

BUILDING BRANDS IN THE FOODSERVICE SECTOR

FusionFSM is the leading dedicated Foodservice Sector Sales, Research, Marketing and Business Development company. Working at the very heart of the UK foodservice sector, we specialise in identifying and maximising the business opportunities for food and beverage products. Our clients, based in the UK or overseas, are world famous brands...

AB WORLD FOODS

Authentic ethnic table-top and back-of-house product ranges for so many foodservice situations. Includes Blue Dragon, Levi Roots' Reggae Reggae Sauces and Grey Poupon mustards.



BASIC AMERICAN FOODS

Top quality dehydrated potato products. No preservatives and no additives. A sensation in the USA and now the UK. The closest thing to scratch cooked mashed potato, but far more convenient.

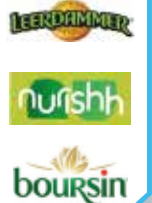


Baxters soups are a healthy meal option, low in fats & sugars, with great flavours and long life format. Also available as Soup to Go pots ready to enjoy in just 3 minutes. The Fray Bentos range includes meaty pies, meatballs & Vegetarian options,



bel Foodservice

A range of some of the UK's best-loved, iconic cheese brands. From indulgent treats to healthy and nutritious as well as plant-based products. With single serve and snacking options, there are products for all sectors and occasions.



Bahlsen

Bahlsen's delicious range of crafted biscuits has something for everyone. Made using sustainably sourced cocoa and responsibly grown wheat the Choco Leibniz and PickUp! individually wrapped biscuits and snack packs cater for a multitude of eating occasions.



UK's No.1 frozen pizza brand. Deep Dish & Takeaway Pizzas and Subs. Fresh rising dough and tasty toppings to give the real takeaway taste. No artificial colours or flavours.



EasiYo

EasiYo yogurt is fresh, nutritious, delicious and simple to make. With a range of flavours available in everyday, unsweetened, reduced sugar, plant based and Greek style formats and no artificial colours, flavours or preservatives EasiYo is better for the planet too.



Equi's ice cream is made in Scotland with fresh local milk and double cream. With a range of 12 exciting flavours and available as 120ml impulse tubs and 4.5 litre scoop format it is perfect for coffee shops, quick service restaurants, hotels, garden centres and all of foodservice.



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Essential ingredients for perfectly baked goods. A versatile range of quality baking products and Wellcare hassle-free ambient dessert and bakery mixes developed to help cater for a range of dietary requirements.



Invisible Chef range of “cook & serve in pack” snacks. Delivered frozen, defrost overnight for 3 days chilled shelf life. Labour saving, zero waste products that cook across multiple devices, offer great allergen control and reduced food handling.



KerryMaid Buttery, Premium Baking and Cream Alternatives are all “Food for Life” approved and are ideal for all your cooking and baking needs. Made with simple, honest ingredients, carefully prepared to create truly authentic flavours. Free from allergens, palm oil, gluten and hydrogenated vegetable oil.



KP Snacks have been making some of Britain's best-loved snacks for more than 70 years including heritage favourites like Hula Hoops, Pom-Bear, McCoy's ridged crisps, Tyrell's and of course, KP Nuts!



Oggs range of plant-based products includes the egg alternatives Aquafaba for all your vegan baking needs and new Scrambled Eggs for vegan breakfasts, omelettes, quiches & more. The vegan bakery range now includes indulgent, plant-based melt-in-the-middle puds.

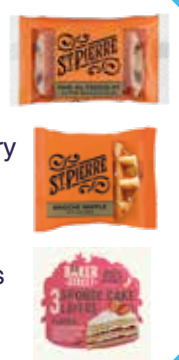


Premier Foods is home to some of Britain's most iconic brands including Bisto, Paxo, Ambrosia, Angel Delight and Marvel. From ready to eat porridge and dessert pots to mixes for gravy, stuffing, milk powder, hot chocolate and mousses there are products to suit all sectors. Includes fortified and school compliant products.



Introducing the new Premier Foods range of cooking sauces.

Featuring 6 great traditional flavours, the Homepride & Sharwoods sauces are gluten free, 2024 salt target compliant & have no added MSG or artificial colours and preservatives. Fortified with vitamins C & D these convenient and versatile sauces are available in fully recyclable 2.25kg bottles



Inspired by European café culture St Pierre is a range of premium bakery products with a sophisticated taste. Range includes brioche loaf, sugar waffles, brioche burger buns & hot dog rolls. Baker Street sponge layers & flan cases stay fresh for longer so they are ready when you need them



The UK's No.1 cereal brand Weetabix: Weetabix On-The-Go Drink and Breakfast Biscuits. Alpen Bars packed with delicious rolled oats, crunchy wholegrain wheatflakes and much more.

