



# BRAKES

Providing customers with second-to-none service, solutions and practical expert advice to support their recovery is key for Brakes

## **Q What are your plans/priorities in the coming 12 months?**

We are fully focused on helping hospitality to recover, providing products and support to help our customers flourish in the face of unpredictable policy restrictions, new consumer behaviours, the lingering impact of Brexit and attracting and retaining high-quality staff.

The customer remains our number-one priority and providing them with market-leading availability, a second-to-none service and the solutions and practical advice that come from long-standing sector expertise will define our operations over the next year.

## **Q How do you plan to bring these to life?**

While the pandemic has seen a huge impact on our markets, we've taken the opportunity to invest in operations, introducing new, proprietary technology, and improving our operational efficiency and service to customers.

Our dedicated team of development chefs have been busy, not only creating fantastic food from incredible ingredients but also putting their understanding of kitchen economics to good use. They've been creating meal solutions for post-pandemic kitchens, driving better use of ingredients and providing solutions for unpredictable demand.

**“** We are fully focused on helping hospitality to recover”

## **Q How has Natasha's Law affected the way the sector operates?**

As well as comprehensive guidance on [brake.co.uk](http://brake.co.uk), Brakes has partnered with Nutritics to launch a one-stop solution called Virtual Chef Online – an advanced, groundbreaking suite of online recipe and menu management tools for foodservice operators. Virtual Chef feeds from a live list of Brakes' products and incorporates highlighted allergen and nutritional information. With a bespoke label design functionality, outlets can easily comply with legislation.

## **Q Is sustainability a focus for your business in the next 12 months?**

CSR has been a focus for Brakes, and Sysco, for several years, and we've helped set higher standards with initiatives such as the removal of black plastic and our partnership with FareShare. This year Sysco announced an ambitious commitment to reduce carbon emissions across its operations. The new science-based emissions reduction target aligns with the Paris Agreement and is an integral part of Sysco's roadmap to reducing its carbon footprint over the next decade.