

JJ Food Service wins Wholesaler of the year



JJ Foodservice, a £117m-sales catering specialist, triumphed over cash and carry giants Booker and Palmer & Harvey and foodservice behemoths Brakes and 3663.

JJ Foodservice started out supplying to kebab shops. Today it's branched out to supply local authorities and even won a new £2.5m contract on the day of the awards to supply Derbyshire County Council.

"Tonight proved resoundingly that big isn't always best," said Adam Leyland, editor of The Grocer. "I wouldn't go so far as to say there's a new world order, but the credit crunch has destabilized the market and created new opportunities. Combined with a bit of good old-fashioned entrepreneurialism, smaller companies can outfox their larger rivals.

<http://www.thegrocer.co.uk/articles.aspx?page=articles&ID=200778>