



Frank Dale[®]

MAKING OCCASIONS SIMPLE



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When browsing look out for the following symbols



Frozen



Thaw & Serve



Heat & Eat



Vegetarian



Vegan

For 30 years, Frank Dale has been leading the way in frozen premium British-made occasion food, supplying wholesale and cash and carry sectors since 1994.

Thanks to our established heritage, the Frank Dale range has become a well-loved feature of professional kitchens across the nation, as we regularly demonstrate an innate understanding of the practical and commercial needs of the catering sector, respond to changing consumer trends and adapt to offer new taste sensations.

Based in Norfolk, we're known as an expert in mini quiches, tartlets and pies, quiche pick-ups, savoury canapés and small bites, including individual miniature cakes and scones.

Our range of Thaw & Serve or Heat & Eat products are designed to provide a time-saving, cost effective solution to transform a regular buffet from a simple to outstanding casual dining experience.

Frank Dale is the core brand of Finedale Foods Ltd, the reputable contract food manufacturing business with a proven track record in creating unique and ready-to-heat or eat foods, and trusted partners for the supply of a wide range of branded and private label goods to customers in catering, wholesale and retail sectors.

Finedale Foods manufactures a wide range of products for its private label clients, with products often listed in high street retailers.



About Us

Leading the way in occasion catering for nearly three decades...

Frank Dale is a reliable and dependable partner, that places quality at the heart of its production, resulting in us earning the trust and loyalty of chefs and professional caterers across the UK.

Our aim is to create great tasting products (using predominantly store cupboard ingredients) that boast a hand-baked look and flavour, with the consistency and finish expected of a professional kitchen. Central to our success is the resolve to only source the best ingredients available using local and UK sourced quality ingredients wherever possible to deliver the unique taste, quality and 'home-baked' finish that chefs and catering professionals have come to love and trust. This, combined with our renowned manufacturing skills and ability to create goods that offer a great ROI, has resulted in the Frank Dale brand becoming the go-to source for outstanding buffet food to celebrate an extensive variety of occasions.

All Frank Dale products are made by a highly skilled workforce within a modern and versatile BRC-accredited (AA*) facility. Combining the latest technology with traditional established techniques, alongside hand-finishing, we pride ourselves on providing a broad choice of delicious baked goods that chefs are happy to put their name to – in

sharp contrast to some of the overly processed catering products on the market. We have become the unseen chef, supplying products that operators are proud to serve and call their own at those all-important events – from weddings, to wakes, and everything in between, while also offering a commercially viable light lunch or snack in for foodservice or hotel setting.

From our considered sourcing of ingredients, commitment to hand-finished and hand-decorated detail, careful allergen-management and continued focus on occasion food guaranteed to be well received, we've built a brand trusted by established providers nationwide.

Our extensive range comprises mini quiches, tarts and pies, quiche pick-ups, savoury canapés and small bites, through to individual cakes and scones and includes choices to cater for those requiring a vegetarian / vegan option.

The Frank Dale values of exceptional quality, integrity and innovation resonate throughout the business.



Occasions

For those moments when food can lift a special occasion from good to great!

Our carefully curated portfolio of occasion food represents an ideal fit for a range of events. Popular for weddings, graduations, conferences and wakes, through to those moments that matter in care homes and other catered facilities, Frank Dale products also provide the perfect catering solution for cafes, pubs, hotels and other foodservice / onboard hospitality offerings.

The range of simple and easy to unwrap Thaw & Serve, and Heat & Eat products means caterers and foodservice providers can tangibly reduce workload and staff overheads, lower energy bills and cut out

time spent on sourcing ingredients. In addition to this we offer the convenience, reduced wastage and extended shelf life associated with a frozen format – all with no compromise on excellent quality food provision.

Frank Dale is also fast becoming the brand of choice for large scale event organisers who prefer not to engage an official caterer or use a foodservice setting, but would rather purchase product direct from a wholesaler.



Weddings



Wakes



Graduations



Conferences



Afternoon Tea



Christmas



Accreditations

Frank Dale has been recognised for its commitment to quality service and production over the years. These accolades are a credit to our highly skilled team and are indicative of our dedication to maintaining excellence in all our operations.



Food Safety

CERTIFICATED



9-2189-17-100-00



Member

Provenance

Premium ingredients are essential for great tasting recipes and to achieve that we source the very best core ingredients we can, many from British farmers and producers and selected with sustainability in mind.

Our commitment to quality : Meat

We pride ourselves on the quality of the British meat we use – with an emphasis on welfare and traceability – all of the beef used in our products is from Red Tractor assured farms, the UK’s largest food standards initiative championing British food, farming and consumer safety.

Our commitment to quality : Fish

We only use MSC accredited fish in our recipes – ensuring our recipes don’t cost the ocean, or the earth. MSC’s ecolabel and fishery certification programme recognise and reward sustainable fishing practices, to ensure the seafood market remains sustainable.

Our commitment to quality : Dairy

The milk and cheese in our recipes are sourced from the UK and Ireland, ensuring freshness and supporting local farming communities. Our dairy suppliers adhere to high standards of animal welfare and sustainable farming practices, reflecting our commitment to quality and responsibility.

Our commitment to quality : Eggs

We source our eggs from UK suppliers and only use British egg in our products, which are produced to high standards of animal welfare, hygiene and transparency throughout the supply chain to ensure full traceability back to the farms if needed. We aim to use free-range eggs wherever possible.

"A commitment to quality is at the heart of everything we produce, with a focus on using products sourced and produced in the UK and Ireland from farms we know and trust."

Championing Sustainable Practices

The planet is precious and for this reason we are taking every step we can to keep improving our sustainability status, with constant innovation in production, packaging and sourcing.

We are taking a responsible approach to manufacturing, adhering to a 'Just In Time' approach to production, which ensures we hold minimal stock resulting in reduced emissions and energy usage. Sustainability is at the core of everything that Frank Dale does and has shaped changes within its production over recent years.

"Reducing our carbon footprint is a key focus for us now and in the future, with huge changes afoot to make our factories and production as sustainable as possible"

All waste is segregated between food waste for composting, dry mixed recycling, cardboard and paper while landfill waste is minimised by our waste management contractor. Waste generated in manufacturing is monitored daily and minimised through continuous improvement of our processes.

Lighting within our production facilities and offices is energy efficient LED

Our Liquid Waste is treated and sprayed onto fields or used to generate power in a local AD plant. Energy usage on site is key; and there are procedures in place to ensure it only uses the energy it needs, for example at the end of every production and hygiene shift checks are carried out to make sure lights, equipment and other systems using energy are switched off and other resources such as water usage are monitored daily to identify any trends and areas to improve.

Our packaging is now 100% recycled or recyclable, with all black plastic eliminated from production.

Trend Watch

With 30 years of experience within foodservice, Frank Dale has seen trends come and go. But what is currently predicted to become in vogue? Here we track the rising trends.



1. Affordability

We are conscious that customer buying patterns will largely be driven by affordability. The Frank Dale portfolio provides a broad choice of quality products in different pack sizes, designed to suit a range of budgets. We manufacture in a foodsafe factory environment. Given the scale of production, it's hard to replicate the economic advantages.



2. Precious Energy

Given an ever-increasing awareness of the impact of human activity on the environment, there is continuing pressure to reduce energy usage as the nation works towards net zero. Everyone from consumers to farmers, retailers and suppliers are looking for new ways to reduce costs whether that be at home or in the foodservice setting. Purchasing frozen buffet products from a scaled manufacturer ensures lower energy costs combined with minimal wastage, both representing a positive move for the planet while also benefiting foodservice providers by saving money when compared to the costs associated with making the products from scratch.



3. Real & Recognisable

Processed foods are increasingly avoided in favour of options that are recognisably natural in make-up. There is also a growing awareness of the macro-nutritional value of foods with many opting for those that are higher in protein or fibre and lower in saturated fats or sugars.



4. Questioning Ingredients

The 'naturalness' of foods is a major concern and people are more aware of the nutritional value of foods as well as the ingredients they contain. Ultra-processed foods are being swapped for less processed ones and there is a growing mistrust of ingredients that customers either don't recognise or are already aware of their dubious merits. The Frank Dale range has always been based on products featuring familiar high quality store cupboard ingredients to create trusted natural flavours. Frank Dale manufactures its creams, sauces and toppings in-house using simple ingredients.



5. Beige Comforts

Familiar, simpler foods are still favoured over 'riskier' less well-known options. However, there is now a willingness to consume more adventurous choices at affordable price points but, as expected, affordability, sustainability, and healthiness take precedence over adventure. Food remains a pleasure that consumers aren't willing to give up and budget-friendly beige staples that offer comfort are often a go-to when the going gets tough. Frank Dale's quiches and pies offer a familiar yet premium taste experience but with the option of a modern twist, as evidenced in its vibrant mini quiches featuring shortcrust pastry made with beetroot and spinach to create an eye-catching and always delicious spread.



6. Frozen & Pastry

The calendar of celebratory events and occasions remains set in stone. These range from hatches, matches and dispatches to the plethora of additional gatherings such as graduations and corporate events. Frozen and especially frozen pastry-based goods will always represent a popular affordable feature of any special occasion buffet. Aside from the appetizing look and exceptional flavour of Frank Dale's baked pastry goods, the frozen format ensures a reduction in waste without any compromise on quality.



7. Nostalgia & Familiarity

Frank Dale is aware that many consumers are looking to food for comfort whether that's leaning towards familiar favourites that feel like a warm hug, such as porridge, pies and toast, or harking back to childhood memories. New launches into the bakery sector this year have focused on iconic flavours and established formats, tapping into consumer demand for home comforts. The Frank Dale range has always centred on the nostalgic taste sensations often seen in care home, wedding and birthday buffets. A collection of classic flavours – some with a contemporary update or modern twist – in miniature form. Designed to please the consumer whilst offering a seamless, simple solution to the foodservice provider.



8. Twist on Tradition

Frank Dale's miniatures have always delivered a unique interpretation of tried and tested flavours, providing the perfect opportunity to enjoy classic taste experiences in a contemporary guise. From Victoria sponges to the brand's take on the traditional Black Forest, or the British classic Yorkshire Pudding filling with minced beef and creamy horseradish sauce, a culinary adventure with Frank Dale will appeal to all.



9. Handheld Desserts

People are keen to try new flavours and snack-sized versions of more adventurous taste pairings provide a safe way to trial something different. Street food is having a big moment, and there's no reason desserts and cakes shouldn't join the party so watch out for bite sized portions of culinary indulgence. Any dessert that can be eaten out of hand is a good fit for this trend - think Frank Dale's impressive collection of miniature cakes and scones which not only stack up on quality and taste but also enable health-conscious customers to opt for smaller portion sizes if they are looking to keep a check on calorie intake.



10. It's All About Colour

As we veer away from artificial ingredients and overly-processed foods, there's a demand for natural colours, but also those that still pop on the plate. Enter, the new colour palette of bright vibrant hues that make for eye candy but based on trusted healthy ingredients, as witnessed in both the striking beetroot and innovative spinach flavoured shortcrust pastry featured in Frank Dale's vibrant mini quiche selection.

Cheeseburger Crostini | FDCAN24

Mini baguette slices topped with tangy tomato relish and a juicy, British beef patty, all finished with a mature Cheddar and chive sauce.

Pack size	1 × 45
Weight (each)	21g
Cases per layer	20
Cases per pallet	200



Cheese & Bacon Bites | FDCAN180

Ready-to-bake mini frittata bites made with British free-range eggs, mature Cheddar and smoked bacon.

Pack size	1 × 48
Weight (each)	16g
Cases per layer	9
Cases per pallet	270



Mini Quiche Selection | FDCAN100

A ready-baked selection of traditional mini quiches, made with British eggs and mature Cheddar, baked in our in-house golden shortcrust pastry. May be served hot or thawed and served cold.

12 of each flavour:

- Tomato and Basil
- Cheese, Onion and Chive
- Mushroom and Cheddar
- Stilton and Broccoli

Pack size	1 × 48
Weight (each)	21g
Cases per layer	12
Cases per pallet	228



Mini Pie Selection | FDCAN101

A mixed pack of ready-cooked mini pies baked in our in-house golden shortcrust pastry, each with a puff pastry lid.

24 of each flavour:

- Beef and Ale (British beef)
- Chicken and Tarragon (British chicken), topped with parsley

Pack size	1 × 48
Weight (each)	26g
Cases per layer	12
Cases per pallet	228





Vibrant Mini Quiche Selection | FDMQ102

A ready-baked selection of mini quiches in colourful, vegetable flavoured shortcrust pastry cases. May be served hot or thawed and served cold.

24 of each flavour:

- Mature Cheddar with Onion & Chive Quiche, in a beetroot shortcrust pastry
- Spinach & Red Pepper with Greek Feta Quiche, in a spinach shortcrust pastry

Pack size	1 × 48
Weight (each)	21g
Cases per layer	20
Cases per pallet	200



Smoked Salmon Cream Cheese Bagels | FDCAN07

FDCAN07

Delicious mini bagels, generously filled with cream cheese and a roll of smoked salmon

Pack size	1 × 45
Weight (each)	22g
Cases per layer	20
Cases per pallet	200



Savoury Puff Tart Selection | CAN115

A selection of savoury puff pastry tarts:

- 12 Tomato, red pepper and feta
- 12 Vintage cheddar, leek and bacon
- 12 Garlic mushroom and spinach
- 12 Salmon, cream cheese and chives.

Pack size	1 × 48
Weight (each)	20g
Cases per layer	19
Cases per pallet	209



Yorkshire Pudding Beef & Horseradish

FDCAN38

Light, mini Yorkshire puddings made with free-range eggs, filled with tasty, British minced beef topped with a traditional horseradish and parsley cream sauce.

Pack size	1 × 48
Weight (each)	13g
Cases per layer	16
Cases per pallet	176



Mini Cottage Pies

FDCAN32

Ready-to-bake mini shortcrust pastry cases filled with lean, British minced beef in a rich gravy, topped with carrot, cheese and chive potato mash.

Pack size	1 × 48
Weight (each)	27g
Cases per layer	14
Cases per pallet	210





Classic Lorraine Pickups | FDQP05

A ready-baked, pre-cut 11" diameter classic Lorraine quiche, made with British free-range eggs, mature Cheddar and smoked bacon lardons and slices, baked in our in-house golden shortcrust pastry. May be served hot or thawed and served cold.

Pack size	1 × 24 Slices
Weight (per slice)	50g
Cases per layer	30
Cases per pallet	360



Stilton & Broccoli Pickups | FDQP07

A ready-baked, pre-cut 11" diameter quiche, made with British free-range eggs, broccoli florets, crumbled blue Stilton, mature Cheddar and onion, all topped with more fresh broccoli florets and baked in our in-house golden shortcrust pastry. May be served hot or thawed and served cold.

Pack size	1 × 24 Slices
Weight (per slice)	50g
Cases per layer	30
Cases per pallet	360



Brie & Sun-dried Tomato Pickups | FDQP06

A ready-baked, pre-cut 11" diameter quiche made with British free-range eggs, Brie, diced sun-dried tomatoes, onion and thyme, all topped with Brie slices and encased in our golden shortcrust pastry. May be served hot or thawed and served cold.

Pack size	1 × 24 Slices
Weight (per slice)	50g
Cases per layer	30
Cases per pallet	360



Mini Cake Selection | FDCAN124B

A selection of mini, traditional British cakes.

24 of each flavour:

- Carrot
- Coffee
- Blueberry and White Chocolate
- Raspberry and Vanilla

Pack size	1 × 48
Weight (each)	18g
Cases per layer	14
Cases per pallet	210



Mini Strawberry & Cream Scones

FDCAN45

Light, crumbly mini scones topped with strawberry jam, a rosette of whipped, fresh double cream and a slice of fresh strawberry.

Pack size	1 × 48
Weight (each)	26g
Cases per layer	9
Cases per pallet	270



Mini Victoria Sponges

FDCAN51

Bite-sized Victoria sponge cakes filled with raspberry compôte and fresh double cream, all dusted with icing sugar.

Pack size	1 × 48
Weight (each)	18g
Cases per layer	9
Cases per pallet	270



Mini Black Forests

FDCAN53

Mini, rich chocolate sponge cakes topped with a fresh, double cream swirl and home-made sour cherry compôte, all sprinkled with dark chocolate shavings.

Pack size	1 × 48
Weight (each)	16g
Cases per layer	9
Cases per pallet	270



Mini Chocolate Cup Selection | CAN116

A selection of mini chocolate cups

12 of each flavour:

- Tiramisu
- Lemon Cheesecake
- Banoffee Pie
- Raspberry Panna Cotta

Pack size	1 × 48
Weight (each)	18.5g
Cases per layer	9
Cases per pallet	270





Plant Based Mini Quiche Selection | FDMQ103

A mixed selection of traditional mini vegan quiches baked in a unique herb flecked shortcrust pastry.

24 of each flavour:

- Pea, Broccoli and Mint Quiche in Parsley Pastry
- Tomato, Red Pepper and Basil Quiche in Parsley Pastry

Pack size	1 × 48
Weight (each)	21g
Cases per layer	20
Cases per pallet	200





NEW PRODUCT

Mini Topped Naan Breads | CAN26

A variety of topped mini garlic and coriander naan breads.

15 of each flavour:

- Bombay Potatoes: Gently spiced potatoes topped with nigella seeds
- Aubergine and Red Pepper Curry: Finished with a creamy coconut yoghurt topping.
- Red Lentil and Spinach Dahl: Finished with a touch of sweet mango chutney.

Pack size	1 × 45
Weight (each)	28g
Cases per layer	20
Cases per pallet	200



Mini Chocolate Cake Selection

CAN27

Selection of mini chocolate sponge cakes, with traditional biscuit flavours.

12 of each flavour:

- Crunchy cookie
- Spiced ginger
- Caramelised biscuit
- Double chocolate

Pack size	1 × 48
Weight (each)	20g
Cases per layer	14
Cases per pallet	210



NEW PRODUCT



Frank Dale[®]

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