

# The Digest

March 2025



## Welcome to our first newsletter - The Digest from Albion!

Hello and welcome to the very first edition of our Albion newsletter! We're pleased to bring you this first edition, designed to keep you informed about what's happening at Albion HQ and some updates from our world.

For those who don't know us yet, Albion is a fine food wholesaler and distributor, dedicated to sourcing the best ingredients for kitchens like yours. From locally grown fruit and veg to artisan cheeses and international staples, we're here to keep you inspired and well-stocked.

This newsletter is our way of keeping you in the loop, whether it's updates on our latest products, news from the food world, or insights into what's happening behind the scenes at Albion.

Got something you'd love to see in future editions? Whether it's a spotlight on a specific ingredient, industry trends, or operational tips, we're all ears! Drop us a line, and we'll do our best to deliver the goods.

Enjoy our first month's newsletter!

*Toby Raphael*

[toby@albionff.co.uk](mailto:toby@albionff.co.uk)



In this newsletter you can expect:

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Albion Updates

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Product Highlights

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Industry News

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Employee Spotlight

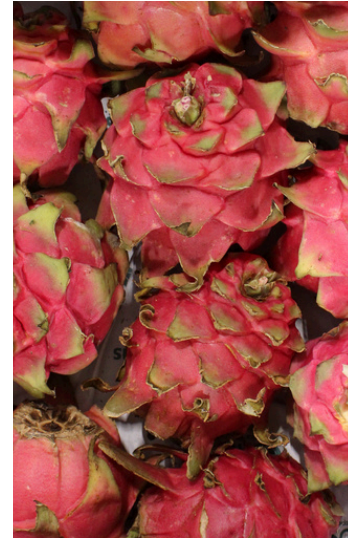
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Something Saucy

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Charity Partnerships

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## Fruit and Veg

Albion a fruit and veg company? When we first set Albion up, produce wasn't part of original offer. When lockdown struck in 2020, we added fruit and veg to the Albion Home range and during Eat out to help out in August 2020, we continued with a limited range to our trade customers. Since then we have expanded to offer a complete range of fresh produce as well as some prep items produced here at our new site in Dartford.

We buy from local growers - salad from LJ Betts, berries from Hugh Lowe, potatoes from Morghew, and watercress from Chalke Valley. During the summer we also added some specialist fruit varieties direct from Brogdale, home of the National Fruit Collection. As well as our local suppliers, we also buy from Evesham, as well as deliveries coming in from Spain, Italy, France and Holland. Our day team is headed up by Paula, with lots of experience in quality assurance and management and our picking teams start in the afternoon and pick right through until 5am.

*Our Staff Top Pick*  
Sales Specialist- [Stephen](mailto:stephen@albionff.co.uk)  
[stephen@albionff.co.uk](mailto:stephen@albionff.co.uk)

Our packs of selected mushroom mixes give a superb range of colours, textures and umami flavour.

Each pack is made up by hand, in house, by our own mushroom experts, and you can expect a wide variety including oyster mushrooms, king oyster, shitake, shimeji, pied de mouton and chanterelles.

Exceptional value at £15 per kilo.

We've established a great relationship with Mission, our next door neighbours, and we're very happy with the consistency and quality of our avocados, this year's biggest hit.

We also get a daily delivery from Nurtured in Norfolk for all of our micros herbs and lots of fresh herbs as well as some great fresh edible flowers.

Our Italian hub in Milan consolidates and sends over the best from Italian growers. From blood oranges to radicchio, fresh basil to striped aubergines, we look for what's in season.

As we head into a new year, our mushroom range is selling very well; Steve, in specialist sales, has reinvigorated our mushroom Mix of the Day with selected cultivated and wild mushrooms coming in from the continent twice a week.

It's a busy place in the produce store and great to see orders being picked and prepped for delivery 7 days a week.



SKU: MUSHFRDAY





# THE FELIX PROJECT

GOOD FOOD FOR GOOD CAUSES



## The Felix Project

Like everyone in the industry we do sometimes end up with surplus food and a while ago we partnered with The Felix Project to ensure as much of this surplus as possible doesn't go to waste.

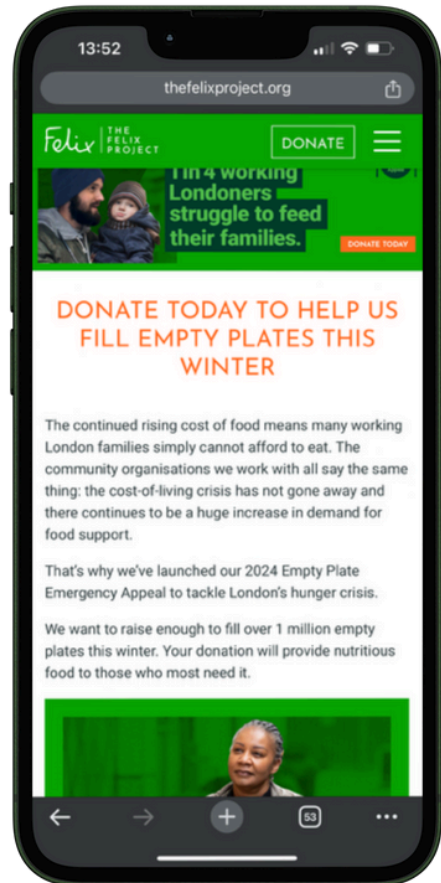
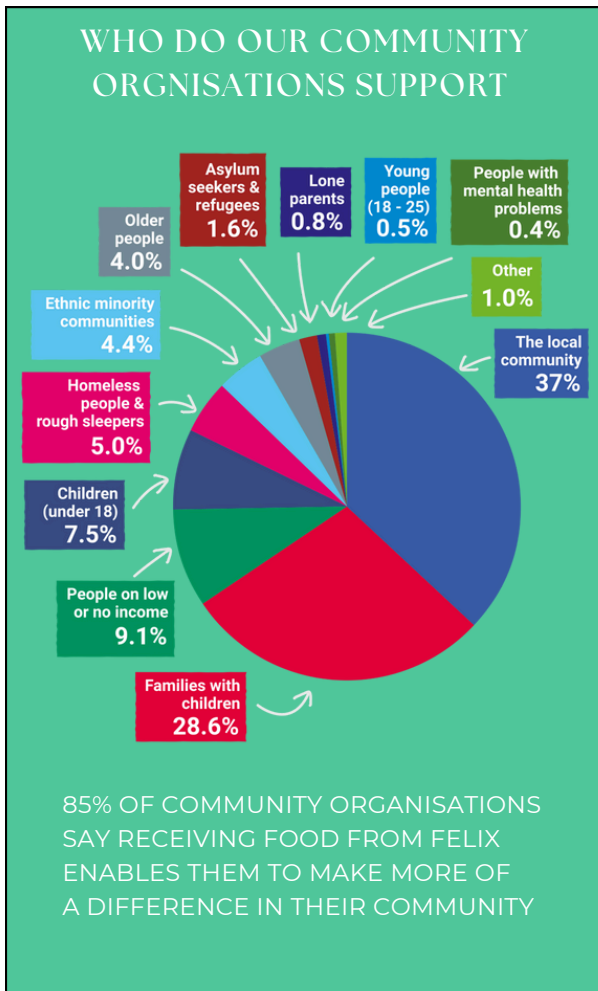
In 2023 alone, The Felix Project handled 13,394 tonnes of food from 322 different suppliers, redistributed the equivalent of 32 million meals and welcomed more than 15,000 volunteers who gave up 150,000 hours of their time to help us sort, prepare and deliver the produce.

We see one of the Project's lorries in the yard regularly loading; this is produce that is just on the turn, fine to cook and eat but just not quite the standard we aim to reach for our customers.

Last year the Felix Project took over 32 tonnes of food from Albion which made over 72,000 meals and it is good to see this food not actually going to waste.

*Visit the Felix Project at:*

<https://thefelixproject.org/>





## Say Cheese, and then some...

Richard and Toby who were part of the team that set up Albion in 2016 have some pedigree when it comes to cheese. Back in the mid 1990s when most people were welcoming American foods and turkey twizzlers into their diets, they were down in deepest West Sussex working with a friend, Mike Turner, to make cheeses like Olde Sussex, Lord of the Hundreds and Skeete.

The dairy moved up to East Sussex and continued to grow as they added a wholesale side to the business. There is a craft to making raw milk cheese, part art, part science (much like cooking) and the explosion in cheesemaking in the UK since then is so good to see; farms diversifying away from milk as a commodity product.

Fast forward to today at Crossways in Dartford and we've built a whole separate store for our cheeses; running slightly warmer than our main coldstore and with less airflow, it's the perfect conditions to hold and mature cheese and also to cut and pack to order. The team in the Cave, as we call it, can see orders coming in for different sizes of cheese and as well as the stock already cut, they spend the day and evening with one eye on the screen, cheesewires at the ready.

We currently carry around 300 cheeses but over the next few months we'll add to this range with the reappearance of some old favourites and the introduction of some great new cheeses we've found on our travels. We think there's no such thing as too much cheese.

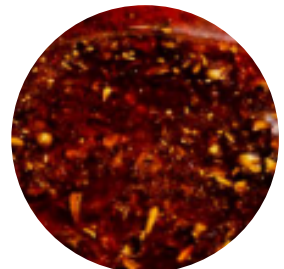
*Lets get Saucy*



SKU: ENDUYASPREADVEGA



SKU: PASTEZHOUG



SKU: SHAWARMAPASTE

Here at Crossways we have around 20,000sqft of dedicated production space. Around half of this is our wet prep high care facility where our team produce a wide range of fresh ingredients and condiments. Our pastes, pesto's and sauces is an ever-growing range and we produce fresh every day. What we're making mirrors what you would be making in the kitchen and our range is consistent and offers excellent value for money. In addition, if you're looking for something specific, please do ask; we produce bespoke ingredients for a wide range of customers with really small minimum production runs.

**ALBION FINE FOODS**

orders@albionff.co.uk

www.albionfinefoods.com

01732 757 900





## Why are my deliveries sometimes late?

Our transport team comprises well over 100 people and there's a huge amount of planning that goes into ensuring we're loading the right orders on the right vehicles and getting them away from Crossways on time.

We don't optimise our delivery routes; as a customer we fix you a on a route that gets to you at a time that works and that's what we aim to do consistently. As the business grows we split these routes and reorganise them from time to time to improve service and efficiency (one eye on costs, one eye on sustainability).

Our AM Supervisor and Despatchers start at 2:30am – their first job is to deal with any vehicle swaps and issues (think batteries that are flat, tyres, dashboard warning lights etc) and messages from our drivers. Like every business, our teams are made up of dozens of individuals,

most with families, lots with cars and kids, all the complications of modern life and for 101 different reasons, most days don't work out in exactly the way our Planning Team set things up. Sometimes the alterations to rostering and routes that these complications cause mean we do have drivers running routes they don't know so well.

All the issues we contend with invariably lead to some routes leaving later than their planned departure time. From Crossways leaving late usually means more traffic to contend with and then parking and our friendly traffic wardens. Delivering anywhere is a tough job, more so in Central London, but we do our best to ensure that we are getting to every customer when they're expecting us. Like most things in life, our best laid plans don't always work out exactly that way but we do understand how important timely deliveries are and it is an area we really focus on.

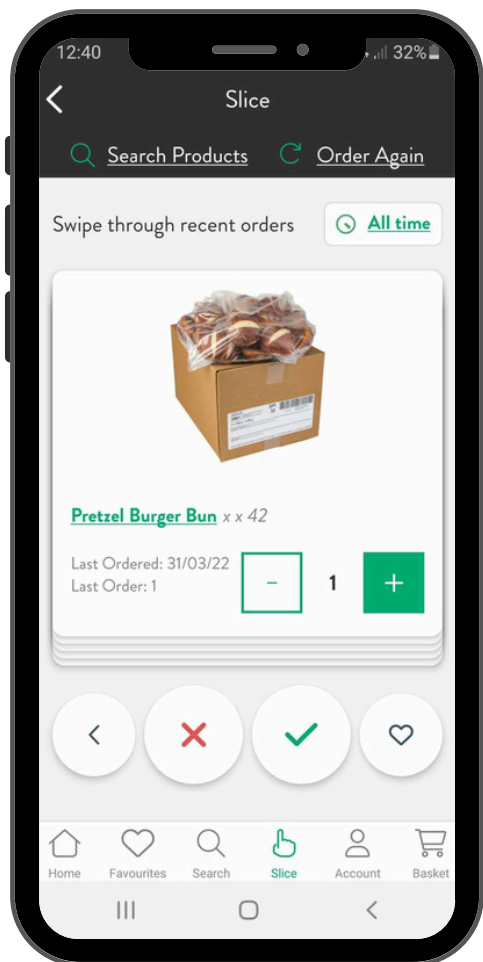
*Did you know ...*  
You can track your order!

- Sign in to your account
- Click 'My Account' then 'Order History'
- Select 'View Order'
- On your 'Order Details' you will notice a header 'Delivery Tracker' under this you can select 'Track your delivery' highlighted
- A new window will open, providing your tracking details

This new window will provide: driver locations, stop information, order details, driver delivery images and this window will also provide a printable order summary for your records if needed.

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# Exciting News: Making a long-awaited App-earance



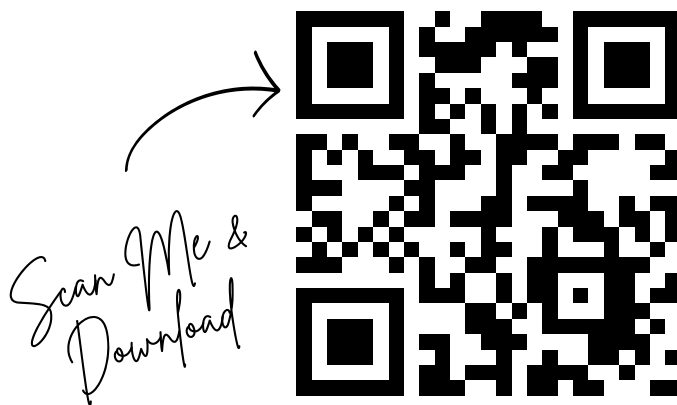
When we decided to go ahead with the app, we wanted to add real value to both our business and more importantly to our customers.

We used online dating apps as our base model (yep, that's right). We think this makes it easier for you to swipe right (or left) to go through a long list of products more efficiently, making it harder for anything to be left out. Also, you can now filter your shopping list to bring it in line with your current menu changes.

If you are already using our website to order, please use the same log in for the app and all your information alongside your order history will be already there.

Scan the QR code to download from the AppStore or Android and start swiping.

Keep an eye out too for more features being added to the App on a regular basis



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## Employee Spotlight

We have a Spotlight Scheme here at Crossways where anyone can nominate a teammate or colleague to help celebrate hard work and achievement.

We'd like to hear from you here too.

We always react to comments and interactions as we continuously try to improve every area of the business and we would like to focus on the positives.

If you've been impressed with someone in anyone of our teams, please let us know so we can recognise them in our Spotlight Scheme

Please share your feedback / nominations at :  
<https://www.albionfinefoods.com/contact-us>  
Quoting **#EMPLOYEE SPOTLIGHT**



*Thank you for reading!*

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