



# CHOUGH BAKERY

twenty seven years and still rising



## WHOLESALE CUSTOMERS

## INFORMATION PACK AND PRICE LIST



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### Background information

Run as a partnership for 25 years, the business became a Limited Liability Partnership (LLP) in 2008. The business is a craft bakery located on the quayside at Padstow - until 2005, all production was based there. Two expansion projects in 2005 and 2006 saw investment of circa £250,000 in three industrial units on the edge of Padstow. All bread, cake and confectionery products are now made at the industrial unit using state of the art bakery equipment. Pasties continue to be freshly made each day at the shop on the quay.

The Chough Bakery has been winning awards for its pasties for many years; this includes the coveted Golden Pasty award in 2000 and the Master Bakers Association South West Champion (Pasties) for various years since 1995. The business is dedicated to local sourcing and uses only Cornish produced skirt and Cornish vegetables when seasonally available. A heavy emphasis on training and people development (Investors in People award in 2006) helps to ensure product quality and consistency.

### Why choose the Chough Bakery?

**Quality** - we take the greatest pride in our products and care deeply about everything we make. Our ongoing business investment in machinery and staff training helps to ensure customers get a consistently high quality, uniform product but with a handmade taste. Our previous awards are testament to our desire to be the very best we can - your customers' taste buds are the only proof you'll need!

**Service** - we operate a six day a week delivery service throughout the year - this is increased to a seven day a week service in the summer season. There is no additional delivery cost or surcharge for this service. We will call you each day to get an order for next day delivery - this ensures you can react quickly to peaks and troughs of customer demand, serving fresh craft bakery items on a daily basis.

**Range** - from "standard" to speciality breads, traditional scones to innovative cakes, we have a product range ideal for most food service and hospitality businesses. We are also happy to discuss tailor made solutions to your bakery product needs.

**Price** - we believe our prices, some of which have not changed since 2007, provide excellent value for money.

**Local** - being a family business based on Padstow's quayside, we understand the importance of working with local businesses, particularly when Cornwall offers such fantastic raw materials. Our policy of working with local suppliers ensures that our products have a genuine Cornish provenance and reflect North Cornwall's rich heritage of high quality, tasty products.

### Wholesale contact details

Elaine and Luisa Ead or Greg Ead

The Chough Bakery LLP, Head Office: 1D Treceus Ind Est, Padstow, Cornwall PL28 8RW

Office telephone: 01841 533361 (Mon to Fri, 9.30am to 5pm, Saturdays, 11am to 1pm).

## How does our wholesale service work?

In order to provide you with a high quality, dependable wholesale bakery service, please note the following important points affecting all wholesale customers. These are important to fit in with our production systems and therefore maximise our service to our customers:

- € Wholesale orders can only be placed via the office order line phone: 01841 533361
- € We will call you each day to get your order for the following day. We will call from 12 noon onwards - orders must be placed by 2.30pm on weekdays in order to receive following day delivery. Orders for a Monday delivery must be placed by 12 noon on Saturdays. We will not be able to provide next day delivery for orders received after these deadlines.
- € Wholesale prices will only be available for delivered goods using the above order system. We reserve the right to charge the full retail price for any goods taken from the shop.
- € The delivery note received with each day's delivery will act as our invoice. A statement will be sent at the end of each calendar month. This statement must be settled in full within 14 days in order to continue your credit facility. Lack of payment will result in immediate withdrawal of our delivery service.
- € We would prefer to be paid by electronic bank transfer (BACS) but are happy to accept payment by cheque at the office / shop or in cash at the shop. Bank account details will be supplied on request.

If you have any queries about any of the above, please call the office and ask to speak to one of the partners: Rob Ead, Elaine Ead, Greg Ead, Ryan Smedley or Luisa Ead.

## Awards

The business has been an active participant in the prestigious annual Taste of the West awards. Prizes in the last three years include:

### Gold Award

Sour Dough, Focaccia, Sun Dried Tomato Bread, Multi Grain Ring, Walnut Bread

### Silver Award

400g Wholemeal, 800g Farmhouse, 800g Bloomer, 800g Multigrain, Ciabatta

### Bronze Award

Cheese and Tomato Quiche

## Annual Western Bakery Championships

held at Cullompton during October

An open competition, in theory open to any bakery business in the UK but in practice, primarily attended by bakery businesses based in the south west of England. Entrants from as far north as Gloucestershire and as far east as Dorset and Wiltshire. Each competition has entries from about 40 different businesses; in the last two years, our performance has been as follows:

### 1st Prize

Cornish Pasties (D shaped), Wholemeal Tin Loaf 400g, Saffron Cake, Baguette, Cornish Cream Tea Scones

### 2nd Prize

White Rolls, 4 Choux (2 eclairs, 2 swans), Undecorated Celebration cake, Cornish pasties (A shaped)

### 3rd Prize

White Tin Loaf 800g, Sausage Rolls

The Chough Bakery LLP is a Limited Liability Partnership, registered in England and Wales under registered number OC336902.

The registered office is 34 Dennis Road, Padstow, Cornwall PL28 8DE

Partnership Members: Robert Ead, Elaine Ead, Luisa Ead, Ryan Smedley and Greg Ead.

## PRICE LIST MARCH 2010



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## Bread

### Un sliced

Large White Farmhouse, 800g	£1.15
Small White Crusty, 400g	£0.70
Large White Bloomer, 800g	£1.20
Small White Bloomer, 400g	£0.75
Large Wholemeal, 800g	£1.20
Small Wholemeal, 400g	£0.70
Large Norfolk Crunch, 800g	£1.35
Small Norfolk Crunch, 400g	£0.80
Large Norfolk Crunch Bloomer, 800g	£1.35

### Sliced

Norfolk Crunch Underpan, Sliced, 800g	£1.35
White Underpan, Sliced, 800g	£1.20
Wholemeal Underpan, Sliced, 800g	£1.20
Norfolk Crunch Bloomer, Sliced, 800g	£1.35
White Bloomer, Sliced, 800g	£1.20

### Speciality Bread

Focaccia	£0.90
Multigrain Ring	£1.25
Olive Bread	£0.90
Sour Dough	£0.90
Sun Dried Tomato	£1.35
Walnut Loaf	£1.30
Choc and Cranberry	£1.30
Ciabatta	£0.30
Baguette	£0.45
French Stick	£0.80

\* For trademark reasons, only products containing Granary flour may be legally marketed as Granary. We use Norfolk Malted Crunch, a multi grain flour which has a very similar look and taste to Granary Flour.



## Rolls and Baps

4 inch (10cm) White Bap	£0.22
4 inch (10cm) Wholemeal Bap	£0.22
4 inch (10cm) Norfolk Crunch Bap	£0.24
Soft Wholemeal Roll	£0.20
Soft White Roll	£0.20
Soft Norfolk Crunch Roll	£0.22
Crusty White Roll	£0.22
Crusty Norfolk Crunch Roll	£0.22
Finger Rolls	£0.22
Special Large White Bap (6 inch, 15cm)	£0.60
Focaccia Bap	£0.25
Sour Dough Bap	£0.25

## Croissants and Danish

Chocolate Croissant	£0.90
Almond Croissant	£0.90
Plain Croissant	£0.60
Danish Pastries (mixed)	£0.60 <b>NEW!</b>

Newly developed for the 2010 season, these delicious hand made Danish Pastries come in a variety of flavours including Apricot and Apple & Almond.

## Pasties and Savoury

Standard Steak Pasty	£1.85
Medium Steak Pasty	£1.25
Medium Steak & Stilton Pasty	£1.50
Medium Cheese & Onion Pasty	£1.00
Cocktail Steak Pasty	£0.85
Large Sausage Rolls	£0.80
Bacon Bites	£1.00



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## Scones, Tarts, Cakes and Buns

Saffron Buns		£0.40
Carrot Cake Slice		£0.75
Doughnuts		£0.40
Large Plain Scone		£0.30
Large Fruit Scone		£0.35
Cornish Heavy Cake		£0.50 NEW!
This Cornish favourite, a delicious buttery cake, specially developed for 2010 with a traditional Cornish recipe.		
Cherry Muffins		£0.60
Chocolate Muffins		£0.60
Whole Bakewell Tart	(12 inch, 30cm)	£9.50
Whole Treacle Tart	(12 inch, 30cm)	£9.50
Traybake Apricot & Oat Slice		£6.35 NEW!
Traybake Date & Oat Slice		£6.35 NEW!
Specially developed for cafes & restaurants these traybake versions of our classic slices allow you to cut portions to the size you and your customers want.		
Whole Apple Pie	(12 inch, 30cm)	£9.50
Flapjack Slice		£0.55
Millionaire's Shortbread		£1.10
Tea Cakes		£0.40
Apricot and Oat Slice		£0.70
Date and Oat Slice		£0.70



## Terms and Conditions of Wholesale Trade

The following terms and conditions of trading form the basis for the purchase of goods on a wholesale basis from The Chough Bakery LLP, Padstow.

1. The Chough Bakery (hereinafter referred to as the "Seller") sells its products to the client (hereinafter referred to as the "Buyer") only and exclusively on the terms hereinafter set out and upon the basis that these conditions will prevail over any others contained in any document or expressed orally, either by the Buyer or the Seller.
2. Ownership of the goods shall not pass to the Buyer until payment has been made in full of all sums owed by the Buyer in respect of these goods or otherwise, and whether or not such sums are then due or owing. Until ownership passes the Buyer must ensure the goods remain identifiable as goods belonging to the Seller.
3. In the event of the Buyer defaulting on paying any sum due to the Seller, the Seller shall have the right to suspend further deliveries until the default is made good. The Seller reserves the right under the Data Protection Act 1998 to pass information relating to overdue accounts to Licensed Debt Collectors for the purpose of the collection of the overdue debt. The Seller reserves the right to charge interest against persistent late payers.
4. No claim for damaged goods or short delivery will be entertained unless the Seller is notified by the Buyer within 3 days of the delivery of the goods.
5. While the Seller will endeavour to notify the Buyer of any impending price changes by way of reissue of the Wholesale price list, the Seller reserves the right to change product prices without prior notification. The price charged will therefore be the price ruling on the day of despatch.
6. The Seller will accept orders, at its sole discretion, but normally if the goods are available, the order reflects current pricing and if the order is in keeping with prevailing terms and conditions of trade.
7. While every effort will be made to ensure delivery of ordered goods, the Seller reserves the right to substitute goods of a similar quality, quantity and value for those ordered by the Buyer.
8. No order may be cancelled by the Buyer within 1 day of the anticipated delivery date.
9. Pallets, crates and cages are not included in the price of goods and remain the property of the Seller. All such items must be made available by the Buyer for collection by the Seller on the next delivery date unless otherwise agreed. No goods may be returned to the Seller without prior authorisation.
10. The delivery note will act as our invoice. A statement will be sent at the end of each calendar month. This statement must be settled in full within 14 days of receipt otherwise the credit facility will be withdrawn.
11. The goods shall be delivered to the address specified in the order. Risk in the goods passes to the Buyer at the place of delivery. Unless written instructions are given to the contrary, the signature of any person at the place of delivery shall constitute proof of delivery.
12. Although the Seller will endeavour to meet the dates and times specified for delivery, the Seller shall not be liable in any manner for any delay or failure in delivery.
13. Where the Buyer receives any invoice (or statement from the Seller referring to an invoice) in respect of which no delivery has been made then the Buyer must notify the Seller of non delivery within 2 days.
14. Where invoices are overdue, the Seller reserves the right to charge interest as provided by the Late Payment of Commercial Debts (Interest) Act 1998 and the Late Payment of Commercial Debts Regulations 1992.
15. Where invoices are overdue, the Seller shall be entitled to cancel the contract and inform the Buyer that they are no longer in possession of the goods with the Seller's consent. The Seller shall subsequently be entitled to recover possession of the goods and it shall be a term of the contract that the Seller has the Buyer's consent to enter the Buyer's premises, or those of a third party where the goods are stored, for the purpose of repossessing and removing them.
16. The Seller's liability for breach of contract (including defective goods, claims about quality or condition, or short or wrong delivery) shall be limited at the Seller's option to replacement of the goods / making up of any shortfall, or refund the price paid by the Buyer for the goods (or a proportionate part of the price).
17. The Seller's aggregate liability to the Buyer in connection with this agreement shall not exceed the value of the goods ordered by the Buyer.
18. The Seller shall not be responsible for any failure or delay in performance of any obligation arising from any cause or causes beyond the Seller's reasonable control.
19. The Seller reserves the right to supplement or change these terms and conditions from time to time. The Seller will make every effort to ensure that any such changes or supplements are made reasonably apparent to the Buyer.
20. These terms and conditions shall be governed by and construed in accordance with English law and the Courts of England shall have exclusive jurisdiction to which both the Seller and Buyer will submit.

### Wholesale contact details

Elaine and Luisa Ead or Greg Ead  
The Chough Bakery LLP, Head Office: 1D Treceus Ind Est, Padstow, Cornwall PL28 8RW  
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