sales@dennisedwardsflowersItd.com A22 Flower Market SW8 5EH

DG Wholesale Flowers Ltd Flower wholesaler 020 7738 8070 d.g wholesaleflowers@hotmail.co.uk B21-B23 Flower Market SW8 5EH

Elizabeth Marsh Floral Design Ltd Contract florist 020 7738 8506 www.elizabethmarsh.co.uk florist@elizabethmarsh.co.uk M8-M9 Flower Market SW8 5EH

**Evergreen Exterior Services Ltd** Plant wholesaler 020 7720 6490 www.evergreenext.co.uk admin@evergreenext.co.uk A1 Flower Market SW8 5EH

**Evergreen Pots and Soils Ltd** Sundries wholesaler 020 8773 8322 www.evergreenpotsandsoil.com info@evergreenpotsandsoil.com C25-C26 Flower Market SW8 5EH

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**GB** Foliage Ltd Foliage wholesaler 020 7720 1843 gbfoliage@yahoo.co.uk A5-A7 Flower Market SW8 5EH

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Nidal Floral Design Contract florist 07831361725 amal@nidalfloraldesign.com M17 Flower Market SW8 5EH

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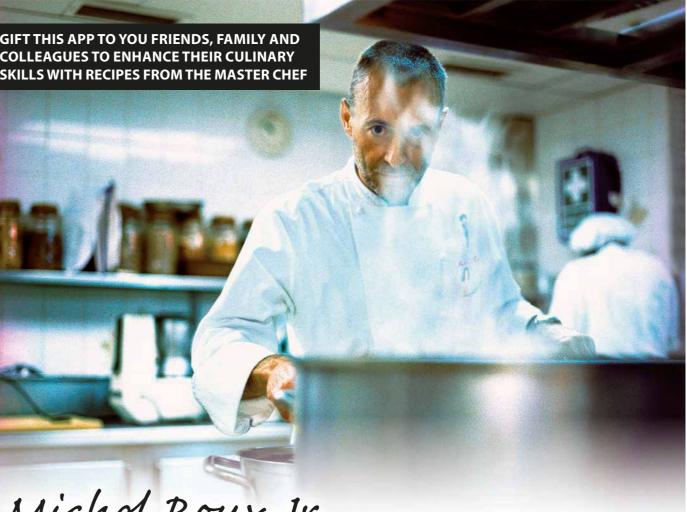
Quality Plants Exterior Ornamentals Ltd Plant wholesaler 020 7978 1188 www.qualityplants.co.uk sales@qualityplants.co.uk C3-C9 Flower Market SW8 5FH

R French and Sons Ltd Flower wholesaler 020 7622 6212 rfrenchandson@gmail.com B16-B18 Flower Market SW8 5FH

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Michel Roux Jr has created an iPhone App of culinary excellence with 67 Michelin recipes to create a fine dining experience for your friends and family at home.

#### A word from Michel

I hope you enjoy my App and have fun recreating the recipes at home. We will be updating the App on a monthly basis with new recipes, videos and cooking tips and we welcome your feedback on how to improve or add further information. You can contact us by clicking on the feedback button on the App or by emailing us here.

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ACAVA Charity 020 8960 5015 www.acava.org post@acava.org B115-120 Fruit and Veg Market SW8 5HH

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Goldenfruit Fruit and veg wholesaler 020 7498 3002 www.goldenfruitltd.com **B55 Fruit and Veg Market** SW8 5HH

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I A Harris & Son Ltd Fruit and veg wholesaler 020 7622 7176 www.iaharris.co.uk richard harris2@btconnect.com B40-43 Fruit and Veg Market SW8 5HH

Lays of Chelsea Fruit and veg wholesaler 020 7498 9756 nick@laysofchelsea.com **B28 Fruit and Veg Market** SW8 5HH

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Lenards of Covent Garden Ltd Fruit and veg wholesaler 020 7498 0927 lenards@btconnect.com **B05 Fruit and Veg Market** SW8 5HH

Microbyte Solutions Ltd. Technology services 020 3598 8412 www.microbyte.co.uk support@microbyte.co.uk B150 Fruit and Veg Market SW8 5HH

Nature's Choice Catering Fruit and veg wholesaler 020 7498 4520 sales@natureschoice.org.uk B02-04 Fruit and Veg Market SW8 5HH

**Ormonds Fruiterers Ltd** Fruit and veg wholesaler 020 7388 4211 ormonds.1@btconnect.com **B71 Fruit and Veg Market** SW8 5HH

## TENANTS LIST AT NEW COVENT GARDEN MARKET

Rushton's The Greengrocer Fruit and veg wholesaler 020 7622 8870 rushtonsgreengrocers@sky.com B73-75 Fruit and Veg Market SW8 5HH

Classic Fresh Foods Fruit and veg wholesaler 020 7627 5701 www.classicfreshfoods.co.uk sales@classicfreshfoods.co.uk B42-46 Fruit and Veg Market SW8 5HH

Sundance Partners LLP - Hofmann Industries Food supplier 020 7498 8279 www.sundancepartners.com sales@sundancepartners.com B35-39 Fruit and Veg Market SW8 5HH

Tropical Catering Food supplier 020 7978 2600 tropical786@btconnect.com B32-33 Fruit and Veg Market SW8 5HH

Wild Harvest Ltd Food supplier 020 7498 5397 www.wildharvestuk.com sales@wildharvestuk.com B61-64 Fruit and Veg Market SW8 5HH

Zero Degrees Foods Limited Food supplier dan@firstchoice-produce.com B08-B07 Fruit and Veg Market SW8 5HH

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Kirby's Produce Ltd Fruit and veg wholesaler 020 7622 4494 www.kirbysproduce.com Office 6 East Cut-Through Fruit and Veg Market SW8 5JB

Market Cafe Café 020 7720 3147 East Cut Through A&B Fruit and Veg Market SW8 5JB

Paul's Accountancy Services Accountancy services 020 7622 7659 n.majithia@btconnect.com Office 5 East Cut Through Fruit and Veg Market SW8 5JB

Thomson Produce Ltd Importer 020 7622 0225 thomsonproduce@hotmail.co.uk F236-241 Fruit and Veg Market SW8 5JB

**Bevington Salads Ltd** Fruit and veg wholesaler 020 7627 8999 garylondonfruit@aol.com C66-68 Fruit and Veg Market SW8 5JJ

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R & G Herbs Fruit and veg wholesaler 020 7720 6990 www.rgherbs.com info@rgherbs.com C65 Fruit and Veg Market SW8 5JJ

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S Newman Wholesale Ltd Fruit and veg wholesaler 020 7720 6851 debrapenfold@btconnect.com C49-50 Fruit and Veg Market SW8 5JJ

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T J Wholesale Fruit and veg wholesaler 020 7622 8400 tjwholesale@btconnect.com C04-05 Fruit and Veg Market SW8 5JJ

Unite the Union 020 7720 8344 jean.tattam@unitetheunion.com Office C153-155 Fruit and Veg Market SW8 5JJ

Worldwide Exotics Fruit and veg wholesaler 020 7720 6436 debandtom.crump@gmail.com C25-27 Fruit and Veg Market SW8 5JJ

Covent Garden Supply Ltd Fruit and veg wholesaler 07768090465 alfie.johnson@coventgardensupply. co.uk D65-66 Fruit and Veg Market **SW8 5LL** 

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Fruitlink Importer www.bamexbest.com fruitlinkltd@aol.com D153 Fruit and Veg Market SW8 5LL

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H G Walker Ltd Fruit and veg wholesaler 020 7720 7951 www.hgwalker.ltd.uk andrew@hgwalker.ltd.uk D28-30 Fruit and Veg Market SW8 5LL

Italian Fruit Ltd Fruit and veg wholesaler 020 7819 9636 theitalianfruit@yahoo.co.uk D74 Fruit and Veg Market SW8 5LL

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MG & Sons Ltd Fruit and veg wholesaler 020 7720 8886 info@mgandsons.co.uk D07-11 Fruit and Veg Market SW8 5LL

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Oui Chef Fruit and Produce Ltd Fruit and veg wholesaler 02076226805 www.ouichef.uk keval.patel@me.com D62 Fruit and Veg Market SW8 5LL

P & I Fruits Ltd Fruit and veg wholesaler 020 7062 8700 amanda@pifruits.com D53-56 Fruit and Veg Market SW8 5LL

Paxmead Ltd Fruit and veg wholesaler 020 8743 2939 pax\_mead@hotmail.co.uk D75 Fruit and Veg Market SW8 5LL

Premier Fruits (C G) Ltd Fruit and veg wholesaler 020 7720 9012 www.premierfruits.com info@premierfruits.com D37-45 Fruit and Veg Market SW8 5LL

#### TENANTS LIST AT NEW COVENT GARDEN MARKET

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Samson Quality Produce Fruit and veg wholesaler 020 7627 4499 samsongproduce@yahoo.com D073A Fruit and Veg Market SW8 5LL

Sheringham's Fine Foods Ltd Fruit and veg wholesaler 020 7622 6662 www.sheringhams.com enquiries@sheringhams.com D12-17 Fruit and Veg Market SW8 5LL

Sidesalads Ltd Fruit and veg wholesaler 020 7062 8701 www.sidesalads.co.uk info@sidesalads.co.uk D63-64 Fruit and Veg Market SW8 5LL

Such & Co Associates Ltd Accountancy services 020 7622 7889 ramesh@suchandco.co.uk D160 Fruit and Veg Market SW8 5LL

Vincenzo Ltd Fruit and veg wholesaler 020 7720 3721 www.vincenzoltd.co.uk vincenzo\_zaccarini@hotmail.com D34-35 Fruit and Veg Market SW8 5LL

West Green Foods Ltd Fruit and veg wholesaler 020 7498 6949 www.westgreenfoods.co.uk office@westgreenfoods.com D46 Fruit and Veg Market SW8 5LL

Covent Garden Market Authority 02077202211 www.newcoventgardenmarket.com hello@cgma.co.uk **Covent House SW8 5NX** 

Alexander Collier Contract florist 07957320170 collierears@aol.con Rail Arch 14 SW8 5PP

Ascot Engineering Mechanic 020 7720 3778 www.ascotenginee michaelmrt@aol.co Rail Arch 63 SW8 5PP

Carter Cherrill Ltd Contract florist 020 7225 3725 www.cartercherrill info@cartercherrill. Rail Arch 48 SW8 5PP

Collier & Company Contract florist www.collierandco. mark@collierandco Rail Arch 21 SW8 5PP

Dave Parish Autos Mechanic 020 7720 5946 hayger100@google Rail Arch 41 SW8 5PP

Dennis Bussey Fruit and veg whole 020 8317 6713 Rail Arch 50 SW8 5PP

Eurofrutta Fruit and veg whole 020 7627 3156 www.eurofrutta.co sales@eurofrutta.co Rail Arch 25-27 SW8 5PP

Fiji Fruit & Veg (Lon Food supplier 020 7498 0803 fijifruitandveg@ho Rail Arch 12-13 SW8 5PP

m	Franco's Frutas Ltd Fruit and veg wholesaler 020 7622 6475 Rail Arch 37 SW8 5PP
l ering.co.uk om	Fruit for the Office Ltd Food supplier 0800 019 4037 www.fruitfortheoffice.co.uk info@fruitfortheoffice.co.uk Rail Arch 34 SW8 5PP
l.co.uk l.co.uk	Fruit for Thought Ltd Fruit and veg wholesaler 0800 681 6641 www.fruitforthought.co.uk ashwin147@btinternet.com Rail Arch 36 SW8 5PP
/ Ltd .com o.com	Gareth R Ballance Fruit and veg wholesaler 07836371338 grballance@aol.co.uk Rail Arch 15 SW8 5PP
le.com	Greens Fruit & Veg Ltd Fruit and veg wholesaler 07916171598 www.greensproduce.co.uk greensfvltd@googlemail.com Rail Arch 18 SW8 5PP
lesaler	J B Motors Mechanic 020 7622 8408 Rail Arch 42 SW8 5PP
lesaler o.uk co.uk	Just Joe's Food supplier 020 7627 8977 www.justjoe.net orders@justjoe.net Rail Arch 9-10 SW8 5PP
ndon) Ltd otmail.co.uk	Linda Cottee Flowers Ltd Contract florist 07860 287 378 www.lindacotteeflowers.com/home linda@lindacotteeflowers.com Rail Arch 47 SW8 5PP

Ortaggi Limited Fruit and veg wholesaler 020 7253 5251 jaime@jaimesuarez.co.uk Rail Arch 24 SW8 5PP

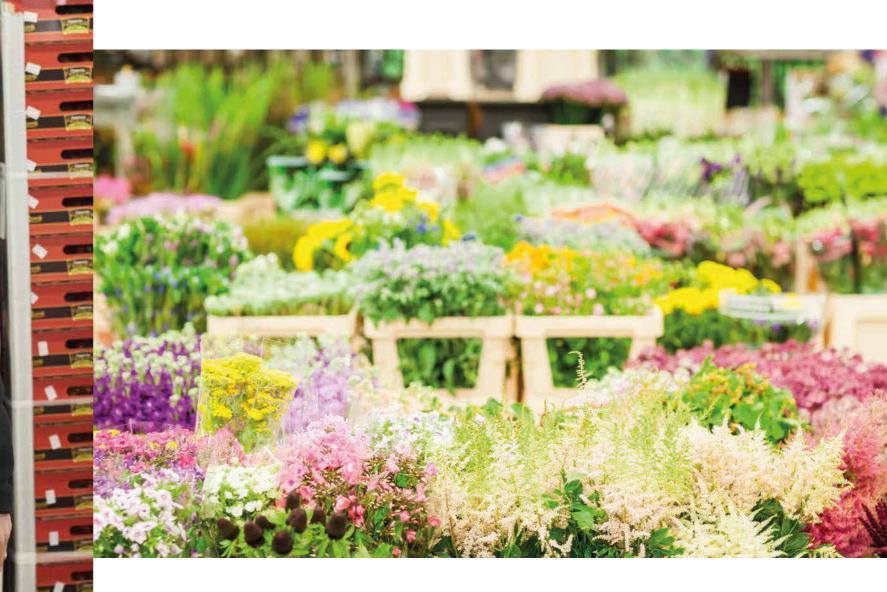
Peter Condon Ltd Fruit and veg wholesaler 020 7720 8257 petercondonItd@aol.com . Rail Arch 17 SW8 5PP

Prestige Primeurs Ltd Fruit and veg wholesaler 020 7498 8838 www.prestigeprimeurs.co.uk info@prestigeprimeurs.co.uk Rail Arch 29-32 SW8 5PP

Pure Package Ltd Food supplier 0845 6123 888 www.purepackage.com info@purepackage.com Rail Arch 38-40 SW8 5PP

Quality Prepared Ltd Food supplier 07538950678 Rail Arch 06 SW8 5PP

Sophie Hanna Flowers Ltd . Contract florist 020 7720 1756 Rail Arch 49 SW8 5PP



imran\_isrolia@hotmail.co.uk

www.sophiehannaflowers.com

Universal Gardens Ltd Fruit and veg wholesaler 07834550350 Rail Arch 23 SW8 5PP

Watts Farms Ltd Fruit and veg wholesaler 01322 620999 Rail Arch 16 SW8 5PP Wetfish UK1 Ltd Food supplier 020 7622 5500 info@wetfishuk1ltd.co.uk Rail Arch 26 SW8 5PP

## WESTERN INTERNATIONAL

FRESH HORTICULTURAL MARKET

The history of the market stretches back to the final two decades of the 19th century.

It all began at Kew Bridge one day in the 1880s, when a farmer's wagon loaded with produce from the fertile area around Cranford stopped at the Express public house to refresh himself and his horses. whilst there, he was approached by local people wishing to buy his cabbages, and the rest, as they say, is history.

The spot quickly became a favourite shopping place for growers, and a regular market emerged, initially on three days a week. Following a public enquiry in 1892, a two and a half acre site to the west of Kew Bridge was acquired, and thus started the old Brentford Market.

Extended in 1906 and 1921, the market flourished and gained its reputation as one of the finest in the country until in the late sixties, it became apparent that it had outgrown its location. A new site was found near

Heston, and construction of a new market commenced, to be known as Western International Market. One day in spring 1974 the traders packed up their belongings, and a procession of trucks and lorries moved up the recently built M4 Motorway towards their new home, just a few hundred yards off junction 3.

The new Western International was an instant success, due to its exceptional location and accessibility, the unique family atmosphere and friendliness of the traders and, not least, the quality and freshness of its produce.

Weathering the storms brought about in the early nineties by the changes in trading laws, aggressive marketing by the supermaket giants, and changing patterns in consumer eating and buying habits, Western International has maintained its position as the premier wholesale fruit, vegetable and flower market in the capital, and remains one of the stongest in the country.









#### STAND NO. COMPANY Α A&M Fruit & Veg P11 Addey & Son Ltd P35 Ahmed Exotic Ltd P52 Aldridge's W3 A1 Veg Ltd P20 В **B&S Fruits Ltd** P7 **B&S** Organics P8 Baggery, The F5 & SCG1 Berry Fresh P9 **Best Fruit Fare** P24 Braund, Walter P23 & SCF3 W9 Brents Pre Pack Bridges, JH P58 С C&B Salads Ltd P12 Chambers Prepared Ltd W10 Chambers Wholesale W11 Cheney, JJ P30 Chep UK VMU Building Citrus Star W5 Conford, WA Ltd. P34 SCF1 & Cooper, Dawn Jerrom Ltd SCF2 P43 Cypro Veg Ltd

#### D

Delta Produce	P5
Dhans	P4
Dhillon Farm Veg	P3

#### E

Euro Exotics Ltd P66

#### F.

Flower Centre Ltd, The	F7
Fox, JN & Son	P71
Fruits of Lebanon	P25
Fruity Fresh	P46

P26

P65 P62

#### G

Global Traders	
Greenland	
Growrange	

#### н

Heath, WG & Co. P33 Hill, JTS P1 Hill, WT & Sons P2 Holliman, WJ P63 Hopper, RJ P69

## **Map of Western Insternational Market**









COMPANY	STAND NO.
J JAS Enterprise	P32 &
Jaystar	P54 P36
K	DEO
Khan Brothers Knight & Rawlings	P50 P57
M Market Management	NCEE
Market Management Market News	NCF5 NCG2
Market Tavern	NCG3
Maroc Veg	P60
<b>N</b> NatWest Bank	NCG1
<b>O</b> Orchard, The	W2
Owen Owen	P14
Р	
Paris Express	P70
Paul's Fruit & Veg Payne, AS	P38 P64
Premier Fruits	P40
Prime Harvest	SCF5
R	
RH Western	P45
Rural Payment Agency	SCF4
<b>S</b> SMT Fruit & Veg	P75
Saliko	P16
Select 'n Save	P5
Smith & Son	P55
Springwell Veg	P39
<b>T</b> Thorogood, S & Sons	P28
v	
Vitacress Flowers	F2
Vitacress Sales Ltd	F2
Vitacress Western	P72
W	
Walker, HG	P19
Western Banana Centre Western Cafeteria	P67 SCG2
Western Food Importers Ltd	
WIMTA	NCF6



## Jackson Coldroom Services Telephone: 07951069687

E-mail: onejco@gmail.com

#### MAINTENANCE & REPAIR

## **ESSEX & LONDON** COLDROOM **PROFESSIONALS**

We have a fully-equipped vehicle which carries most spares - ie door handles, gaskets, door runners and guides. We have served as a reliable contractor for various facilities companies as well as private companies for the past 20 years.

We also have the necessary insurances to work in any store. We are now looking to expand our business to make our facilities available to you. Please note we do not, however, repair or service actual refrigeration plants; for example generators or cooling plants, but we do repair and renew actual coldrooms, doors, floors, walls and ceilings.





#### **COLDROOM MANUFACTURING AND INSTALLATION**



We have all the necessary insurances to carry out our professional

#### **Repairs & Maintenance**

Including walls, ceilings, doors, gaskets and door heaters. We also carry spares in our fully equipped vehicle.

#### A & M Fruit & Veg (P11) Tel: 0208 573 8007 Fax: 0208 573 3378 email address - max.halai@googlemail.com Website Email Contact: Max Halai A1 Veg Ltd. (P20) fruit & vegetables & exotic Tel: 0208 848 0700 Fax: 0208 848 1083 email address - Tugeerac@vahoo.com Email Contact: Igbal Dhaliwal Addey & Son Ltd. (P35) fruit & vegetables Tel: 0208 573 5564 Fax: 0208 848 9785 email address - addeyson@aol.com Email Contact: Kelvin Garrett Ahmed Exotic Ltd. (P52) fruit & vegetables & exotic Tel: 0208 848 7136 Fax: 0208 561 5176 email address - aziz@ahmedexotic.co.uk Email Contact: Aziz Patel All Fresh (P12) Tel: 0208 848 3382 Fax: Website Contact: Mustapha Onay AI Abbass UK Ltd (P66) Tel: 01753 569 451 Fax: 0208 617 3488 Website Contact: Abdul Kayani Aldridge's (W3) fruit & vegetables Tel: 0208 561 2431 Fax: 0208 573 1722 email address - alan@aldridges-catering.co.uk Website Email Contact: Alan Hockley Ali's Fruit & Veg (P51) fruit & vegetables Tel: 07905 162 452 Fax: Contact: Khalifa Mouza All Fresh (P12) Tel: 0208 848 3382 Fax: Website Contact: Mustapha Onay B&S Fruits Ltd. (P7) fruit & vegetables Tel: 0208 573 0524 Fax: 0208 848 9056 Email Contact: George Bray Baggery, The (SCG1 & F5) Ancillary Tel: 0208 573 6098 or 0208 573 5421 Fax: 0208 813 6049

email address - john.baggery@andover.co.uk Email Contact: John Warn Brents Pre Pack Ltd (W9) Ancillary Tel: 0208 561 6992 Fax: 0208 569 3137

Contact: John Brent Bridges, J.H. (P58) fruit & vegetables Tel: 0208 848 4537 Fax: 0208 848 4537

Contact: Paul Johnson **Brothers Produce (P62)** Tel: 0208 573 4079 Fax: email address - info@cyprofood.com Website Email Contact: Erdal Agcagul **Brothers Produce Ltd (P62)** 

Tel: 0208 573 4079 Fax:

Website Contact: Erdal Agcagul Chambers Prepared Ltd (W10) fruit & vegetal Tel: 0208 561 3257 Fax: 0208 813 6278 email address - shiplevs@tiscali.co.uk Website Email Contact: Jit Thakrar Cheney Ltd, J.J. (P30) fruit & vegetables Tel: 0208 848 4642 Fax: 0208 813 5808 email address - jjcheney@talktalk.net OR graham@ Website Email Contact: Graham Brown/Paul Brown Chep UK Tel: 0208 848 4295 Fax: 0208 813 5808 Email Contact: David Young Citrus Star Catering Supplies Ltd (W5) fruit Tel: 0208 848 0826 Fax: 0208 848 0902 email address - citrusstar@btconnect.com Website Email Contact: Bobby Kaler Conford Ltd, W A (P34) fruit & vegetables Tel: 0208 573 0559 Fax: 0208 561 6322 email address - w.a.conford@googlemail.com Email Contact: Kevin Fox Cooper Dawn Jerrom Ltd (office SCF1) Acc

Tel: 0845 683 2505 Fax: 0845 683 2509 email address - rjc@cdjltd.co.uk Website Email Contact:

CyproVeg Ltd (P43) fruit & vegetables Tel: 0208 573 1942 Fax: 0208 848 1956 email address - cyproveg@btconnect.com Email Contact: George Tripolitakis

Dhans (P49) fruit & vegetables & exotic Tel: Fax: 0208 569 9143 email address - nileshgosai@aol.com Email Contact: Nilesh Gosai

Dhillon Farm Veg UK Ltd (P3) fruit & vegetab Tel: 0208 813 6200 Fax: 0208 848 1774 email address - dhillon@dhillonfarms.com Website Email Contact: G.S. Dhillon

Exotica Superfruit (2) Ltd (P50) Tel: 0208 561 1366 Fax: 020 8561 4601 Fruit, vegetables and exotic Website Email Contact: Mr A Khan or Mr B Badesha Exotica Superfruits (1) Ltd (P69) Tel: 0208 573 3976 Fax:

Website Contact: Mr A Khan or Mr B Badesha

Flower Centre Ltd, The (F7) flowers Tel: 0208 569 2577 Fax: 0208 569 2469 email address - robert@flowercentre.co.uk Website Email Contact: Robbie Finon

Fox UK Ltd, J.N. & Son (P71) fruit & vegetable Tel: 0208 573 0488 Fax: 0208 569 3819 email address - infoxandsonsltd.co.uk Email Contact: Graham Fox

Fresh 4u Produce Ltd (P65) Tel: Danial 07912 497 911 Fax:

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?jjcheney.co.uk
it & vegetables
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oles & exotic
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es

Website Email Contact: Hatim Raja Fruits of Lebanon (P23) Tel: 0208 561 6083 Fax: 0208 991 9866 email address - sheikhnadim@aol.com Email Contact: Nadim Traboulsi

Fruity Fresh Western Ltd (P46) Tel: 0208 561 8196 Fax: 0208 813 7369 email address - fruityfresh123@aol.co.uk Website Email Contact: Ashok Chowdry

Global Traders International Ltd (P26) Tel: 0208 848 0866 Fax: 0208 561 4061

Contact: Chris Zandonati Harvest (F1) Tel: 07949 084 684 or 07826 842 725 Fax:

Website Contact: Yasser or Hossam Heath, W.G. & Co.(P33) Tel: 0208 573 2892 Fax: 0208 813 6028

Contact: Bill Heath / Spencer Heath Hill Ltd. W.T. & Sons Western (P2) Tel: 0208 561 6100 Fax: 0208 561 6100

Contact: Bill Hill

Hill, J.T.S. Ltd (P1) Tel: 0208 573 4536 Fax: 0208 573 6742 email address - eugeniehill@btconnect.com Email Contact: Jonathan Hill Holliman Ltd, W.J.(P63) Tel: 0208 848 4568 Fax: 0208 573 5779 email address - wj.holliman@uk.net Email Contact: Rob Taylor Indom Veg (P10) Tel: Fax:

Website Contact: Mr Yogarajah Jas Enterprise (P54) Tel: 0208 573 0491 Fax: 0208 573 0473

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Contact: Jeet Grewal / Baldev Aulakh Maroc Veg Ltd (P60) Tel: 0208 813 6720 Fax: 0208 813 7480 email address - marocveg@hotmail.com Email Contact: Hassan Chentouf Middle East Fruit & Veg Ltd (NCF3)

Tel: 0208 561 8885 Fax: 0208 561 1557

Website Contact: Milad Shehata Moses Enterprise UK Ltd (SCF6) Tel: 07958 144 336 Fax:

Website Contact: Mr J Moses NatWest Bank (NCG1) Tel: 0208 573 8351 Fax: Steven Bilby

Contact: 0208 561 9483 New Springwell Veg Ltd (P32) Tel: 07837 323 385 Fax: 0208 813 5578

Contact: Abdul Razaq Orchard Wholesale Ltd, The(W2) Tel: 0208 573 8333 Fax: 0208 573 2756

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Paris Express (P70) Tel: 0208 573 7722 Fax: 0208 573 7722

Contact: Sammy Karahassan

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Prime Harvest (SCF5) Tel: 0208 573 5708 Fax: 0208 573 5709

Contact: Hussein Hammam

Rural Payments Agency (SCF 3 & 4) Tel: 0208 573 3659 or 07770 790 349 Fax: email address - Grant.Wilkinson@rpa.gsi.gov.uk Email Contact: Grant Wilkinson

Saliko (P16) Tel: 0208 561 3366 Fax: 0208 756 0572 info@saliko.co.uk Website Email Contact: Saleem Perwaz

Select 'n Save (P5) Tel: 0208 573 8847 Fax: 0208 561 5056

Contact: Lalit Mahajan Shipleys (P9) Tel: 0208 561 3257 Fax: 0208 813 6278

Website Contact: Jay Thakrar

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St Mina International (NCF1) Tel: 0208 813 5225 Fax: 0208 756 1800

Email Contact: Tarik Siha

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Thorogood Western Ltd, S & Sons (P28) Tel: 0208 813 7753 Fax: 0208 561 3482 email address - andrew.thorogood@btconnect.com Email Contact: Barry Westwood

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VitaPlus UK Ltd (W8) Tel: 07830 513 468 or 0208 756 1486 Fax: 0208 756 1488 email address - vitaplusukltd@hotmail.co.uk or vitaplusukltd@gmail.com or info@vitaplusukltd.com Website Email Contact: Mr A R Nawaz

Walker Western Ltd, H.G. (P19) Tel: 0208 573 2374 Fax: 0208 813 5052 email address - western@hgwalker.ltd.uk Email Contact: Bob Webster

Western Banana Ltd (P67) Bananas, Fruit & Vegetables Tel: 0208 561 9880 Fax: 0208 5619892

email address -wbananac@aol.com Email Contact: Tony White WIMTA (office NCF 6)

Tel: 0208 573 5624 Fax: 0208 561 3499 email address - info@westerninternational.co.uk Email Contact: Louise Nolan



## **PRODUCTS & SERVICES**

Fruit & Vegetable Wholesalers Flower Wholesalers Specialist Wholesalers of Exotic Produce Specialist Wholesalers for the Catering Trade Salad Specialists Ancillary Services

## HOW TO FIND US

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New Covent Garden Market London SW8 5BH Tel: 020 7720 2211

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