

# WELCOME TO THEO'S

**Theo's Food Company**  
Unit 45, Empire Industrial Park,  
West Midlands, WS9 8UY  
tel. 01922 472422  
[www.theos-uk.com](http://www.theos-uk.com)

 @theosfoodcompany

 @theosfoodcompany

 @TheosFoodCo



WHO WE ARE

Theo’s food company is first and foremost a family run business with a real passion for food and as such we take great pride in and are committed to delivering the highest standard of customer care and service.

It all began in 1990 when our company founder Chris Gavriel started to market and sell a unique blend of marinated chicken in the town of Burntwood in Staffordshire, from which Theo’s food company was born.

Theo’s current headquarters at Aldridge in the West Midlands were purpose built and include a state of the art production facility and are fully EC licensed ‘4798’ for cutting and meat preparation.

WHY THEO’S

We only use Grade ‘A’ UK sourced chicken. Theo’s is unique in the industry and operates differently to other marinated chicken suppliers.

Fresh chicken is delivered daily from the best known suppliers and must pass our strict intake inspection. Our process guarantees freshness and quality:

- 100% UK sourced
- Our chicken is available in Halal and non-Halal
- Meets government nutritional guidelines
- Our recipes are healthy and nutritious
- Theo’s is fully EU licensed ‘4798’ for cutting & meat preparation
- Nationwide deliveries with continuous temperature monitoring
- Fully integrated quality management system and internal quality team, fully qualified in compliance with current legislation

CERTIFICATION - Scan to download



WHAT WE DO

Theo’s delivers British produced product, supported with flexible menu options designed to grow your business. Our range of high quality chicken based food solutions and service packages provide a powerful alternative to established high street brands.

A healthy eating alternative presented with strong brand imagery gives your customers a consistent quality product, tailored to support a balanced diet. Equally important is the ease of preparation and serving options which make our products both simple to handle and practical to provide.

Theo’s are producers and distributors of Grade ‘A’ marinated chicken and other catering products throughout the UK.

OUR TARGET & PROMISE

Fresh products with dedicated service. Consistent quality and the best of British choice for you and your customers. Creative product development and high impact flexible communication. Practical preparation and serving solutions. Quality product, with a personal service, dedicated to working in partnership with you to grow your sales and profit and keep your customers coming back for more!

Scan to download - RECIPE IDEAS





## EDUCATION

Authentic world food for a global taste gives your customers a reason not to spend their money elsewhere. We know customers buy with their eyes, therefore good presentation is essential to encourage clientele to buy. We offer total commitment to a strong commercial and reciprocal working partnership:

- A truly international addition to your service that keeps your customers coming back for more
- Full promotional activity planner, giving an alternative to the big high street brands who might challenge your business
- Powerful branding
- High impact, flexible sales and promotional communication package
- Menu option tailored to time of day and time of year

## HIGH STREET & FAST FOOD

High Street fads come and go but Theo's quality endures. Theo's are one of the UK's leading fast food suppliers:

- Full sales & point of sale support
- Monthly promotional planners
- Extensive easy to prepare product range
- A healthy takeaway alternative

## LEISURE

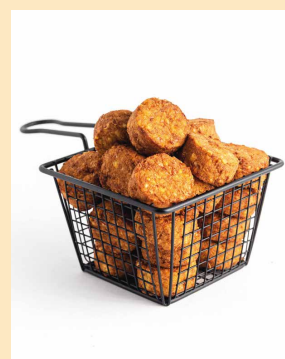
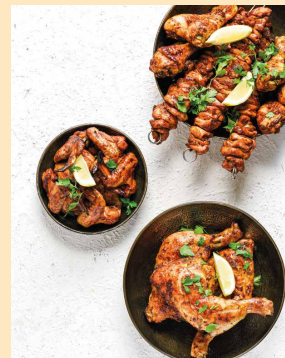
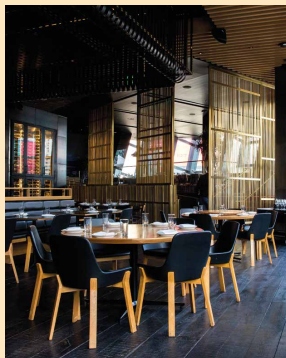
Quality food should be part of a fantastic day out where good food is a memorable part of the experience:

- In the restaurant
- At the kiosk
- From the café
- Through the hatch

## BUSINESS & INDUSTRY

Give your customers a reason not to spend money elsewhere. Our clients in London's Commercial sector have done so and their customer base has grown. 'Street Food' for your customers in your restaurants for your profit:

- High quality international street food with full accreditations
- Compete with off site venues with a truly authentic product choice
- Grab & Go or plated
- Full POS packages including menu development
- Tailored activity and menu creation



## FRESH POULTRY

Theo's put the emphasis on local, British products with full traceability. All our range is compliant with the government nutritional standards and the latest legislation.

## MARINATED POULTRY

Our love of marinated chicken goes back to 1990 when our founder started to sell a unique blend of marinated chicken for his takeaway business. Theo's now produce a range of deliciously healthy, simple-to-use marinated chicken products to deliver amazing flavours for your business. Why not try the delicately spiced Tikka for an authentic Indian experience? You could use Piri Piri for that Portuguese kick, or go back to Theo's Greek roots with the freshness of Sweet Mediterranean?

## BREADS & SAUCES

We source classic accompaniments with a distinctive twist. Our pantry shelves are stocked with a great range of sauces, breads and marinades. They are perfect for everyday condiments.

## VEGAN

Demand for plant-based products has soared in recent years as the number of vegans in the UK has risen to more than 3.5 million and not forgetting the "flexitarians". Veganism is one of the most effective choices a person can make to reduce the suffering of animals, help the planet and improve personal health.

Just like our renewed chicken range, Theo's vegan offerings are your first choice for healthy, high quality and easy-to-prepare products, all brought to life by mouth-watering spices and marinades and international breads. Why not give us a try?

Scan to download - **PRODUCT LIST**



# MARKETING SUPPORT



It is one thing having a great product, but quite another creating the best environment. Let's face it, time is money. The right offer, location, time and price is vital to achieve impulse and incremental sales! We support each of our offers with high impact, flexible sales and promotional package. These are specifically designed to transform tired counter units and revive boring counter space. Our package includes: posters, hanging signs, plastic menus with flavour slats, table talkers and coasters. Theo's has introduced a universal brand which can be adapted and used by you under your own umbrella. Our contemporary 'creative with food' branding can help transform your dining environment.

