

PROVISIONER

MAY 2025 |

AFTERNOON TEA
2.0
P2-3

CHEF RATED
P11

**BEST
OF THE
BUNCH**

P7

**NEW &
*Notable***

P12

**BOTTOMLESS
BRUNCH**

P8-9

Versatility One

Product Three Ways

P10



JB

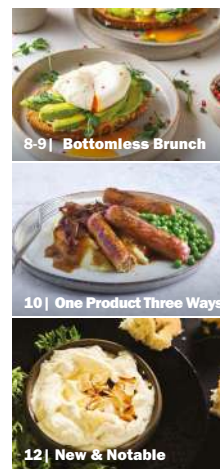
Welcome to the May Edition of Provisioner!

In this issue, we explore the latest afternoon tea trends featuring our new premium French patisserie range. You'll find fresh product launches, bottomless brunch ideas, and smart ways to use one product three ways. We also highlight smoothies tackling food waste, the best deals of the month, and a next-level chicken burrito recipe. Don't miss our chef interview packed with insider tips. P.S. Take a look at p6 to RSVP for our tasting event on the 13th of May in Edinburgh!

EDITION HIGHLIGHTS

- 2-3 | **Afternoon Tea 2.0**
- 4-5 | **Coated Chips**
- 6 | **App Ordering**
- 7 | **Best of the Bunch**
- 8-9 | **Bottomless Brunch**
- 10 | **One Product Three Ways**
- 11 | **Chef Rated**
- 12 | **New & Notable**
- 13 | **Next Level Chicken Burrito**
- 14 | **Sustainability Matters**
- 15 | **Pringles POS**

Promotional pricing available when ordering through JB Provisions Marketplace app.



Sweet Petit Fours

71796 Chocolate Éclairs 1x16 **£1.10 EACH**

25247 NEW Assorted Mini Cheesecakes 48x21g **87p EACH**

84173 NEW Premium Cheesecakes 20x90g **£2.35 EACH**

98122 NEW Lemon Meringue Shortbread 16x20g **£2.25 EACH**

30541 NEW Gianduja Cream Shortbread 16x20g **£2.42 EACH**

We have a new range of Premium French made individual cheesecakes from Traiteur De Paris



NEW 25885 Saint Germain Petit Fours 48x10g
Assortment including mini strawberry gateau, almondine, chocolate squares, apricot financier, cocoa crumble, caramel and cinnamon financier, raspberry cheesecake & coffee soaked biscuit.
81p EACH

NEW 60446 Finest Cake Co. Carrot Cake 1x18ptn
Lightly spiced sponge topped with honey cream-cheese frosting. Beautifully decorated with chopped walnuts, pumpkin seeds and delicate cornflowers.
£1.47 PTN

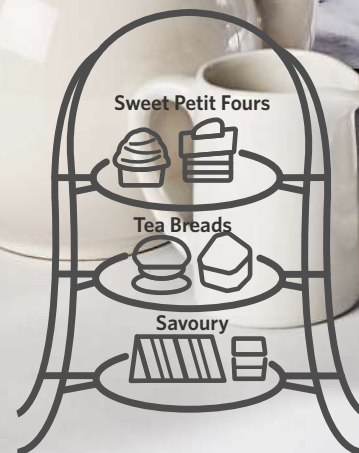
79653 English Luxury Clotted Cream Jars 24x28g **95p EACH**

NEW 75341 Macaron 96x12g
French macarons in 6 different flavours. Chocolate, raspberry, pistachio, lemon, vanilla, caramel.
35p EACH

10354 Tiptree Strawberry Jam Portions 72x28g **31p EACH**

31822 CSBC Plain Scones 50x61g **19p EACH**

98208 La Lorraine Romana Flatbread Sliced 32x100g **87p EACH**



Savoury

19742 Smoked Salmon Packets 1x200g **£8.49**

97691 NEW Whipped Feta 1x1kg **£13.85**

75820 NEW Traditional Canapés 54x10g **94p EACH**

51008 NEW Mini Quiche Selection 75x18g **62p EACH**

Tea

81932 Brodies Breakfast 6x20 **7p EACH**

33417 Brodies Camomile 6x20 **7p EACH**

31438 Brodies Green 6x20 **7p EACH**

53132 Tetley Tea 200 Envelopes 1x200 **6p EACH**

17983 Tetley Tea Bags 1x1100 **2p EACH**

88737 Tetley Decaffeinated Tea Bags 1x440 **3p EACH**

Afternoon Tea 2.0

Afternoon tea is making a comeback! Customers are looking for something more than just the classic tea time experience. Insta worthy, show stopping creations are all the rage. Afternoon teas should pay homage to all the classics but there is a great opportunity to add your own twist.

Coated means crispy!

It's time to pick your chip of choice before we all kick off another busy summer season. Whether you are looking for skin

on or skin off, chunky or skinny we have it all covered. All options featured this month are coated for maximum hot hold capability.



65124 Lamb Weston Stealth Fry
Cut Size: 6mm
Skin ON
£2.58 per KG



70221 Chefs Selections Coated
Cut Size: 10mm
Skin OFF
£1.61 per KG



69737 Aviko Supercrunch
Cut Size: 9.5mm
Skin OFF
£2.30 per KG



29891 Lamb Weston Stealth Fry
Cut Size: 9mm
Skin ON
£2.54 per KG



75292 Chefs Selections Coated
Cut Size: 18mm
Skin OFF
£1.57 per KG

| Our coated ranges
Lamb Weston Stealth Fry
McCain Surecrisp
Aviko Supercrunch
Chefs Selection Coated
Koffmann

| Why coated?
Guarantees a crispy fresh texture. Great for delivery operations to retain crunch. Improves hot hold capability.

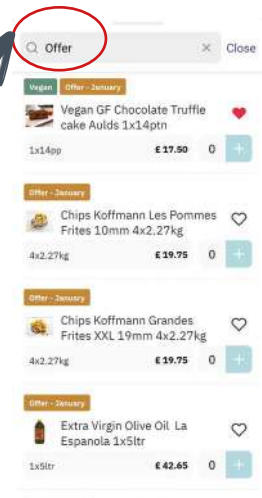


Order with just a click of a button 24/7...

Get the app today for unbeatable value & exclusive deals. Reorder with one click and get access to over 2,500 products.



User hack: Search "Offer" for this month's deals.



1. Go to the App Store and search JB Foods or scan the QR code.
2. Download the app
3. Enter your email address, JB account code & postcode.

Already signed up? Great, please download the new JB Foods app.



JB Tasting Event *An Invitation*



When... Tuesday 13th May 2025
Where... Hibernian Football Club, 12 Albion Place, Edinburgh, EH7 5QG

55641 Roeless Scallops 1x1kg

Tasting event: An Invitation

Join us on the 13th of May at Hibernian Football Club for our Spring/Summer tasting event. The day will be packed full of great food and menu inspiration. Come along to sample our newest products and catch up.

Doors will open at 10am. If you would like to RSVP please scan the QR code below.



When...
Tuesday 13th May 2025

Where...
Hibernian Football Club,
12 Albion Place,
Edinburgh,
EH7 5QG



24644 Gluten Free Carrot Cake
Handmade Cake Company 1x14ptn
£1.38 PTN

Here is just snapshot of May's amazing exclusive deals available when you order through Provisions Marketplace.

* Promotional pricing quoted available when ordering through JB Provisions Marketplace App.

<p>85712 Kalamata Pitted Olives Silver & Green 1x1.75kg £17.99</p>	<p>65579 Breaded Mozzarella Sticks Golden Crumb 1x1kg £8.69</p>	<p>84988 Crispy Brie Wedges Golden Crumb 24x35g 48p EACH</p>
	<p>56788 Cookie Dough Cheesecake Squares 1x12ptn £2.14 PTN</p>	<p>93425 Large White Baguette CSBC 34x225g 40p EACH</p>

Bottomless Brunch

Brunch is a key growth area. We have selected some of our most versatile dish accompaniments and highlighted some key trends.



NEW

32453 Poached Egg 1x24
51p EACH

NEW

96831 Sliced Frozen Avocado 20x500g
£3.15 EACH



BRUNCH IDEA - Why not offer gourmet fusion versions of brunch staples like miso-glazed scrambled eggs or interactive elements like a DIY pancake stations.



Jump on the trends

12877 Miso Paste 1x500g
£2.30

15301 NEW Hot Honey 1x720g
£4.55

73213 Buttermilk Pancakes CSBC
120x40g 22p EACH

84862 Classic Waffle 30x90g
50p EACH

50105 Medium Eggs 15 Dozen
19p EACH

86840 SELECTED Unsmoked Bacon
1x2.27kg £11.35



Loaded hash browns

63512 Hash Browns CSBC
1x2.27kg
£4.45

Trend alert

In times of financial uncertainty, consumers may cut back on luxury purchases but still find comfort in affordable indulgences.



Stuffed and overloaded croissants

69140 Straight Butter Croissant
CSBC 60x54g
35p EACH



Sausage & Mash



Sausage roll



Sausage Butty



87637 Moving Mountains Sausages
50x40g **48p EACH**

Versatility

one product three ways

Moving Mountains Sausages offer a versatile, plant-based option perfect for expanding your restaurant's vegetarian and vegan menu offerings.

Serve them in a hearty vegan breakfast skillet, or an alternative for classic sausage and mash for dinner.

These sausages are crafted to deliver the same satisfying flavours and textures as traditional meat, making them an ideal choice for diverse dishes.

Moving Mountains Sausages allow you to save on space while offering multiple vegan options throughout your menu.



Scran Bistro, Edinburgh



Emre @ Scran Bistro

Why did you decide to focus on breakfast and brunch items for your menu?

Breakfast is a big thing in my culture. It's probably the biggest meal for us. A Turkish breakfast could last for hours with a table where all the food won't fit.

Your menu has classics with a twist. How do you come up with ideas?

We experiment. Lots of the items we have on the menu come from experiments. We do specials and we look for the reaction and feedback. If the customers like it, it goes on the menu.

Do you follow trends?

We follow customers. I could follow a café in London or America, but if the people in Scotland don't like it it's a waste of effort for me. So yes, I do follow what's going on in the world but you also need to make your twist, and think about how your customers will like it. You need to make it yours. Scottish people like what they like, so it needs to go hand in hand with that. The tourists also come for the Scottish taste as well.

What do you think about making food Instagram worthy?

The word 'Scran' itself I think means food that feeds the eyes. When you look at it, it needs to be a food that you think "wow". The presentation is almost half the job. People go by look not reading, so it's always been important for us.

Do you attract a lot of tourists?

Yes, where we are it's a tourist location. But what's important is tourists are not here for one day. So what we are looking for is if they are coming back. Because they will be wandering in the same area. We want to turn them into a local for three days. They have to eat somewhere while they are here. Sometimes I see the same people twice in one day. You know you are doing something right if they are coming back.

CHEF rated

We had a lovely morning last month talking with Emre from Scran Bistro about how he runs his family business with his brother.

He gave some great insight into how they follow customers, not trends and get tourists to become a local for 3 days.

NEW & Notable

NEW



TREND ALERT

97691 Whipped Feta 1x1kg
£13.99

Our freshest additions to the provisions range along with our most note worthy.

Moma Professional Barista oat milk is dairy free, gluten free and sugar free!

Drizzle on pizza, fried chicken, charcuterie meats. Stir through sauces, marinades, dips.



NEW

90627 Moma Oat Prof Barista 1x1ltr
£1.45

NEW



15301 Roquito Hot Honey 1x720g
£4.55

WHAT'S IN SEASON



May brings a bounty of fresh flavours—think tender asparagus, sweet peas, radishes, spring onions, and strawberries. Celebrate the season with dishes like grilled asparagus with lemon aioli, pea and mint risotto, or a vibrant strawberry and arugula salad. These bright, seasonal ingredients are perfect for lighter, colourful spring menus that customers crave.

For Breakfast: Spring vegetable frittata with asparagus, goat cheese, and pancetta, served with a side of herbed potatoes and fresh strawberries.

For Lunch: Grilled chicken and pea risotto with shaved Parmesan and lemon zest, finished with a drizzle of olive oil and cracked black pepper.

For Dinner: Pan-seared salmon over a warm farro salad with radishes, spring onions, and a citrus vinaigrette, garnished with microgreens.



TRENDING INGREDIENT:
HOT HONEY
see p12

NEXT-LEVEL CHICKEN BURRITO

Bringing bold flavours and global inspiration to the table, this Chicken Burrito with Hot Honey is a standout example of the Big Fusion, No Rules trend. Featuring Chefs' Selections Southern Fried Goujons wrapped in a soft 12" tortilla, it's loaded with Cajun spice, vibrant veg, creamy avocado, and a sweet-heat drizzle of Chefs' Selections Squeezy Honey with Fresh Chilli. This innovative take on a street food classic delivers smoky spice, sweet heat, and savoury satisfaction—perfect for menus looking to excite the palate and stay ahead of the trend curve.

- 88785 SOUTHERN FRIED CHICKEN GOUJONS
£6.85 1 X 1KG
- 99429 12"/30CM FLOUR TORTILLA WRAPS
26p EACH 10 X 10
- 78200 SQUEEZY CLEAR HONEY
£2.70 1 X 720G
- 51439 CRUSHED CHILLI FLAKES
£3.40 1 X 300G

For more menu inspiration or to find out more information about Chefs' Selections, speak with your sales manager.

sustainability matters

Love Struck, a B-certified corporation, offers pre-portioned frozen smoothies, shakes, and soups.

By providing perfectly sized sachets, they eliminate food waste from unused ingredients. The frozen format ensures longer shelf life (up to 18 months), reducing spoilage and supporting quality control. These ready-to-use portions also minimise the need to worry about seasonal availability, making it easier to maintain consistent product quality while supporting eco-friendly practices.

52642 Berry Go Round 30x140g

£1.15 PTN

42676 Melon Refresher 30x140g

£1.10 PTN

39220 Cherry Poppins 30x140g

£1.15 PTN

98910 Pash N Shoot 30x140g

£1.15 PTN

44949 Mango Big 5 30x40g

£1.10 PTN

61405 Strawberry Split 30x140g

£1.10 PTN



Did you know?

1. The UK throws away 9.52 million tonnes of food waste every year. That is the equivalent of filling Wembley Stadium nine times over.
2. The consumable food we waste costs the UK £19 billion each year!



SCAN to claim your **FREE** Summer POS Kit



a chance to win a

BEER GARDEN MAKEOVER
WORTH UP TO £5,000!
AND MORE*

*Kellogg Marketing and Sales Company Group (UK) Limited Group (The 'Promoter'). UK only, 18+. Enter between 00:01 GMT on 01/04/2025 and 23:59 BST on 15/06/2025. Pub & bar operators only. For T&C's visit PringlesSummer2025.co.uk.

REFRESHING ICED COFFEE

275ml BottleCan™



BETTER WITH A **TWIST**

UNIQUE SHAPE CREATES **15%** MORE PORTIONS PER KG*



ORDER NOW!

Lamb Weston
POSSIBILITIES IN POTATOES

* INTERNAL STUDY BY LW EMEA

IT HAS TO BE
HEINZ
ESTD 1869

SAUCE SMARTER,
NOT HARDER WITH
THE PERFECT
PORTION
EVERY TIME.

Triple your wins¹.

- ✓ Cut the waste.
- ✓ Keep the quality.
- ✓ Wow your customers!

All in one solution.

AVAILABLE
IN OTHER
FLAVOURS

KraftHeinz
AWAY FROM HOME

1. ESG due to less bottle use, and when paired with recyclable ramekins

JB Tasting Event
An Invitation

When... Tuesday 13th May 2025
Where... Hibernian Football Club, 12 Albion Place, Edinburgh, EH7 5QG



Scan to RSVP

Tasting event: An Invitation

Join us on the 13th of May at Hibernian Football Club for our Spring/Summer tasting event. The day will be packed full of great food and menu inspiration. Come along to sample our newest products and catch up.

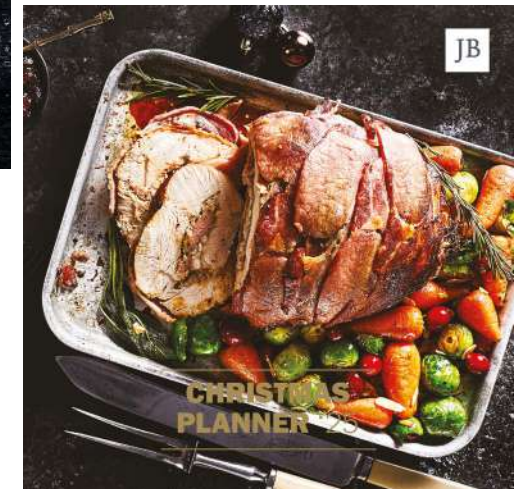
Doors will open at 10am. If you would like to RSVP please scan the QR code.

JB

Provisions when you
need them...

| Order on the App or call **0131 448 2888**

*For terms and conditions see www.jbfoodservice.co.uk



**CHRISTMAS IS
COMING**

We are launching our
Christmas brochure
this month. You'll find
everything you need to
help build the perfect
festive menu inside!



Scan to take a look