

HELLO

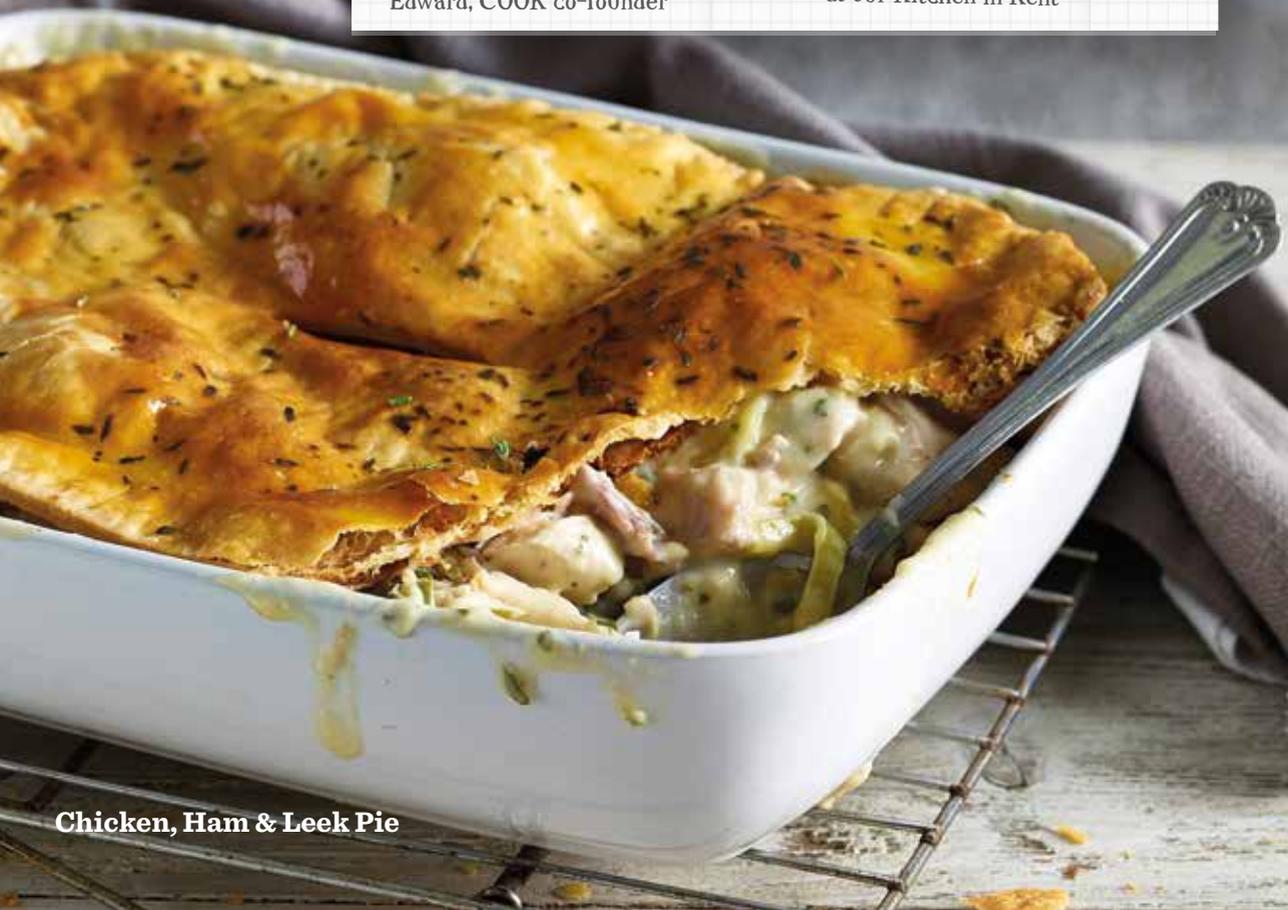
I love the independent food retail sector. It's something that I grew up with and feel very loyal to. We have never supplied the big national supermarkets as I want COOK to provide a point of difference for independent food stores. Our partnerships with like-minded retailers have been a vital part of our growth and it's been enormously rewarding to know that our brand is really supporting independent retail. I make no apology for being fussy about who we work with and the criteria is clearly set out in this booklet. If you are the right type of partner for us then I look forward to working together for the long term as that's what we're all about.

Edward

Edward, COOK co-founder



Edward & Dale, founders  
at our Kitchen in Kent



Chicken, Ham & Leek Pie

# About Us

Here are a few things you should know about our business and brand.

## ★ PURPOSE DRIVEN ★

We want to build a remarkable food business that's a force for good in society.

That means making good food, running a good business and building good relationships with all our stakeholders. We call it **COOK For Good** for short.

## ★ VALUE

The essential ingredients of our five core values: Be Part Of Our Family; Have Fun. **We believe** than words: people because of what we

Find out more at

# Our Story

# 1

## In the beginning there was cake...



March '97: Edward opens COOK Farnham (with wife Sophie, mystery ladies and lots of cake)

Edward's parents ran a small bakery making hand-made frozen cakes. After a less than stellar school career, Edward went to work for them as a travelling salesman. Their cakes were stunning and it got him wondering why no one was making savoury meals in the same way.

So Edward decided he would. He just needed someone to do the cooking... That someone was Dale, a chef and one of Edward's favourite clients. He persuaded Dale to quit his job and in March 1997 they opened a small shop in Farnham, Surrey selling hand-prepared, frozen food.

They dreamed of being the world's best-ever maker of ready meals – and of doing business differently from the crowd.

They dreamed of being the world's best-ever maker of ready meals...

# 2

## Our founding statement

Our founding statement was: to cook using the same ingredients and techniques a good cook would use at home, so everything looks and tastes homemade. **Easy to say: much more difficult to do.** One of the first dishes Dale made tasted so bad it made Edward cry. It wasn't just the food; it was the enormity of the challenge they'd taken on. Luckily, Dale was determined and resourceful. He found a disused kitchen, some second-hand kit and a sous chef (Spencer – still with us). **Through trial and error and the odd explosion,** the food got better and better. People came back for more. A second COOK shop opened. Then a third...



our first COOK shop



our 80th COOK shop

80+ stand alone COOK shops

## LED ★

in our business are Be Remarkable; Care; Churchill's Pig; and actions speak louder will choose our food do, not what we say.

[cookfood.net/values](http://cookfood.net/values)

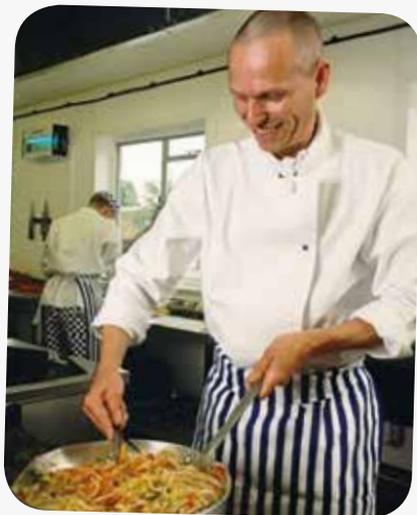
## ★ PEOPLE BRAND ★

Everything we do depends on people. We believe in treating them well and are trying to create a truly remarkable company culture. We've been rated one of The Sunday Times Top 100 Best Companies To Work For since 2012. You don't need to believe all the same things we do but you need to understand and respect where we're coming from. Suffice to say, if all you're interested in is making a quick buck and sod the consequences, then we're not the right partner for you.

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### It's all about the people

We've grown to have more than 80 of our own shops around the country, with a big kitchen in Kent and a puddings kitchen in Somerset (you're welcome to visit both). We launched concessions in 2006 and are now stocked in more than 300 retailers. It's been a bumpy ride at times and in the depths of the recession we came very close to losing our cherished independence. **Two things sustained us: the remarkable people we work with, who share our values and make miracles happen; and the determination never to compromise on the taste of our food.**



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### Business as a force for good

It's taken a while but we're starting to realise our dream of creating a remarkable food business that's a force for good in society. In 2013 we became one of the UK's first certified B Corporations, part of a global movement committed to a better way of doing business. The people of COOK have voted us one of the very best companies to work for. While we're far from perfect, we're trying hard. **Throughout, we've stuck by our founding statement with Edward and Dale leading the way. When you don't have the time, inclination or, dare we say, talent... we COOK so you don't have to.**



We COOK, so you don't have to.

PEOPLE USING  
BUSINESS  
..... AS A .....  
FORCE FOR GOOD



Find out more at  
[cookfood.net/bcorp](http://cookfood.net/bcorp)



Beef Bourguignon

.....

★ PREPARED ★ AT KITCHEN  
BY HAND OUR IN KENT

.....

# BRITAIN'S ★ BEST ★ KITCHEN



Our kitchens are the beating heart of the business. We believe passionately that people can cook much tastier food than a factory full of machines. Our main kitchen in Sittingbourne, Kent, operates much like a big hotel kitchen. The Prep section prepares all the raw ingredients – chopping, dicing, mincing, trimming... The Chefs cook in big, steam-heated pans – 1,500 portions at a time. It's their names that go onto our labels (even though it's very much a team effort). The Mix & Weigh section makes sure all the

components of a dish are assembled correctly. The Finishing line then puts the food into trays by hand, layering lasagne, carefully spreading mash, sprinkling herbs to garnish. In the Pastry room, the team carefully crafts pies and puddings by hand. Everything is blast frozen at -30°C, locking in flavour and nutrients so every dish tastes freshly home-made when it emerges from a customer's oven or microwave at home.

**We'd love to show you around. Let us know if you'd like to arrange a tour.**



Robin preparing vegetables in the Prep section

Carol working her pastry magic!

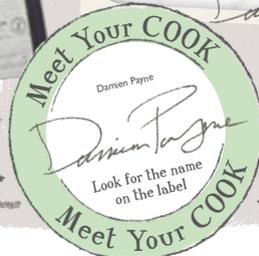
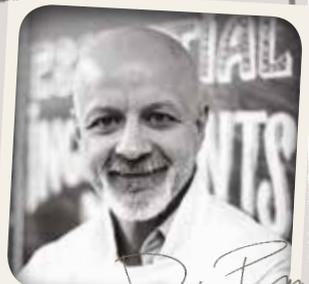


## Tasting Every Dish, Every Day

It's the most important meeting in the business: the daily tasting at which we sample a portion of every single recipe we've made the day before. Nothing gets through unless it tastes just right.

## MEET YOUR COOK

On every COOK dish you'll find the name of the chef who prepared your food.



# What we are looking for in a concessions partner:

**People who care about food as much as we do** We have a simple goal: to make the best-tasting, prepared food you can possibly buy. We obsess about the taste and quality of our food. We only want to work with people who share our passion.

**An established business run by like-minded people** We need to have confidence in your business and in you. We're in this for the long haul and want to build a long-term relationship based on trust. That means we need to see eye-to-eye. Life's too short to be in partnership with people we don't get along with.

**A well-kept, stylish store** We are a premium brand. We need to be confident that our product and point of sale will be well-maintained and be sitting alongside products of similar quality in a stylish environment.

**A desire to make COOK a destination in your store** We don't want to be just another product on a shelf (or in a freezer). We want COOK to be a destination in your store and for your store to be a destination for our customers. You therefore need to be willing to give COOK enough space and prominence.

## Meet the Concessions Team...

### ★ The Office Team ★

Carissa



Claire



Karen



Stacey



Alice



Steph



### ★ The Field Team ★

Angela



Sinead



Jenni



Lauren



Helen

### ★ Merchandising Team ★

Hollie



Ash

Jempsons, Wadhurst  
(3 freezers).



Priory Farm Shop, Redhill  
(5 freezers).



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MADE LIKE YOU  
WOULD AT

# HOME

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SINCE 1997

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Chocolate Truffle Torte

# The Offer

## WHAT WE NEED FROM YOU:

- A minimum of two dedicated freezers
- A maximum of eight freezers
- Freezers purchased by you from our supplier Climate Cooling. The model is a Novum Main Line freezer at 1.7m long
- Direct Debit payment system
- Payment terms: 15 days from end of month in which invoices are dated
- First order paid on pro forma basis
- Minimum order levels vary depending on your location in the UK.
- Backup storage is essential

## WHAT YOU GET:

- Award-winning, frozen food with a long shelf life (typically six to nine months from production)
- Standard ranges depending on freezer space. Our ranges are created by analysis of the best-selling products across our retail and concessions business
- Latest design POS supplied for free by COOK
- Launch in-store by the COOK concessions team, including merchandising of food and installation of POS
- Free menus for your customers to take away
- All products are barcoded and priced on pack
- Margin set at 25% off the retail price, (20% off puds & sides)
- Support from the full-time concessions team, both on the ground and at COOK HQ

### In-store launch by COOK concessions team



Ash at the launch of the Great Ormond Street Hospital concession

### Freezer Planograms

Beef Burgers	Collage Pie	Leek Cornish	Pork Dips	Sheila's Chicken Casserole	Chicken Fish Pie	Beef Mince & Mash	Green Pie Chicken	Chicken Kebab
Beef & Lamb Stew	Chicken Shepherd Pie	Chicken Pie & Leek Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie
Beef Stroganoff	Leek & Lamb Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie	Chicken Shepherd Pie
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### Menus for your customers



# Modular Options

After years of operating successful concessions we've learned that a modular approach to our range is the most effective way to drive sales. This means adding categories based on a whole freezer, rather than mixing categories within a freezer. This achieves impact and makes it clear

to customers what's in each freezer. There are four options, depending on the space you have available.

*\*Projections based on existing COOK concessions, assumes strong footfall, good in-store positioning and appropriate demographic*

## Option 1

### Two Freezers (minimum requirement)

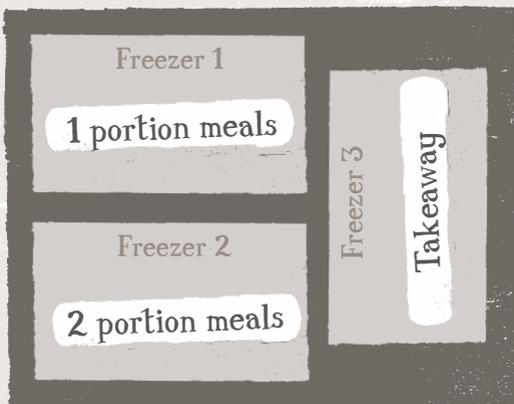


Space Required	27 sq ft
Freezer Cost (2 freezers)	£1,780 + VAT + delivery
Initial Stock Fill	Approx £2,170 (meals are 0% VAT)
Expected Turnover*	£18,000+ (retail value)
Expected Profit*	Approx. £4,500+



## Option 2

### Three Freezers



Space Required	41 sq ft
Freezer Cost (3 freezers)	£2,670 + VAT + delivery
Initial Stock Fill	Approx £3,120 (meals are 0% VAT)
Expected Turnover*	£25,000+ (retail value)
Expected Profit*	Approx. £6,250+



### Option 3

## Five Freezers

Optimum Size



Space Required	68 sq ft
Freezer Cost (5 freezers)	£4,450 + VAT + delivery
Initial Stock Fill	Approx £4,660 (meals are 0% VAT)
Expected Turnover*	£40,000+ (retail value)
Expected Profit*	Approx. £10,000+



### Option 4

## Eight Freezers



Space Required	109 sq ft
Freezer Cost (8 freezers)	£7,120 + VAT + delivery
Initial Stock Fill	Approx £7,050 (meals are 0% VAT)
Expected Turnover*	£60,000+ (retail value)
Expected Profit*	Approx. £15,000+



# What Next?

- Once you've had a visit from one of our Account Managers and have agreed your set-up, please **complete the Account Form, Terms and Conditions and Direct Debit form** that you will be emailed after the meeting. These can be posted or scanned and emailed back to your Account Manager; we do however require the original copy of the Direct Debit form.
- Once we have your Account forms back, we can **open your account and order your POS.**
- From receiving your account forms, we require a **minimum of 3-4 weeks'** lead time to plan a launch.
- Your account manager will be in contact to arrange your **launch date.**

**“The range, quality and overall strength of the COOK brand sets us aside from the competition and our customers have nothing but good things to say about the range.”**

David, Budgens, Hassocks and Henfield

