



Frank Dale

1994 **30** 2024

YEARS IN FOOD SERVICE

Celebrating 30 Years

It started with a dozen eggs..

Back in 1994 the Dale family, with roots in the Norfolk farming community, diversified from farming to food, initially by baking quiche from a dozen farm eggs.

Following increased interest from the foodservice sector, Frank Dale was born, starting with the supply of large quiches to wholesalers made with delicious short crust pastry and generous, high quality fillings.

By 2002 this had turned into the finger food revolution, as five traditionally British canapes were launched into the foodservice arena, including a range of mini quiches specifically targeting the buffet market.



Left to Right
Jean Dale, son Robert Dale and daughter Mandy Easton, circa 1990's



Mini Frittata Bites
Mini Quiche Selection
Mini Shepherds Pies

..30 years on

Frank Dale has earned a reputation as the reliable go-to for any catered event or foodservice setting. We now use 200,000 eggs every year to make 12 million premium quiches for the food service sector, alongside an extensive collection of mini sweet and savoury products such as mini scones, mini cakes, mini pies and mini Yorkshire puddings.

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.



Frank Dale products being hand-finished prior to freezing.

What hasn't changed

Our aim has always been to create great tasting products, using predominantly store cupboard ingredients that boast a hand-baked look and flavour. Wherever possible we continue to use local and UK sourced quality ingredients to deliver the unique taste and 'home-baked' finish that chefs and catering professionals have come to love and trust.

Maintaining quality is still hugely important to us, caterers don't want to risk reputational damage by supplying lower quality imports, so we continue to commit to creating products that any chef or food service professional is proud to serve as their own.





What the future holds

Innovation

Frank Dale's future plans are innovation focused – with ideas to further modernise the range but also make it more relevant to the future needs of the foodservice sector. We already have renowned manufacturing skills, careful allergen-management and include choices to cater for those requiring vegetarian / vegan options. We can only see this expanding and developing further in the future with new product launches already planned for 2025.

Quality

Frank Dale has always had a reputation for quality. Maintaining the highest standards of quality, authenticity, and food safety is a company-wide commitment which is supported by regular and ongoing training for our staff. Our robust and continuously reviewed policies ensure that food safety is ingrained in our company culture, enabling us to exceed industry expectations.

Sustainability

Future sustainability projects are incredibly important to Frank Dale. Our range of simple and easy to unwrap Thaw & Serve, and Heat & Eat products means caterers can already lower energy bills, reduce workload and staff overheads. In addition to this we offer the convenience, reduced wastage and extended shelf life associated with a frozen format.

Organic waste from our manufacturing operations is now being sent to an anaerobic digestion plant in nearby Attleborough. The plant produces enough energy to meet 100 percent of the gas needs of Attleborough's 4,000 homes during the summer and 50 percent during the winter.



Frank Dale's new stronger, clearer packaging, supporting our recent move to 100% clear recyclable plastic and to using 100% recycled board.



Frank Dale Mini Chocolate Cup Selection - New product launched in October 2024



Frank Dale[®]

Manufactured by : Finedale Foods Ltd, Bunwell Street, Bunwell, Norfolk, NR16 1SH

Tel : +44 (0) 1953 788900 Email : info@frankdalefoodservice.co.uk Web : frankdalefoodservice.co.uk

